



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. as per the UGC Act, 1956)

PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE

Marching Beyond 30 Years Successfully

INSTITUTION WITH UGC 12B STATUS

UNDERGRADUATE DEGREE PROGRAMME

B.B.A. (Digital Marketing)

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B.B.A. (Hons) Digital Marketing

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

Department of Business Administration

SCHOOL OF MANAGEMENT STUDIES AND

COMMERCE



DEPARTMENT OF BUSINESS ADMINISTRATION

VISION OF THE DEPARTMENT

To nurture **tomorrow's business and academic leaders** by drawing the synergy of teaching, research and practice.

MISSION OF THE DEPARTMENT

M1	Our purpose is driven by our desire to produce confident leaders who are committed to creativity and excellence.
M2	We inspire critical thinking, personal growth, and a passion for learning. We serve the social, cultural, and economic needs of our community and our society
M3	The Department further supports the vision and mission of the School of Management Studies while enhancing the visibility and reputation of VISTAS.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)	
PEO1	To contribute effectively in the business world, demonstrating competence in their chosen field and the ability to adapt to changing business environments.
PEO2	To demonstrate a comprehensive understanding of key concepts, theories, and principles in various business disciplines such as accounting, finance, marketing, management, and operations

PROGRAMME OUTCOMES (PO)	
PO1	To exhibit factual and theoretical knowledge of management in general and business in particular.
PO2	To critically evaluate and analyze Indian and global business environments in different contexts.
PO3	To recognize their role as a manager, entrepreneur and a leader in a business management
PO4	To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
PO5	To conduct and demonstrate professional and ethical behaviour.
PO6	To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.

PO7	To nurture an ability to articulate a business environment with clarity and mindfulness.
PO8	To exhibit the ability to own roles and responsibilities with commitment, as members of multi cultural teams and communities in cross-cultural contexts and diversity management.
PO9	To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	To be equipped with the knowledge and skills to identify business opportunities, develop business plans, and understand the entrepreneurial process. They should be able to demonstrate creativity, initiative, and innovation in solving business challenges.
PSO2	To have a broad understanding of global business environments, including cultural diversity, international markets, and global economic trends. They should be able to analyze global business issues and develop strategies for conducting business across borders.
PSO3	To possess strong financial literacy and be able to analyze financial statements, manage budgets, and make financial decisions that align with organizational goals. They should understand the principles of financial management, including risk assessment and capital budgeting
PSO4	To demonstrate effective leadership skills and be able to manage teams to achieve organizational objectives. They should understand motivational techniques, conflict resolution strategies, and the dynamics of team collaboration in achieving business goals.

BOARD OF STUDIES

List of Members

BBA – Digital Marketing

S. No	Name & Designation	Address	Role
1.	Dr.P.Murugan, M.Com, Ph.D., MBA., Professor & Head	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: 9500144969 Email ID: hodbba@velsuniv.ac.in	Chairperson
2.	Dr.V.Jayanthi M.Com, M.Phil, MBA SET, PhD Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: 9176121799 Email ID: jayanthi.sms@velsuniv.ac.in	Internal member
3.	Dr.K.Vinayagam, MLM,.MA MBA, NET.,Ph.D., Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob:7708880033 Email ID: vinayagam.sms@velsuniv.ac.in	Internal member
4.	Dr.M.Prabhakar Christopher David, MBA NET, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: 9962323513 Email ID: prabhakaran.sms@velsuniv.ac.in	Internal member
5.	Dr.P.SasiKumar MBA, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: 9500534612 Email ID: saikumar.sms@velsuniv.ac.in	Internal member
6.	Dr Praveen Kumar M.Com., MBA., PhD Associate Professor	Department of Management Studies. Saveetha University, Chennai. email I'd: Ph:8883558355 praveenkselva@gmail.com	External member Academic Expert
7.	Mr.Susdharsan, M.Tech., MS., MBA., M.Sc.,(Ph.D.)	Deputy General Manager, L&T constructions, Chennai 9687680827 sudharsar@gmail.com	External member Industry Expert
8.	Ms.Shofika	Entrepreneur, Franchisee of Coffee and Recharge Mob: 9042606488 Email ID: shofikakumar@gmail.com	Alumni, Department of Business Administration

CREDIT DISTRIBUTION

B.B.A. (Digital Marketing)

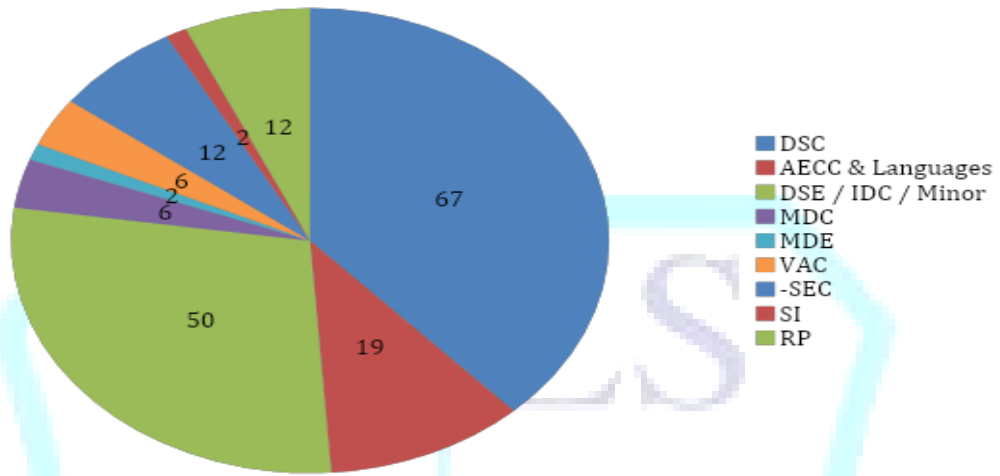
Minimum credits to be earned: 132

B.B.A. (Hons) (Digital Marketing)

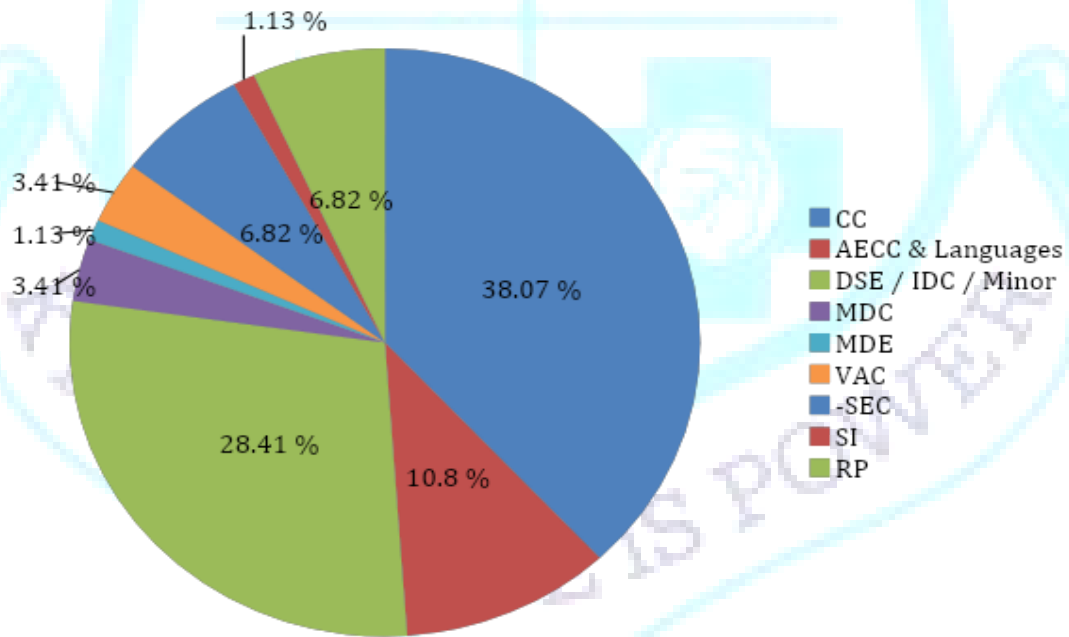
Minimum credits to be earned: 176

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credits
DSC	12	12	11	8	12	8	63	4	-	67
AECC & Languages	4	4	4	7	-	-	19	-	-	19
DSE / IDC / Minor	-	-	3	4	4	11	22	12	16	50
MDC	3	3	-	-	-	-	6	-	-	6
MDE	-	-	2	-	-	-	2	-	-	2
VAC	1	2	-	1	2	-	6	-	-	6
-SEC	2	2	2	1	3	2	12	-	-	12
SI	-	-	1	-	1	-	2	-	-	2
RP	-	-	-	-	-	-	-	6	6	12
Total Credits	22	23	23	21	22	21	132	22	22	176

CREDIT DISTRIBUTION

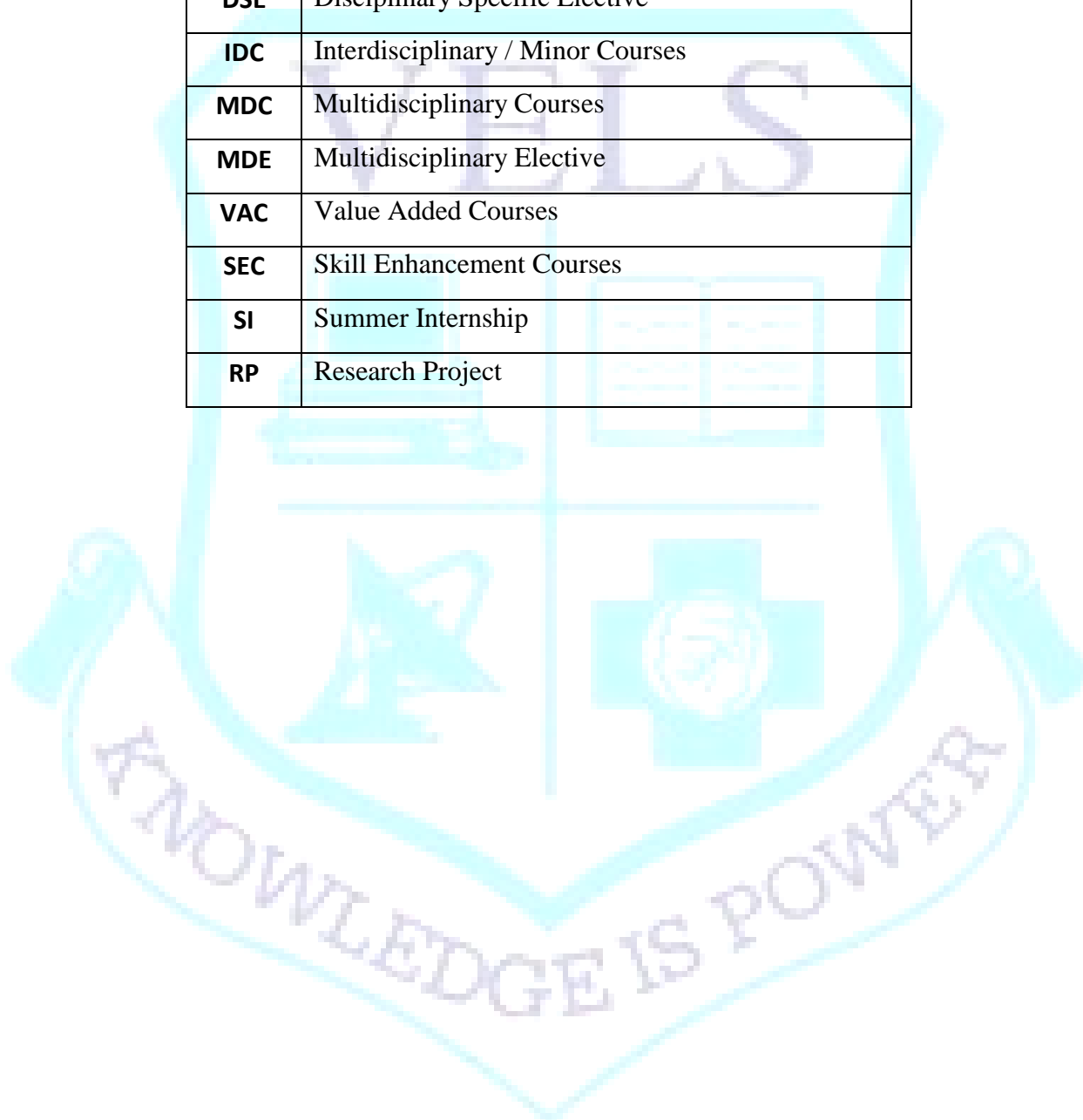


CREDIT DISTRIBUTION PERCENTAGE



ABBREVIATIONS

DSCC	Disciplinary Specific Core Courses
AECC	Ability Enhancement Compulsory Courses
DSE	Disciplinary Specific Elective
IDC	Interdisciplinary / Minor Courses
MDC	Multidisciplinary Courses
MDE	Multidisciplinary Elective
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
RP	Research Project



CURRICULUM STRUCTURE

B.B.A. Digital Marketing Three Years

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B.B.A. (Hons) Digital Marketing Four Years

Total number of Credits: 176

B.B.A. (Hons) Minimum Credits to be earned :176										
B.B.A. Minimum Credits to be earned: 132										
Hours/Week										
Maximum Marks										
SEMESTER 1										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 1	24LTAM11/ 24LH1N11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2	40	60	100
ENG 1	24LENG11	English I	2	0	0	1	2	40	60	100
CC 1	24CBDM11	Principles and Practices of Management	4	0	0	2	4	40	60	100
CC 2	24CBDM12	Introduction to Digital Marketing	4	0	0	2	4	40	60	100
CC 3	24CBDM13	Business Statistics and Logic	4	0	0	2	4	40	60	100
MDC	24MBDM11	Media Literacy and Critical Thinking	2	0	0	1	2	40	60	100
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2	40	60	100
SEC 1	24SSKU11	Soft Skills 1	2	0	0	1	2	40	60	100
SEC 2		Orientation programme / Industrial Visit	-	-	-	-	-	-	-	-
			22	0	0	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

SEMESTER 2										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 2	24LTAM21/	Tamil II /	2	0	0	1	2	40	60	100
	24LH1N21/	Hindi II /								
	24LFRE21	French II								
ENG 2	24LENG21	English II	2	0	0	1	2	40	60	100
CC 4	24CBDM21	Financial Accounting	4	0	0	2	4	40	60	100
CC 5	24CBDM22	Marketing Management	4	0	0	2	4	40	60	100
CC 6	24CBDM23	Introduction to Design Thinking	4	0	0	2	4	40	60	100
MDC 2	24MBDM21	Indian System of Health and Wellness	3	0	0	2	3	40	60	100
VAC 2	24DVAC22	Universal Human Values	2	0	0	1	2	40	60	100
SEC 3	24SSKU21	Soft Skills 2	2	0	0	1	2	40	60	100
			23	-	-	-	23	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

SEMESTER 3										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 3	24LTAM31/	Tamil III /	2	0	0	1	2	40	60	100
	24LHIN31	Hindi III /								
	/24LFRE31	French III								
ENG 3	24LENG31	English III	2	0	0	1	2	40	60	100
CC 7	24CBDM31	Management Accounting	3	1	0	2	4	40	60	100
CC 8	24CBDM32	Digital Media Law	4	0	0	2	4	40	60	100
CC 9	24CBDM33	Green Marketing	3	0	0	2	3	40	60	100
MDE 1	24MBDM31	Indian knowledge system	2	0	0	1	2	40	60	100
DSE 1/ IDC / Minor 1	24DBDM3_	Discipline Specific Elective I	3	0	0	2	3	40	60	100
SEC 4	24SSKU31	Soft Skills 3	2	0	0	1	2	40	60	100
SI 1	24IBAM31	Internship I	0	0	2	1	1	-	100	100
			21	1	2	-	23	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 4										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 4	24LTAM41/	Tamil IV /								
	24LHIN41/	Hindi IV/	2	0	0	1	2	40	60	100
	24LFRE41	French IV								
ENG 4	24LENG41	English IV	2	0	0	1	2	40	60	100
AECC 1	24EVS041	Environmental Studies	3	0	0	2	3	40	60	100
CC 10	24CBDM41	Entrepreneurship and Startup Ecosystem	4	0	0	2	4	40	60	100
CC 11	24CBDM42	Lead Generation and Email Marketing	4	0	0	2	4	40	60	100
DSE 2 / IDC 2 / Minor 2	24DBDM4_	Discipline Specific Elective II	4	0	0	2	4	40	60	100
SEC 5		Industry Oriented Employability skills	1	0	0	1	1	-	100	100
VAC 3		Yoga Education	1	0	0	1	1	-	100	100
SEC 6		In-plant Training/ Industrial Tour / Summer Term	-	-	-	-	-	-	-	-
			21	-	-	-	21	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

SEMESTER 5

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 12	24CBDM51	Financial Management	4	0	0	2	4	40	60	100
CC 13	24CBDM52	Business Methodology	4	0	0	2	4	40	60	100
CC 14	24CBDM53	Strategic Management	4	0	0	2	4	40	60	100
DSE 3 / IDC 3 / Minor 3	24DBDM5_	Discipline Specific Elective III	4	0	0	2	4	40	60	100
SEC 7		Entrepreneurial Development	2	0	0	1	2	40	60	100
VAC 4		Disaster Management	1	0	2	1	2	40	60	100
SI 2	24IBBDM5 1	Internship II	0	0	2	1	1	-	100	100
SEC 8		Skill Enhancement Training / Student Club Activities/ Institution Innovation Council (IIC) Activities	0	0	2	1	1	-	100	100
			19	-	6	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

SEMESTER 6										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 15	24CBDM61	Search Engine Marketing	4	0	0	2	4	40	60	100
CC 16	24CBDM62	Project Management	4	0	0	2	4	40	60	100
DSE 4 / IDC 4 / Minor 4	24DBDM6_	Discipline Specific Elective IV	4	0	0	2	4	40	60	100
DSE 5 / IDC 5 / Minor 5	24DBDM6_	Discipline Specific Elective V	4	0	0	2	4	40	60	100
DSE 6 / IDC 6 / Minor 6	24DBDM6_	Discipline Specific Elective VI	3	0	0	2	3	40	60	100
SEC 9		Mini Project	0	0	4	1	2	-	100	100
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-	-	-	-
			19	-	4	-	21	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

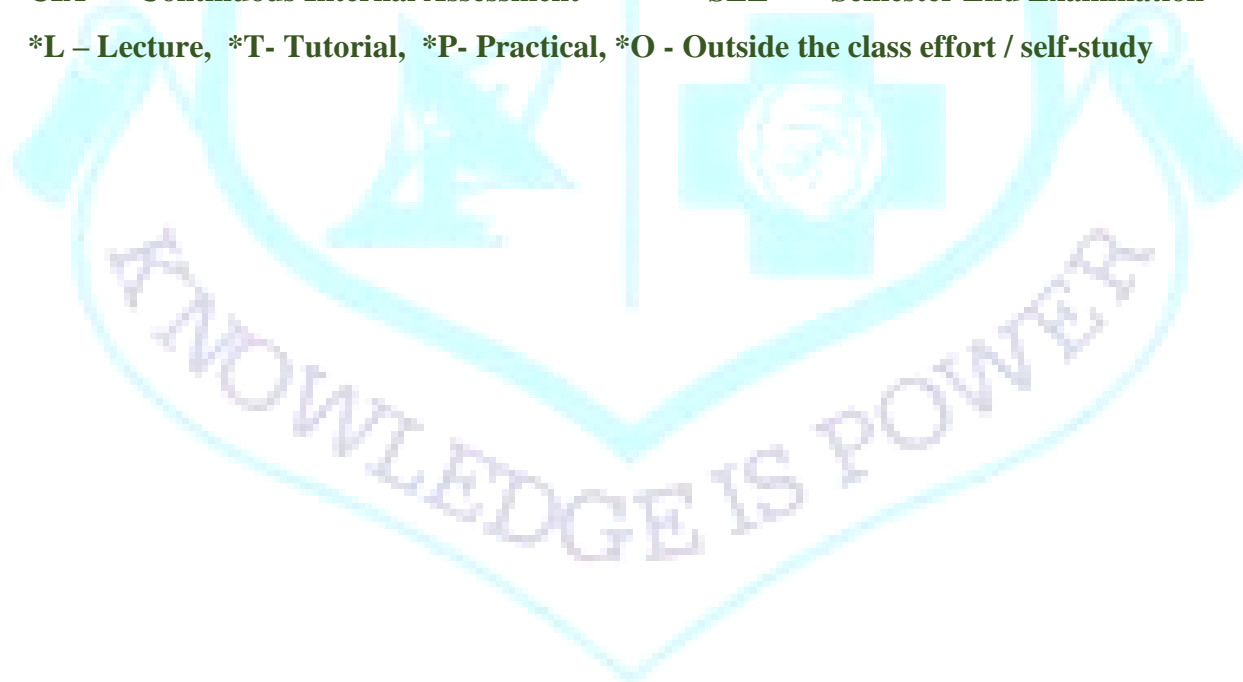
SEMESTER 7

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 17	24CBDM71	Meta Ads	4	0	0	2	4	40	60	100
DSE 7 / IDC 7 / Minor 7	24DBDM7_	Discipline Specific Elective VII	4	0	0	2	4	40	60	100
DSE 8 / IDC 8 / Minor 8	24DBDM7_	Discipline Specific Elective VIII	4	0	0	2	4	40	60	100
DSE 9 / IDC 9 / Minor 9	24DBDM7_	Discipline Specific Elective IX	4	0	0	2	4	40	60	100
RP 1	24RBDM71	Research Project I	0	0	12	2	6	40	60	100
			16	-	12	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study



SEMESTER 8

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
DSE 10 / IDC 10 / Minor 10	24DBDM8_	Discipline Specific Elective X	4	0	0	2	4	40	60	100
DSE 11 / IDC 11 / Minor 11	24DBDM8_	Discipline Specific Elective XI	4	0	0	2	4	40	60	100
DSE 12 / IDC 12 / Minor 12	24DBDM8_	Discipline Specific Elective XII	4	0	0	2	4	40	60	100
DSE 13 / IDC 13 / Minor 13	24DBDM8_	Discipline Specific Elective XIII	4	0	0	2	4	40	60	100
RP 2	24RBDM81	Research Project II	0	0	12	2	6	40	60	100
			16	-	12	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

KNOWLEDGE IS POWER

DISCIPLINE SPECIFIC CORE COURSES

Category	Code	Course	L	T	P	O	C
CC 1	24CBDM11	Principles and Practices of Management	4	0	0	2	4
CC 2	24CBDM12	Introduction to Digital Marketing	4	0	0	2	4
CC 3	24CBDM13	Business Statistics and Logic	4	0	0	2	4
CC 4	24CBDM21	Financial Accounting	4	0	0	2	4
CC 5	24CBDM22	Marketing Management	4	0	0	2	4
CC 6	24CBDM23	Introduction to Design Thinking	4	0	0	2	4
CC 7	24CBDM31	Management Accounting	3	1	0	2	4
CC 8	24CBDM32	Digital Media Law	4	0	0	2	4
CC 9	24CBDM32	Green Marketing	3	0	0	2	3
CC 10	24CBDM41	Entrepreneurship and Startup Ecosystem	4	0	0	0	4
CC 11	24CBDM42	Lead Generation and Email Marketing	4	0	0	0	4
CC 12	24CBDM51	Financial Management	4	0	0	2	4
CC 13	24CBDM52	Business Research Methodology	4	0	0	2	4
CC 14	24CBDM53	Strategic Management	4	0	0	2	4
CC 15	24CBDM61	Search Engine Marketing	4	0	0	2	4
CC 16	24CBDM62	Project Management	4	0	0	2	4
CC 17	24CBDM71	Meta Ads	4	0	0	2	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
DSE 1	24DBDM11	Content Marketing	3	0	0	2	3
	24DBDM12	AI in Digital Marketing	3	0	0	2	3
DSE 2	24DBDM13	Integrated Marketing Communication	4	0	0	2	4
	24DBDM14	Advertising Tolls and its Optimization	4	0	0	2	4
DSE 3	24DBDM15	Marketing Analytics	4	0	0	2	4
	24DBDM16	Web Analytics	3	0	0	2	3
DSE 4	24DBDM17	Affiliate Marketing	4	0	0	2	4
	24DBDM18	E Commerce	4	0	0	2	4
DSE 5	24DBDM19	Product and Brand Management	4	0	0	2	4
	24DBDM20	Service Marketing	4	0	0	2	4
DSE 6	24DBDM21	Cyber Law	4	0	0	2	4
	24DBDM22	Data Mining	4	0	0	2	4
DSE 7	24DBDM23	International Marketing	4	0	0	2	4
	24DBDM24	B2B Marketing	4	0	0	2	4
DSE 8	24DBDM25	International Standard Organizational Auditing	4	0	0	2	4
	24DBDM26	Logistics Supply Chain Management	4	0	0	2	4
DSE 9	24DBDM27	Coporate Governance	4	0	0	2	4
	24DBDM28	Financial Analytics	4	0	0	2	4

AECC & LANGUAGES

Category	Code	Course	L	T	P	O	C
LANG 1	24LTAM11/ 24LHIN11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2
ENG 1	24LENG11	English I	2	0	0	1	2
LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	1	2
ENG 2	24LENG21	English II	2	0	0	1	2
LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	1	2
ENG 3	24LENG31	English III	2	0	0	1	2
LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV/ French IV	2	0	0	1	2
ENG 4	24LENG41	English III	2	0	0	1	2
AECC 1	24EVS031	Environmental Studies	3	0	0	2	3

MULTIDISCIPLINARY COURSES

Category	Code	Course	L	T	P	O	C
MDC 1	24MBDM11	Media Literacy and Critical Thinking	2	0	0	1	2
MDC 2	24MBDM21	Indian System of Health and Wellness	3	0	0	2	3

MULTIDISCIPLINARY ELECTIVE

Category	Code	Course	L	T	P	O	C
MDE		Indian Knowledge system	2	0	0	1	2

VALUE ADDED COURSES

Category	Code	Course	L	T	P	O	C
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2
VAC 2	24DVAC21	Universal Human Values	2	0	0	1	2
VAC 3	24DVAC41	Yoga Education / NSS / NCC	1	0	0	1	1
VAC 4	24DVAC51	Disaster Management	1	0	2	1	2

SKILL ENHANCEMENT COURSES

Category	Code	Course	L	T	P	O	C
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2
SEC 2	24SBDM11	Orientation Programme / Industrial Visit	-	-	-	-	-
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2
SEC 4	24SSKU31	Soft Skills III	2	0	0	1	2
SEC 5	24SBBDM1	Industry Oriented Employability skills	1	0	0	1	1
SEC 6	24SBAM42	In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-
SEC 7	24SBDM51	Entrepreneurial Development	2	0	0	1	2
SEC 8	24SBDM52	Skill Enhancement	0	0	2	1	1

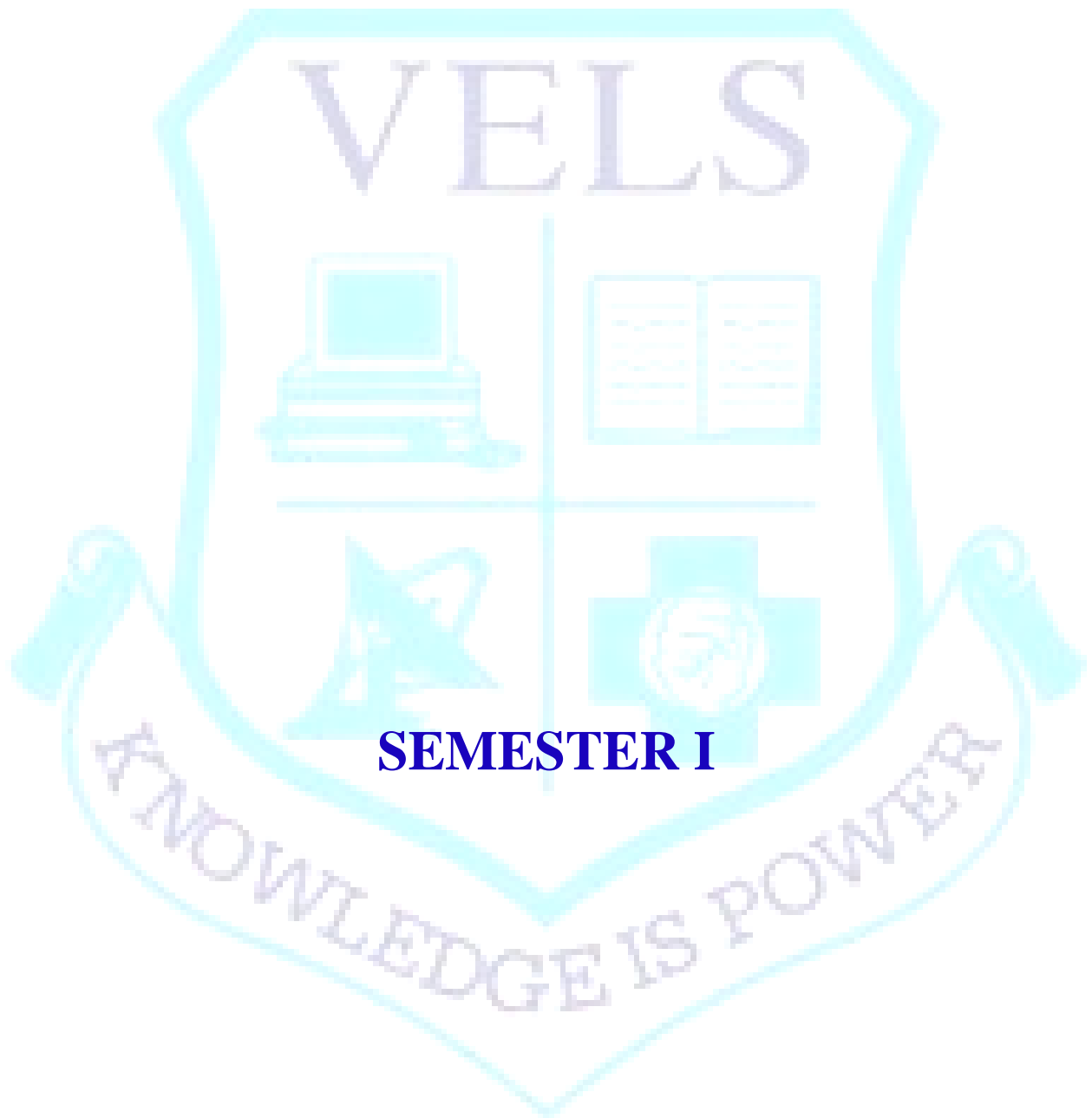
		Training / Student Club Activities/ Institution Innovation Council Activities					
SEC 9	24RBDM61	Mini Project	0	0	4	1	2
SEC 10	24SBDM62	On Job Training / Apprenticeship / Startup	-	-	-	-	-

SUMMER INTERNSHIP

Category	Code	Course	L	T	P	O	C
SI 1	24IBDM31	Internship I	0	0	2	1	1
SI 2	24IBDM51	Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	O	C
RP 1	24RBDM71	Research Project I	0	0	12	2	6
RP 2	24RBDM81	Research Project II	0	0	12	2	6



SEMESTER I

24LTAM11

பாடக் குறியீட்டு எண்: 24LTAM11 2 0 0 1 2

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 2, வாரப் பாட நேரம்: 2.

தாள்-1

மொழிவரலாறு – சங்க இலக்கியம் – அற இலக்கியம் – மொழித்திறன்
பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தற்கால தமிழ் இலக்கிய வகைமைகளான மரபுக்கவிதை, புதுக்கவிதை, உரைநடை ஆகியவற்றை அறிமுகப்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு- 1: தமிழ் மொழி வரலாறு

8மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் - திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

அலகு -2

8 மணி நேரம்

புறநானூறு- பாடல் எண்: , 182, 183, - இரண்டு பாடல்கள்.

குறுந்தொகை- பாடல் எண்: 2, 167, - இரண்டு பாடல்கள்

பரிபாடல் - முருகன். வையை - இரண்டு பாடல்கள்

அலகு - 3 அற இலக்கியங்கள்

திருக்குறள்- வான்சிறப்பு (அறம்), பெருமை (பொருள்), பிரிவாற்றாமை (இன்பம்),

மூன்று அதிகாரங்கள் முழுமையும்

1. நாலடியார் - இரண்டு பாடல்கள். (2, 3)
2. மூதுரை - இரண்டு பாடல்கள். (2, 8)

அலகு 4 மொழி

07 மணி நேரம்

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் - பயிற்சிகள்.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 2002.
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அக்காடெமி, 2007.
6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
7. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

24LHIN11	HINDI-I	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To understand the rural life style, social responsibilities and social values
- To create awareness about the importance of varied culture
- To enable the students to develop communication skill in Hindi and to use Azhagi, Azhagi+ fonts

UNIT I : पं.श्रीराम शर्मा कृत 'स्मृति' (कहानी)
'Smruti' (Kahani) by Pandit Sriram Sharma. 6hrs.

UNIT II : शरद जोशी कृत 'अतिथि तुम कब जावोगे' (व्यंग्य)
'Athiti tum kab jaaogee' (Vyangy) by Sharad Joshi. 6hrs.

UNIT III: राहुल सांस्कृतयायन कृत 'अथातो घुमक्कड जिज्ञासा' (यात्रा वृत्तान्त)
'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by 6hrs.
Rahul Sanskrityayan.

UNIT IV: व्यावहारिक हिन्दी- पत्र लेखन में प्रयुक्त वाक्यांश, कौशल विकास
- भाव एक भाषा अनेक 6hrs.
Functional Hindi-Phrases used in Letter Writing.
Skill development - Bhav Ek Bhasha Anek

UNIT V : पत्र लेखन – परिचय व प्रकार, 3 अनौपचारिक पत्र
अलगी, अलगी + फॉन्ट का परिचय
Letter Writing- Intro. & Types & 3 Personal Letters 6hrs.
Introduction to Azhagi, Azhagi + fonts

Total: 30hrs.

Course Outcome:

At the end of this course Students will be able to

CO1 Gain knowledge about the rural life style

CO2 Understand social values

CO3 Understand importance of varied culture

CO4 Journalise in Functional Hindi

CO5 Use Azhagi, Azhagi+ fonts

Text Books:

Pandit Shriram Sharma, Shikaar, Sahitya Sadan, 1932.

Sharad Joshi, Yatha Sambhav, Bharatiya Gyanpeet, 2014.

Rahul Sanskritayan, Ghumakkad Shastra, Rajkamal Prakashan, 1949.

Reference Book:

Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

NCERT, Sparsh, Class 9.

Main Aur Mera Vyakaran, New Saraswati House, New Delhi.

Govind Ballabh Sharma, Hindi Vyavaharik Tanka Kala Evam Tanka Abhyas,

Neelkanth Publishers Pvt. Ltd., 2022.

Weblinks :

Pandit Sriram Sharma ka kahani: <https://www.evidyarthi.in>

Harishankar parasayi ka Vyangy: <http://gadyakosh.org>

Rahul Sanskritayan ka yatravruttant: <https://www.hindwi.org>

Prayojanmoolak Hindi: <https://hi.m.wikipedia.org>

<https://www.azhagi.com/hnd/helphtml/Introduction.html>



24LFRE11	FRENCH-I	<table border="1"><tr><td>L</td><td>T</td><td>P</td><td>O</td><td>C</td></tr><tr><td>2</td><td>0</td><td>0</td><td>1</td><td>2</td></tr></table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												

The lessons are being chosen:		
<ol style="list-style-type: none"> 1) To greet, to express excuse and to introduce oneself 2) To introduce another person 3) To express his/her ideas, opinions and weekend projects 4) To request someone to do something, polite manners 5) To accept, refuse, enquire and indicate the time and date 6) To express himself / herself in positive and negative manner 		
UNIT I	SALUT	4 HOURS
<ul style="list-style-type: none"> • les nombres, Les jours de la semaine et du mois, La nationalité 		
UNIT II	ENCHANTÉ	6 HOURS
<ul style="list-style-type: none"> • Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense 		
UNIT III	J'ADORE	4 HOURS
<ul style="list-style-type: none"> • La negation, l'adjectif possessif, le futur proche 		
UNIT IV	TU VEUX BIEN	7 HOURS
<ul style="list-style-type: none"> • Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé compose 		
UNIT V	ON SE VOIT QUAND	5 HOURS
<ul style="list-style-type: none"> • Les pronoms compléments directs me, te, nous, vous, L'interrogation avec est-ce que, L'heure et la date. 		
UNIT VI	BONNE IDÉE	4 HOURS
<ul style="list-style-type: none"> • Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les, La négation : ne... pas de. 		
		TOTAL 30 HOURS
COURSE OUTCOMES:		
<ol style="list-style-type: none"> 1) The students would be able to greet, to excuse and to introduce himself 2) The students would be able to introduce someone 3) The students would be able to express his ideas, opinions and weekend projects 4) The students would be able to ask someone to do something, polite manner 5) The students would be able to accept, refuse enquire and indicate the time and date 6) The students would be able to express himself in positive and negative manner 		
REFERENCES:		
<ol style="list-style-type: none"> 1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau 2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian 		

24LENG11	ENGLISH-I	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> • To enable students to develop their communication skills effectively. • To make students familiar with usage skills in the English Language. • To enrich their vocabulary in English. • To develop communicative competence. 												
UNIT I	PROSE	6 HOURS										
<ul style="list-style-type: none"> • Dangers of drug abuse - Hardin B.Jones • Tight corners - E.V.Lucas 												
UNIT II	POETRY	6 HOURS										
<ul style="list-style-type: none"> • Ecology - A.K.Ramanujan • The owl and the chimpanzee - Jo Camacho 												
UNIT III	SHORT STORY	6 HOURS										
<ul style="list-style-type: none"> • The Dear Departed - Stanley Houghton • The Fool's Paradise- Isaac Bashevis Singer 												
UNIT IV	GRAMMAR	6 HOURS										
<ul style="list-style-type: none"> • Parts of speech, Articles 												
UNIT V	GRAMMAR	6 HOURS										
<ul style="list-style-type: none"> • One-word substitution, prefix, suffix, synonym, antonym 												
TOTAL 30 HOURS												
COURSE OUTCOMES:												
<p>Upon completion of this course, the students will be able to</p> <p>COC1: Understand the characteristic features of the language used in the text.</p> <p>COC2: Strengthen their knowledge of basic grammar</p> <p>COC3: Improve narrative skills after studying diverse prose and play.</p> <p>COC4: Understand to classify parts of speech and articles.</p> <p>COC5: Develop critical writing skills in the textual content of the syllabus.</p>												
REFERENCES:												
<ol style="list-style-type: none"> 3. English for Communication Enrichment: by Jeya Santhi June 2015. 4. Dr. M. Narayana Rao and Dr. B. G.Barki-Anu's Current English for Communication (AnuChitra). June 2012. 5. Dr. Ananthan, R. Effective Communication. Ed. Chennai: Anu Chithra Pub.2010. 												

24CBDM11	PRINCIPLES AND PRACTICES OF MANAGEMENT	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>2</td> <td>4</td> </tr> </table>	L	T	P	O	C	4	0	0	2	4
L	T	P	O	C								
4	0	0	2	4								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> • To understand the basic concepts, principles, and theories of management. • To examine the essential functions of managers. To analyze the impact of globalization, diversity, and ethics on management. • To develop skills in strategic planning, decision-making, and leadership. 												
UNIT I	INTRODUCTION TO MANAGEMENT	12 HOURS										
<p>Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling</p>												
UNIT II	PLANNING ORGANIZING AND STAFFING	12 HOURS										
<p>Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment</p>												
UNIT III	LEADING, DIRECTING	12 HOURS										
<p>Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg</p>												

two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics;

UNIT IV	CONTROLLING	12 HOURS
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Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

UNIT V	STRATEGIC MANAGEMENT, ETHICS AND SOCIAL RESPONSIBILITY	12 HOURS
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Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

TOTAL: 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

- • CO1. Demonstrate how management principles are used to solve practical business problems
- • CO2. Compare and contrast different management theories and their effectiveness in various organizational contexts
- • CO3. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios
- • CO4. Demonstrate controlling techniques
- • CO5. Learn the SWOT analysis

TEXT BOOKS:

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

REFERENCES:

1. 1. Indian Business Rising: The Contemporary Indian Way of Conducting Business- And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

REFLECTIVE EXERCISES AND CASES:

1. Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro

Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG?>

2. Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro

Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG?>

3. ATH Technologies by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>

4. Article review and discussion:

Application of Ancient Indian Philosophy in Modern Management

(http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)

5. Review of Lincoln Electric Co. by Norman Berg. 6. Review of Hawthorne case.

7. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>

8. Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG |

<https://hbsp.harvard.edu/product/A00135->

PDF-ENG?

9. Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG

[|https://hbsp.harvard.edu/product/W28410-PDF-ENG?](https://hbsp.harvard.edu/product/W28410-PDF-ENG?)

10. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | [how-do-great-leaders-overcome- adversity](https://hbsp.harvard.edu/product/how-do-great-leaders-overcome-adversity)

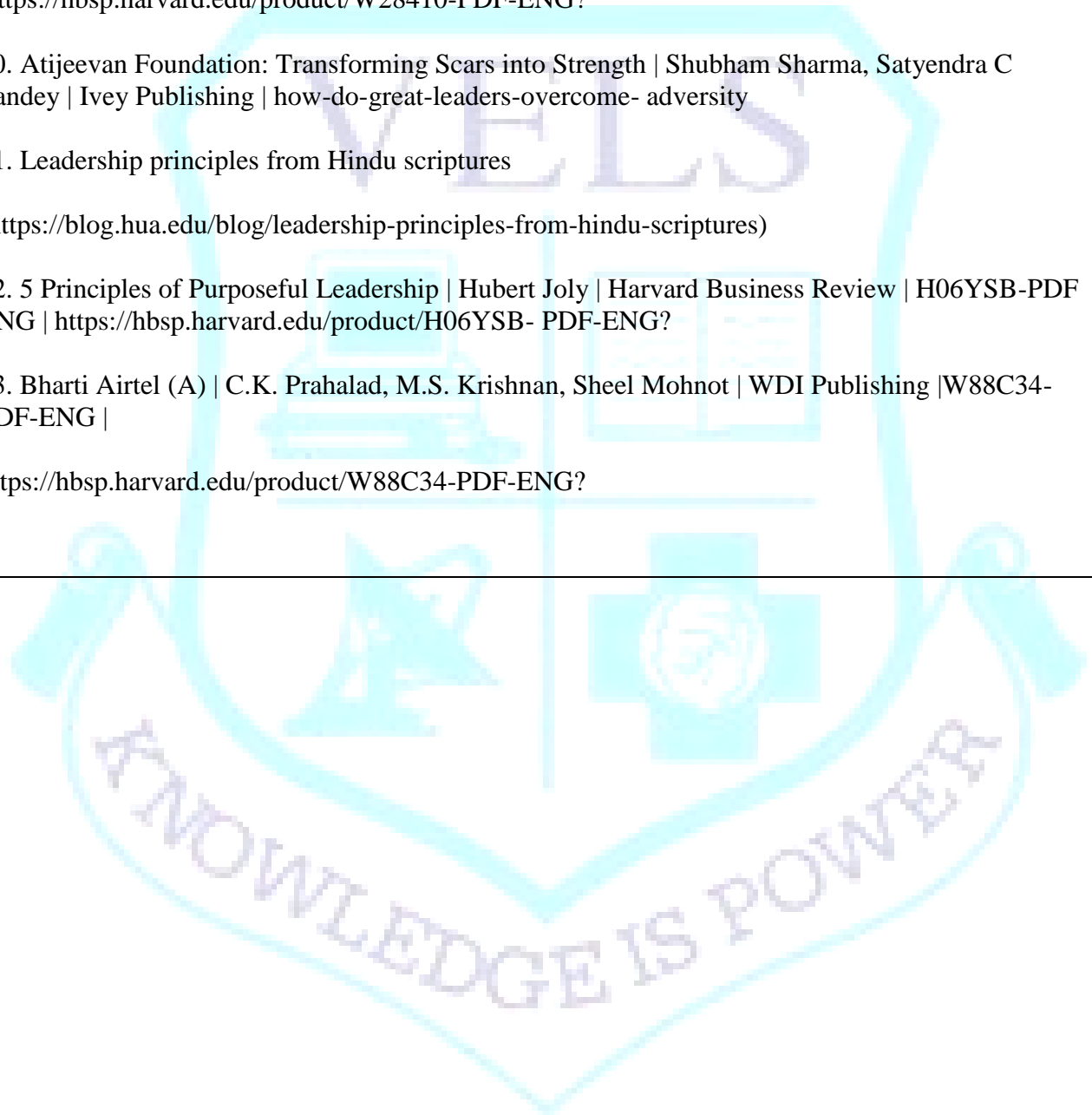
11. Leadership principles from Hindu scriptures

(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)

12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF ENG | [https://hbsp.harvard.edu/product/H06YSB- PDF-ENG?](https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?)

13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing |W88C34-PDF-ENG |

<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>



24CBDM12	INTRODUCTION TO DIGITAL MARKETING	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>2</td> <td>4</td> </tr> </table>	L	T	P	O	C	4	0	0	2	4
L	T	P	O	C								
4	0	0	2	4								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> The course aims to familiarize students with various pricing strategies used by businesses to maximize profitability, increase market share, and maintain a competitive edge. Pricing Models and Techniques: Students will learn about different pricing models and techniques employed in business settings. 												
UNIT I	INTRODUCTION TO MARKET	12 HOURS										
Marketing, Marketing concept - Selling concept, marketing concept, social marketing concept - Need and Significance of Marketing in Business – Marketing, Environment - Identifying market segments -Basis for market segmentation.												
UNIT II	PRODUCT AND PRODUCT LINES	12 HOURS										
Product and Product lines - Product hierarchy, Product classification, Product mix decisions Product line decisions -Branding and Brand decisions, packing and labeling decision - Product life cycle- Strategies.												
UNIT III	PRICING AND MARKETING CHANNELS	12 HOURS										
Pricing: Setting the price, pricing process, pricing methods. Adapting price, Pricing Strategies Marketing channels: The Importance of marketing channels - Channel design decisions – Channel, management decisions - Channel Conflict: Types, Causes and managing the conflict.												
UNIT IV	INTRODUCTION TO DIGITAL MARKETING	12 HOURS										
Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM, Email Marketing, Need for Emails, Types of Emails, options in email advertising, Mobile Marketing, Overview of the B2B and B2C Mobile Marketing.												
UNIT V	BLOGS	12 HOURS										
What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, what are Tags, Widgets, Blog Optimization, Blog Stats												
TOTAL: 60 HOURS												
COURSE OUTCOMES:												

Upon completion of the course, students will be able

CO – 1: Students will be able to understand the Marketing Concepts and Marketing environment

CO – 2: To explore the applications of digital marketing in the globalized market

CO – 3: To understand the application and usage of E-mail advertising and mobile marketing.

TEXT BOOKS:

1. Chaffey D., Ellis-Chadwick F.: Digital Marketing: Strategy, Implementation and Practice, Pearson Education Ltd., Karwal S.: Digital Marketing Handbook, CreateSpace Independent Publishing, Platform
2. Wolf J.: social media, CreateSpace Independent Publishing Platform

REFERENCES:

1. Ahuja V.: Digital Marketing, Oxford University Press.
2. Singh, A. and Duhan, P.: Managing Public Relations and Brand Image through Social media, IGI Global. E-Books and Tutorials published by Google, Facebook,

WEB LINKS:

1. <https://www.mygreatlearning.com/blog/introduction-to-digital-marketing/>
2. https://aipublications.com/uploads/issue_files/4IJREH-APR20212-Marketing.pdf
3. <https://blog.hubspot.com/sales/pricing-strategy>

24CBDM13	BUSINESS STATISTICS AND LOGIC	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>2</td> <td>4</td> </tr> </table>	L	T	P	O	C	4	0	0	2	4
L	T	P	O	C								
4	0	0	2	4								

COURSE OBJECTIVES:

- To establish importance of logical reasoning in human inquiry.
- To demonstrate data handling skills and summarize data with clarity.
- To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
- . To understand business problems and make decisions using appropriate statistical models and explain trends
- To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.
- Pedagogy: This course could be dealt using multiple pedagogies like interactive lecture, students’ discussions, case studies and experiential learning..

UNIT I	Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis	12 HOURS
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Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and skewness, Karl Pearson’s and Bowley’s measures of skewness, concept of kurtosis, types of kurtoses and importance.

UNIT II	Correlation and Regression	12 HOURS
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Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson’s correlation coefficient, Spearman’s Rank correlation coefficient, probable error. regression meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning,

UNIT III	Probability and Probability distributions	12 HOURS
Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.		
UNIT IV	Introduction to Logic	12 HOURS
Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric PROgressions, Inductive and deductive reasoning.		
UNIT V	Practical Component	12 HOURS
Understanding basic concepts of statistics - data sets from real life situations, to handle realistic data, steps of daily expenditures - students, air quality, EXCEL – INTERPRETATION, presentations.		
TOTAL: 60 HOURS		
COURSE OUTCOMES:		
<p>On having completed this course student should be able to:</p> <ul style="list-style-type: none"> • <input type="checkbox"/> CO1. Demonstrate data handling skills with clarity and logical reasoning. • <input type="checkbox"/> CO2. Outline the relevant concepts of Statistics to a given context/business scenario • <input type="checkbox"/> CO3. Organize business data and conduct statistical treatment. • <input type="checkbox"/> CO 4. Evaluate and interpret data using appropriate statistical techniques. • <input type="checkbox"/> CO5. Explain data trends using appropriate statistical models 		
TEXT BOOKS:		
<ol style="list-style-type: none"> 1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson. 2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing 11.SP Gupta. Statistical Methods, Sultan Chand and Sons 		

3. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House

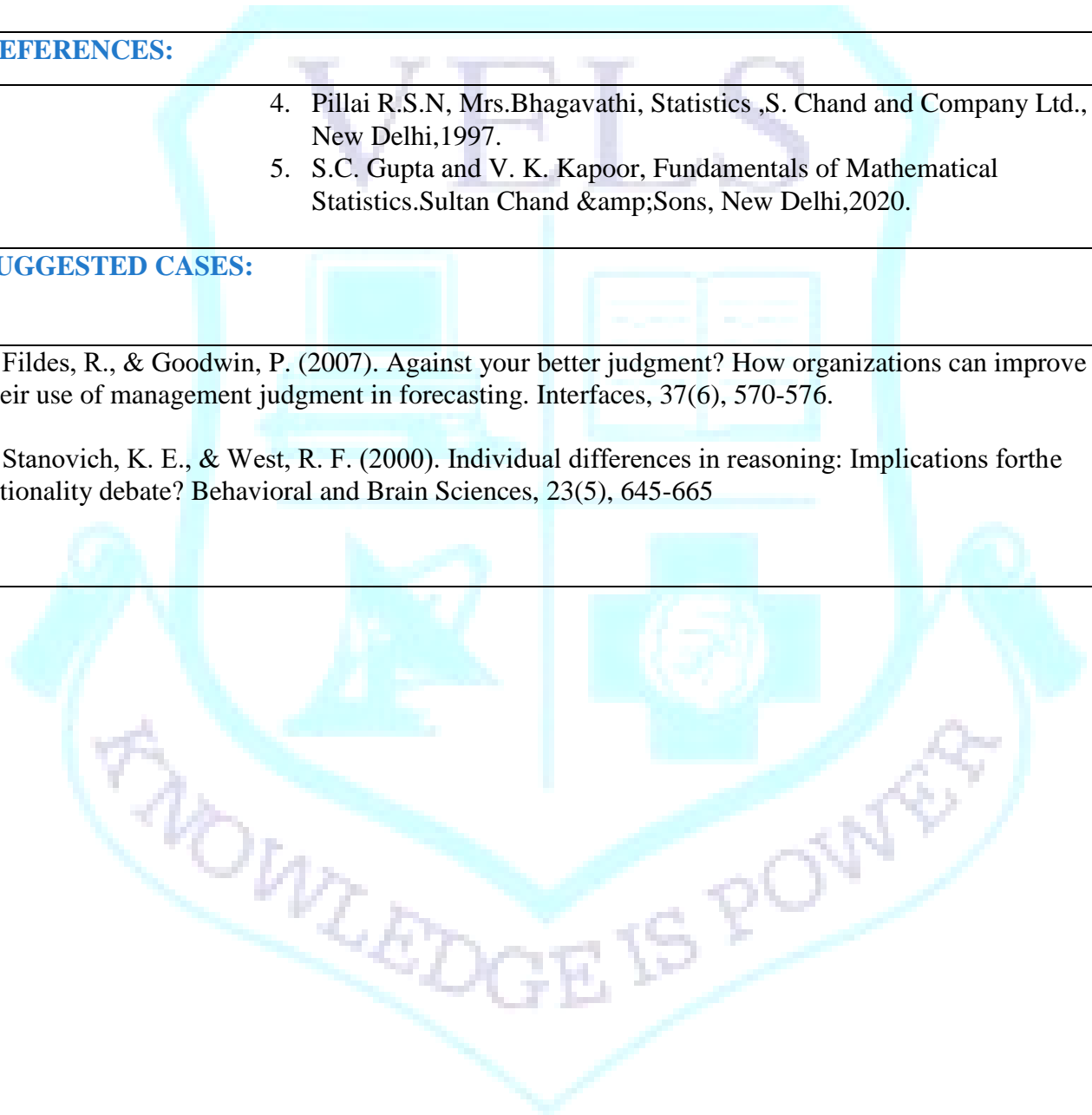
Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House. 6. Sharma J.K. Business Statistics, Vikas Publishing House

REFERENCES:

4. Pillai R.S.N, Mrs. Bhagavathi, Statistics, S. Chand and Company Ltd., New Delhi, 1997.
5. S.C. Gupta and V. K. Kapoor, Fundamentals of Mathematical Statistics. Sultan Chand & Sons, New Delhi, 2020.

SUGGESTED CASES:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665



24MBDM11	MEDIA LITERACY AND CRITICAL THINKING	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<ol style="list-style-type: none"> To understand the media communication and its underlying motivation To evaluate information disseminated across various media platforms To equip with the critical thinking skills on fact checking on an information To acquire skills for effectively navigating and utilizing media information mindfully To develop insights into ethical, legal and regulatory issues in media information dissemination and consume media responsibly. 												
UNIT I	Foundations of Media Literacy and Critical Thinking	06 HOURS										
Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.												
UNIT II	Deconstructing Media Texts	06 HOURS										
Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.												
UNIT III	Media Consumption and Production Dynamics	06 HOURS										
Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns												
UNIT IV	Ethics, Regulation	06 HOURS										
Ethical and regulatory considerations inherent in media practices and the evolving landscape of												

digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self regulatory bodies in upholding ethical standards

UNIT V	Digital Media Literacy	06 HOURS
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Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship

TOTAL: 30 HOURS

COURSE OUTCOMES:

CO1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.

CO2. Apply media literacy principles to make informed decisions about media consumption and production.

CO3. Understand the complexities of media production, distribution, and audience behavior.
4. Adhere to ethical standards in media content creation and consumption.

CO4. Promote responsible digital citizenship by navigating online information critically and combating misinformation

CO5: To promote digital citizenship.

TEXT BOOKS:

1. Ben Boyington_ Allison T. Butler_ Nolan Higdon_ Mickey Huff_ Andy Lee Roth - The Media and Me_ A Guide to Critical Media Literacy for Young People-Seven Stories Press (2022)
2. Belinha S. De Abreu - Media Literacy, Equity, and Justice-Routledge (2022) Andrew Dubber - Radio in the digital age-Polity (2013)

REFERENCES:

- 1..Potter, W. J. Media literacy (8th ed.). SAGE Publications.
- 2..Hobbs, R. Media literacy in the digital age. Routledge.
- 3.Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.

4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.

SUGGESTED CASES

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665

24DVAC1 1	COMMUNICATION SKILLS	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<p>CO1: To develop effective verbal and non-verbal communication techniques for various contexts.</p> <p>CO2: To enhance listening skills for better comprehension and engagement in conversations.</p> <p>CO3: To improve written communication abilities, focusing on clarity, coherence, and style.</p> <p>CO4: To build confidence in public speaking through practice and constructive feedback.</p> <p>CO5: To cultivate interpersonal skills for successful collaboration and professional interactions.</p>												
UNIT I	INTRODUCTION TO COMMUNICATION SKILLS	6 HOURS										
<ul style="list-style-type: none"> • Fundamentals of Communications • Elements of Communication, Types of Communication 												
UNIT II	PRACTICAL ENGLISH	6 HOURS										
<ul style="list-style-type: none"> • Importance of the language - Word Usage and Jargon • Tenses and the effectiveness - Basics of grammar (Noun/Verb/Adverb/Conjunction) 												
UNIT III	EFFECTIVE COMMUNICATION	6 HOURS										
<ul style="list-style-type: none"> • LSRW (Listening, Speaking, Reading & Writing) • Pronunciation - Vocabulary Building • Intonations & its importance 												
UNIT IV	CREATIVITY/CRITICAL THINKING	6 HOURS										
<ul style="list-style-type: none"> • Six Thinking Traits • Creative writing exercises • Open mindedness 												
UNIT V	PERSONAL HYGIENE AND STRESS MANAGEMENT	6 HOURS										
<ul style="list-style-type: none"> • Basic Etiquettes • Health and Personal Grooming • Stress-meaning and nature, Eustress, Distress • Stress management strategies 												
TOTAL 30 HOURS												
COURSE OUTCOMES:												
<p>Upon completion of this course, the students will be able to</p> <p>COC1 Demonstrate basic etiquette in various personal and professional settings.</p>												

COC2 Effectively manage stress using learned techniques.

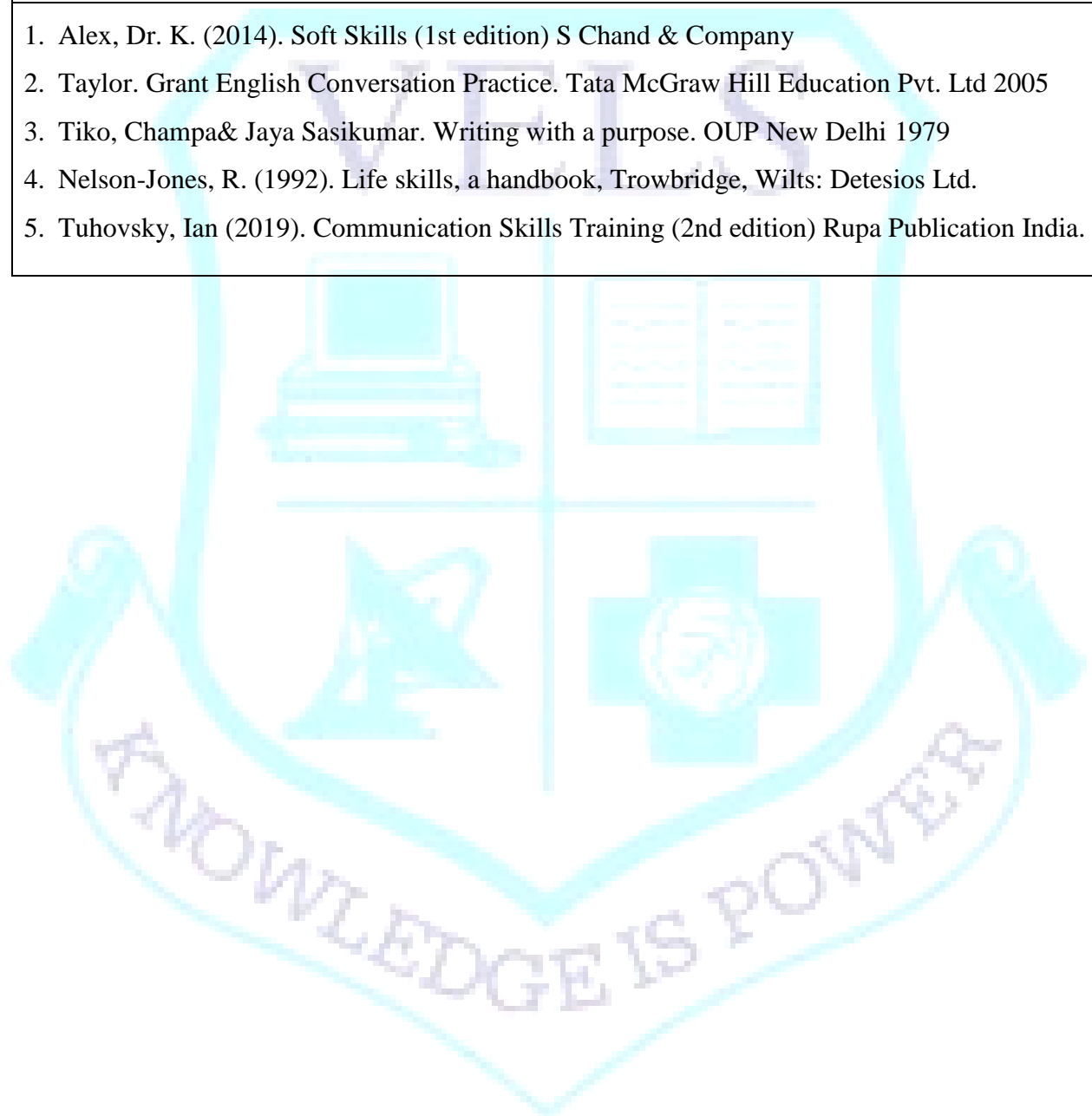
COC3 Show increased self-awareness and make informed decisions.

COC4 Understand and articulate key 21st-century skills.

COC5 Apply creativity and critical thinking to solve problems innovatively.

REFERENCES:

1. Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979
4. Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.
5. Tuhovsky, Ian (2019). Communication Skills Training (2nd edition) Rupa Publication India.



24SSKU11	SOFT SKILLS -I	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<p>CO1: To learn and apply basic etiquette for personal and professional interactions.</p> <p>CO2: To develop effective stress management techniques for maintaining mental and emotional well-being.</p> <p>CO3: To enhance self-awareness for personal growth and informed decision-making.</p> <p>CO4: To gain an overview of essential 21st-century skills necessary for success in a rapidly changing world.</p> <p>CO5: To foster creativity and critical thinking skills for innovative problem-solving and adaptability.</p>												
UNIT I	INTRODUCTION TO SOFT SKILLS	6 HOURS										
<ul style="list-style-type: none"> ● Soft Skills vs Hard Skills ● 15 important Soft Skills ● Communication Skills, Time Management, Leadership Skills 												
UNIT II	OVERVIEW OF 21ST CENTURY SKILLS.	6 HOURS										
<ul style="list-style-type: none"> ● Lateral Thinking – Left Brain/Right Brain Functionality ● Problem solving skills 												
UNIT III	SELF AWARENESS	6 HOURS										
<ul style="list-style-type: none"> ● Human Values ● Mindfulness ● SWOT Analysis ● PDCA Approach 												
UNIT IV	CREATIVITY/CRITICAL THINKING	6 HOURS										
<ul style="list-style-type: none"> ● Six Thinking Traits ● Creative writing exercises ● Open mindedness 												
UNIT V	PERSONAL HYGIENE AND STRESS MANAGEMENT	6 HOURS										
<ul style="list-style-type: none"> ● Basic Etiquettes ● Health and Personal Grooming ● Stress-meaning and nature, Eustress, Distress ● Stress management strategies 												
TOTAL 30 HOURS												

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

COC1 Demonstrate basic etiquette in various personal and professional settings.

COC2 Effectively manage stress using learned techniques.

COC3 Show increased self-awareness and make informed decisions.

COC4 Understand and articulate key 21st-century skills.

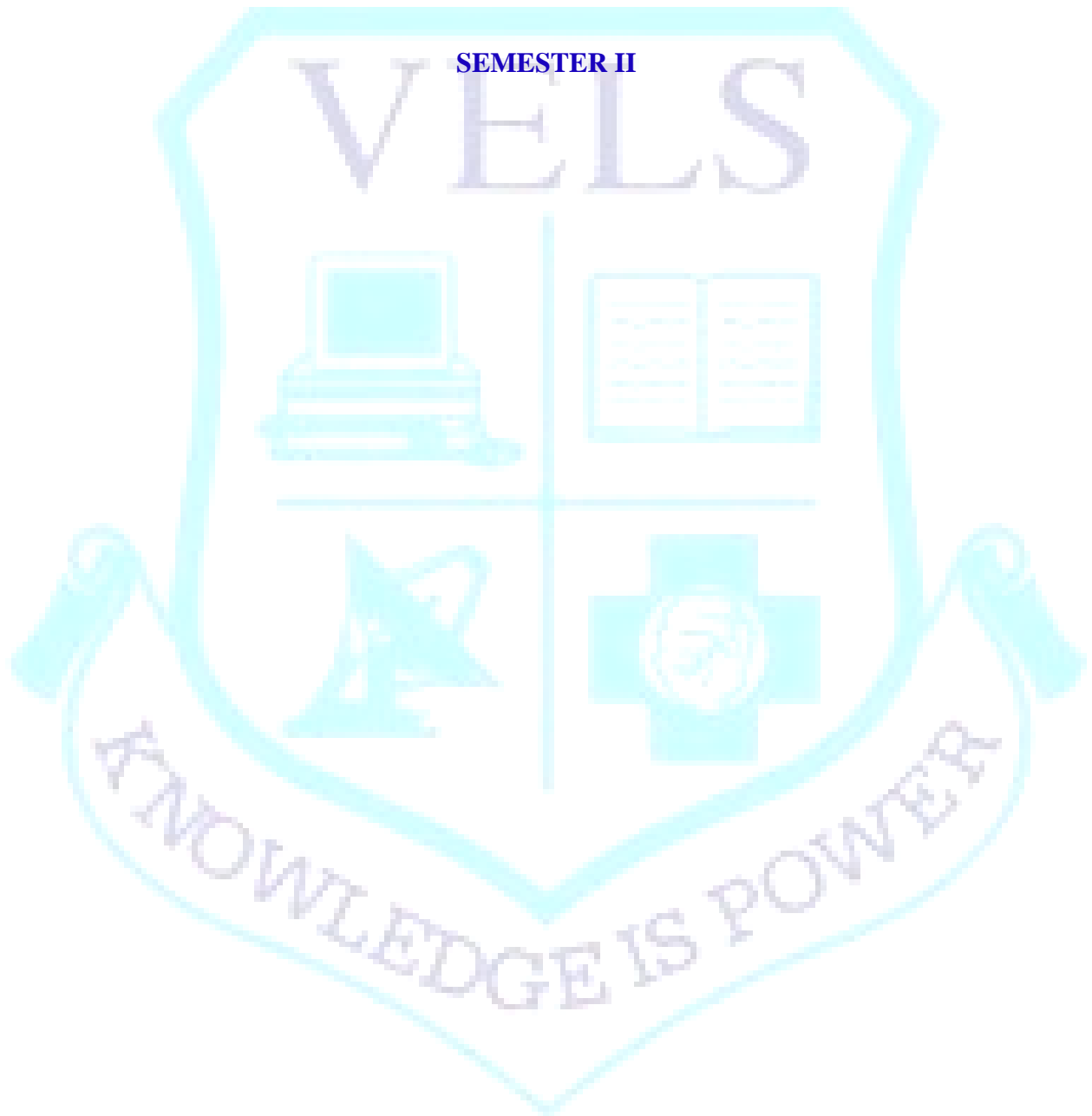
COC5 Apply creativity and critical thinking to solve problems innovatively.

REFERENCES:

1. Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979
4. Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.
5. Tuhovsky, Ian (2019). Communication Skills Training (2nd edition) Rupa Publication India.



SEMESTER II



24LTAM21

பாடக் குறியீட்டு எண்: 24LTAM21

2 0 0 1 2

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 2, வாரப் பாட நேரம்: 2.

தாள்-2

காப்பியம், பக்தி இலக்கியம், கலைகள், நாகரிகம்-பண்பாடு

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், அற இலக்கியங்கள், சிற்றிலக்கியம், சிறுகதை ஆகியவற்றை அறிமுகப்படுத்துதல், தற்காலப் பேச்சுத் தமிழ் எழுத்துத்தமிழ் ஆகியவற்றின் வளர்நிலைகளை மாணவர்களை அறியச் செய்தல், அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களின் மொழித் திறனை மேம்படுத்த அவர்களுக்குக் கடிதம் எழுதும் கலையைக் கற்றுக்கொடுத்தல், அணி இலக்கணத்தை அறியச் செய்தல் என்பன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1 காப்பியங்கள்

8மணி நேரம்

சிலப்பதிகாரம்- கனாத்திறம் உரைத்தக் காதை முழுவதும்.

மணிமேகலை- மலர்வனம் புக்க காதை முழுவதும்.

கம்பராமாயணம் - குகப் படலம் (தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்)

அலகு 1: பக்தி இலக்கியம்

8 மணி நேரம்

1. மாணிக்கவாசகர் - திருவாசகம் – மூன்று பாடல்கள்
 - ✓ புல்லாகி பூடாகி (சிவபுராணம்)
 - ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
 - ✓ உற்றாரை யான் வேண்டேன் (திருப்பலம்பல்)
2. ஆண்டாள் - திருப்பாவை – மூன்று பாடல்கள் (1, 3, 4)
 - ✓ மார்கழித் திங்கள் ... (பாசுரம் 1)
 - ✓ ஓங்கி உலகளந்த... (பாசுரம் 3)
 - ✓ ஆழிமழைக் கண்ணா... (பாசுரம் 4)
3. வீரமாமுனிவர் - தேம்பாவணி – வளன் செனித்தப் படலம்
4. சீறாப்புராணம்- மானுக்கு பிணை நின்ற படலம்

அலகு 3 கலைகள்

07 மணி நேரம்

சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.

அலகு 4 நாகரிகம், பண்பாடு

7மணி நேரம்

சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

8. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
9. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
10. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
11. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 2002.
12. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
13. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
14. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

24LHIN21	HINDI-II	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">L</td> <td style="text-align: center;">T</td> <td style="text-align: center;">P</td> <td style="text-align: center;">O</td> <td style="text-align: center;">C</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">0</td> <td style="text-align: center;">0</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								

Course Objectives :

- To inculcate the human values, importance of patriotism and hard work
- To train students in functional Hindi
- To introduce the usage of Inscript keyboard

<p>UNIT I : मुंशी प्रेमचंद कृत 'बूढी काकी' (कहानी) 'Boodee kaki" (Kahani) by Munshi Premchand</p>	6hrs.
<p>UNIT II : जयशंकर प्रसाद कृत 'पुरस्कार' (कहानी) 'Puraskar' (Kahani) by Jaishankar Prasad</p>	6hrs.
<p>UNIT III: हरिशंकर परसाई कृत 'मैं नरक से बोल रहा हूँ' (व्यंग्य) 'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi,</p>	6hrs.
<p>UNIT IV: व्यावहारिक हिन्दी 1 – 50 – तकनीकी शब्द, 50 – पदनाम व विभागीय नाम, भाव एक भाषा अनेक Functional Hindi 1 - 50-Technical Words, 50-Designation & Department Names, Bhav Ek Bhasha Anek</p>	6hrs.
<p>UNIT V : व्यावहारिक हिन्दी 2 – पत्र लेखन – 3 औपचारिक पत्र, इन्स्क्रिप्ट कीबोर्ड का परिचय Functional Hindi 2 -Letter Writing- 3 Official Letters. Introduction to Inscript Keyboard</p>	6hrs.

Total: 30hrs

Course Outcome:

At the end of this course Students will be able to

- CO1 Know to the human values
- CO2 Know the importance of patriotism
- CO3 Know the value of hardwork in human life
- CO4 Journalise in Functional Hindi
- CO5 Use inscript keyboard

Text Book:

- Ed. Subhash chandar, Boodi Kaki by Premchand, Natioonal Book Trust, 2012.
- Jaishankar Prasad, Pratinidhi Kahaniyan, Raj Kamal Prakashan, 2015.
- Harishankar Parsai, Pratinidhi vyangy, Rajkamal, 2007.
- Kendriya Hindi Prashikshan Sansthan, Parangat, Bharat Sarkar, 2015.

Reference book:

- Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

Weblink:

- Munshi Premchand, Manasarovar, 2007, <http://gadyakosh.org>
- Jaishankar Prasad/ <http://gadyakosh.org>
- Harishankar Parsai/ <https://hindikahani.hindi-kavita.com>
- Prayojanmoolak Hindi:<https://hi.m.wikipedia.org>
- <https://rajbhasha.gov.in/en/introduction>

24LFRE21	FRENCH-II	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<p>The lessons are being chosen:</p> <ol style="list-style-type: none"> 1) To express his / her where abouts and to ask seek direction 2) To express obligation and restriction 3) To describe a place 4) To narrate and to question 5) To describe someone 6) To express his desire and to speak about the future 												
UNIT I	C'est où	5 HOURS										
<ul style="list-style-type: none"> • L'impératif, Les articles contractés au, à la..., Le passé composé et l'accord du participe passé avec être. 												
UNIT II	N'oubliez pas	5 HOURS										
<ul style="list-style-type: none"> • Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur...) 												
UNIT III	Belle vue sur la mer --	4 HOURS										
<ul style="list-style-type: none"> • Les adjectifs démonstratifs, Y- pronom complement 												
UNIT IV	Quel beau voyage!	4 HOURS										
<ul style="list-style-type: none"> • Les verbes pronominaux, En- pronom complement 												
UNIT V	Oh ! joli	5 HOURS										
<ul style="list-style-type: none"> • L'imparfait, L'imparfait ou le passé compose 												
UNIT VI	Et après ?	7 HOURS										
<ul style="list-style-type: none"> • Le futur simple, Le subjonctif present 												
TOTAL 30 HOURS												
COURSE OUTCOMES:												
<ol style="list-style-type: none"> 1) The students would be able to express his/her where about and to ask direction 2) The students would be able to express obligation and restriction 3) The students would be able to describe a place 4) The students would be able to narrate and to question 5) The students would be able to describe someone 6) The students would be able to express his desire and to speak about the futur 												
REFERENCES:												

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG21	ENGLISH-II	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> ● To read and understand different types of prose, poetry, and fiction. ● To think critically about texts and express ideas clearly. ● To recognize and discuss key themes and styles in literary works. ● To learn and use grammar rules correctly in writing and speaking. ● To write more effectively by applying grammar and literary techniques 												
UNIT I	PROSE	6 HOURS										
<ul style="list-style-type: none"> ● If you are wrong, admit it- Dale Carnegie ● Words of Wisdom- Chetan Bhaghat 												
UNIT II	POETRY	6 HOURS										
<ul style="list-style-type: none"> ● La Belle Dame Sans Merci - John Keats ● Ozymandias- P.B.Shelley 												
UNIT III	FICTION	6 HOURS										
<ul style="list-style-type: none"> ● The School for Empathy - E.V. Lucas ● The Lamb to the Slaughter-Roald Dahl 												
UNIT IV	GRAMMAR	6 HOURS										
<ul style="list-style-type: none"> ● Types of sentences, Concord 												
UNIT V	GRAMMAR	6 HOURS										
<ul style="list-style-type: none"> ● Tenses, Voices 												
TOTAL 30 HOURS												
COURSE OUTCOMES:												
<p>Upon completion of this course, the students will be able to</p> <p>COC1 Identify poetic expressions in the course of daily speech</p> <p>COC2 Students will develop skills that enable them to communicate effectively in writing.</p> <p>COC3 Students will develop skills that enable them to communicate effectively in writing.</p> <p>COC4 Discriminate against different sensibilities in approaching life.</p> <p>COC5 Strengthen the ability to solve life’s problems, as highlighted in the selections.</p>												
REFERENCES:												
<ol style="list-style-type: none"> 1. Dr. M. Narayana Rao and Dr. B. G. Barki–Anu’s Current English for Communication (AnuChitra). June 2012. 2. General English for competitive examinations by V.Rajagopalan (Mcgraw Hill Education) -2010 												

24CBDM21	FINANCIAL ACCOUNTING	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>2</td> <td>4</td> </tr> </table>	L	T	P	O	C	4	0	0	2	4
L	T	P	O	C								
4	0	0	2	4								
COURSE OBJECTIVES: <ul style="list-style-type: none"> . To provide an understanding of application of various principles and practice of Accounting. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting. To apply the knowledge of systematic maintenance of books of accounts to real life business. To estimate Annual Financial statements of Sole proprietorship and Company form of business. 												
UNIT I	INTRODUCTION TO ACCOUNTING, ACCOUNTING SYSTEM AND PROCESS	12HOURS										
Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.												
UNIT II	RECORDING TRANSACTIONS AND TRIAL BALANCE	12 HOURS										
Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.												
UNIT III	FINAL ACCOUNTS	12 HOURS										
Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts												
UNIT IV	SINGLE ENTRY	12 HOURS										
Definition and objectives of single entry accounting- Comparison with double-entry accounting- Calculating profit and loss from single entry records- Assessing financial position using single entry data- Preparation of income statement.												
UNIT V	SUSTAINABLE REPORTING	12 HOURS										

Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

TOTAL 60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to:

- Identify the application of various principles and practice of Accounting in preparation of accounting statements.
- Demonstrate the knowledge on the process of accounting cycle.
- Apply the knowledge of systematic maintenance of books of accounts to real life business. 4. Estimate Annual Financial statements of Sole proprietorship and Company form of business. 5. To demonstrate sustainable reporting.

TEXT BOOKS:

1. Jain S.P., & Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers. 2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org

REFERENCES:

1. Shukla.MC, SC Gupta and PS.grewal – Sultan Chand & Sons-5th edition,2012
2. ByRajasekaran Financial Accounting V-dorling Kindersley-1st edition,2010
3. By Jain &Narang-kalyani Financial Accounting publishers;12th edition.2014

SUGGESTED CASES:

1. **Smokey Valley Café**
2. **Irrigation Equipment's Limited**
3. **Monarch Trading Company**

24CBDM22	MARKETING MANAGEMENT	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>2</td> <td>4</td> </tr> </table>	L	T	P	O	C	4	0	0	2	4
L	T	P	O	C								
4	0	0	2	4								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> • Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business. • Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives • It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing. 												
UNIT I	INTRODUCTION TO MARKETING MANAGEMENT	12 HOURS										
<p>Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)</p>												
UNIT II	Market Segmentation	12 HOURS										
<p>Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional Experiential Marketing's View of Customer</p>												
UNIT III	Product Life Cycle	12 HOURS										
<p>Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price</p>												
UNIT IV	PROMOTION	12 HOURS										
<p>Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers,</p>												

Introduction to Retail Management.

UNIT V

CONTEMPORARY ISSUES IN MARKETING

12 HOURS

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

TOTAL 60 HOURS

COURSE OUTCOMES:

CO-1: To develop the concepts of marketing in a critical way and focuses on the application of the marketing conceptual frameworks.

CO-2: To describe key marketing theories and techniques for analyzing a variety of marketing situations.

CO-3: To identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.

CO-4: To demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.

CO-5: To acquire broad-based knowledge and skills necessary to fulfill their professional goals.

TEXT BOOKS:

1. Kurtz and Boone – Principles of Marketing (Thomson India 3rd Edition, 2007)
2. Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar – Marketing Management: A South Asian Perspective (Pearson Education 12th Edition),2006
3. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition),2002
4. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context GlobalPerspective (6th edition). Sage Publications India Pvt. Ltd.
5. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on theFuture. Routledge.
6. Percy, L. Strategic Integrated Marketing Communications. Routledge.
7. Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.
8. Biswas A. K. Strategic Market Management: Managing Markets for profit and growth NotionPress.
9. Schmitt, B. Experiential marketing. Bilbao: Deusto.

10. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving

Growth and Innovation. Harvard Business Review Press.

11. Treacy, M., and Wiersema, F. The discipline of market leaders: Choose

your customers, narrow your focus, and dominate your market. Basic Books.

12. Treacy, M. Double-digit Growth: How Great Companies Achieve It--No Matter

what? Penguin. 14. Capon, N. The marketing mavens. Crown Business. 15. Levitt T. Marketing Myopia.

REFERENCE BOOKS:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson., 4 st Edition 2014

2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson., 3 rd Edition 2013

3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Indian Context, Macmillan Publishers India Limited., 5 th edition., 2013

24CBDM23	INTRODUCTION TO DESIGN THINKING	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>2</td> <td>4</td> </tr> </table>	L	T	P	O	C	4	0	0	2	4
L	T	P	O	C								
4	0	0	2	4								
COURSE OBJECTIVES:												
Understand the concepts of design thinking approaches. Create design thinking teams and conduct design thinking sessions. Apply both critical thinking and design thinking in parallel to solve problems. Apply some design thinking concepts to their daily work												
UNIT I	INTRODUCTION TO DESIGN THINKING	12 HOURS										
Meaning of Design Thinking - Origins of Design - Design Thinking in the organizations – Features and Principles of Design Thinking – Stages - Benefits of Design Thinking. Theories of Thinking Modes - Theory of Problem Solving - Theory of Creative Blocks - Theory of Creative Process - Theory of Creative thinking education and Meta Cognitive Control.												
UNIT II	THEORIES OF DESIGN THINKING	12 HOURS										
Visualization - Journey Mapping - Value Chain Analysis - Mind Mapping - Rapid Concept Development - Assumption Testing -												
UNIT III	DESIGN THINKING FOR STRATEGIC INNOVATION	12 HOURS										
Meaning of Strategic Management - Meaning of Innovation Management - Types of Innovations - Strategic Innovation - Features of Strategic Innovation - Scope of Strategic Innovation - Design Thinking and Strategic Innovation - Practices of Integrating Design Thinking in Strategic Innovation.												
UNIT IV	DESIGN THINKING IN INFORMATION TECHNOLOGY	12 HOURS										
Meaning of Business Process Management - Advantage of Business Process Modelling - Design Thinking in Business Process Modelling - Agile in Virtual Collaboration - Scenario Based Prototyping.												
UNIT V	DESIGN THINKING WORKSHOP	12 HOURS										
Design Thinking Workshop - Focus of Design Thinking Workshop - Need for Design Thinking Workshop - Stages of Design Thinking Workshop.												
TOTAL 60 HOURS												
COURSE OUTCOMES:												
Upon completion of this course, the students will be able to CO-1: To understand the concepts of Design thinking CO-2: Understanding of the theories of Design thinking CO-3: Deep dive into Strategic Innovation												

CO-4: To know about Information Technology influence and Collaboration.

CO-5: Analyze the Design Thinking Workshop and steps.

TEXT BOOKS:

1. Roger Martin, "The Design of Business: Why Design Thinking is the Next Competitive Advantage", Harvard Business Press , 2009.
2. Hasso Plattner, Christoph Meinel and Larry Leifer (eds), "Design Thinking: Understand – Improve– Apply", Springer, 2011
3. Idris Mootee, "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School", John Wiley & Sons 2013

REFERENCES:

1. Jeanne Liedtka , Andrew King, Kevin Bennett , “Book - Solving Problems with Design Thinking - Ten Stories of What Works” (Columbia Business School Publishing), 2013
2. Maurício Vianna, Ysmar Vianna, Isabel K. Adler, Brenda Lucena, Beatriz Russo, “Design thinking: Business Innovation” MJV Press, 2011
3. Burgelman, Christensen, and Wheelwright, “Strategic Management of Technology and Innovation” 5th Edition, McGraw Hill Publications, 2017

WEB SITE LINKS:

1. <https://vtu.ac.in/pdf/sm/idt.pdf>
2. <https://www.slideshare.net/slideshow/design-thinking-178065774/178065774>
3. <https://slideplayer.com/slide/13578714/>

24MBDM21	INDIAN SYSTEM OF HEALTH AND WELLNESS	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>3</td> <td>0</td> <td>0</td> <td>2</td> <td>3</td> </tr> </table>	L	T	P	O	C	3	0	0	2	3
L	T	P	O	C								
3	0	0	2	3								
COURSE OBJECTIVES:												
<p>To apply the emerging concepts in health and wellness, and its relevance in daily life.</p> <p>To understand the relation between the mind body and its relevance.</p> <p>To design the hygiene promotion and education programmes for development.</p> <p>To understand about the stress management in day to day life.</p>												
UNIT I	INTRODUCTION TO HEALTH & WELLNESS	09 HOURS										
<p>Definition of health and wellness - Importance of health and wellness in everyday life, - Components of health- physical, social, mental, spiritual and its relevance - Determinants of health behaviors.</p>												
UNIT II	INDIAN HEALTH CARE SYSTEM	09 HOURS										
<p>Traditional Health care System: Indigenous healthcare traditions include Ayurveda, Siddha, Unani, Homeopathy, Naturopathy, and Yoga - Modern (Allopathic) Healthcare Systems in India</p>												
UNIT III	NUTRITION FOR HEALTH AND WELLNESS	09 HOURS										
<p>Essential components of balanced diet for healthy life style - Malnutrition, under nutrition and over nutrition - Processed foods and unhealthy eating habits.</p>												
UNIT IV	MANAGEMENT OF HEALTH AND WELLNESS	09 HOURS										
<p>Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise - Postural deformities and corrective measures - Spirituality and mental health - Role of Yoga, asana and meditation in maintaining health and wellness - Role of sleep in maintenance of physical and mental health - Body systems and common diseases - Sedentary lifestyle and its risk of disease.- Stress, anxiety, and depression. Factors affecting mental health - Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation.</p>												
UNIT V	HEALTH HYGIENE PROMOTION & EDUCATION	09 HOURS										
<p>Hygiene Behavior promotion & education- concept and its importance - Hygiene promotion & education in children & adolescence - Government initiatives & policies in rural & urban area</p>												
TOTAL 45 HOURS												

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

- Co – 1: Learn the Components of health- physical, social, mental, spiritual and its relevance
- Co – 2: Explain the Traditional Health care System
- Co – 3: Evaluate the components of balanced diet for healthy life style
- Co – 4: To analyse the Modern lifestyle and hypo. Role of sleep in maintenance of physical and mental health
- Co – 5: To develop a plan Hygiene Behavior promotion & education

TEXT BOOKS:

1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022

REFERENCES:

1. Health Care System in India. Brijesh C. Purohit, 2009, Gayathri Publications.
2. Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
3. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
4. Snyder, C.R., & Lopez, S.J.(2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.

WEB SITE LINKS:

1. <https://testbook.com/ias-preparation/health-care-delivery-system-in-india>
2. <https://egyankosh.ac.in/bitstream/123456789/17268/1/Unit-4.pdf>
3. <https://ncert.nic.in/textbook/pdf/kehe103.pdf>
4. <https://egyankosh.ac.in/bitstream/123456789/17262/1/Unit-1.pdf>
5. https://wedc-knowledge.lboro.ac.uk/resources/pubs/Hygiene_promotion_evidence_and_practice.pdf

24DVAC22	UNIVERSAL HUMAN VALUES	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> To create an awareness on Engineering Ethics and Human Values. To understand social responsibility of an engineer. To appreciate ethical dilemma while discharging duties in professional life. 												
UNIT I	INTRODUCTION TO VALUE EDUCATION	6 HOURS										
Value Education, Definition, Concept and Need for Value Education. - The Content and Process of Value Education. - Basic Guidelines for Value Education. - Self exploration as a means of Value Education. - Happiness and Prosperity as parts of Value Education.												
UNIT II	HARMONY IN THE HUMAN BEING	6 HOURS										
Human Being is more than just the Body. - Harmony of the Self ('I') with the Body. – Understanding Myself as Co-existence of the Self and the Body. - Understanding Needs of the Self and the needs of the Body - Understanding the activities in the Self and the activities in the Body.												
UNIT III	HARMONY IN THE FAMILY AND SOCIETY AND HARMONY IN THE NATURE	6 HOURS										
Family as a basic unit of Human Interaction and Values in Relationships. - The Basics for Respect and today's Crisis: Affection, e, Guidance, Reverence, Glory, Gratitude and Love. Comprehensive Human Goal: The Five Dimensions of Human Endeavour. Harmony in Nature: The Four Orders in Nature. The Holistic Perception of Harmony in Existence.												
UNIT IV	SOCIAL ETHICS	6 HOURS										
The Basics for Ethical Human Conduct. Defects in Ethical Human Conduct. Holistic Alternative and Universal Order. Universal Human Order and Ethical Conduct. Human Rights violation and Social Disparities.												
UNIT V	PROFESSIONAL ETHICS	6 HOURS										
Value based Life and Profession. Professional Ethics and Right Understanding. Competence in Professional Ethics. Issues in Professional Ethics – The Current Scenario. Vision for Holistic Technologies, Production System and Management Models.												
TOTAL: 30 HOURS												
COURSE OUTCOMES:												
CO-1: Analyze the significance of value inputs in a classroom and start applying them in their life and												

profession.

CO-2: Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.

CO-3: Describe the role of a human being in ensuring harmony in society and nature.

CO-4: Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

CO-5: Illustrate Value based Life and Professional Ethics.

TEXT BOOKS:

1. A.N Tripathy, "HUMAN VALUES", New Age International Publishers, 3rd Edition, 2003.
2. Bajpai.B.L., "Indian Ethos and Modern Management", New Royal Book Co., Lucknow, Reprinted, 2004.
3. Dr. Rajan Misra, "Human Values", Laxmi Publications, Ltd., 1st Edition 2009.
4. Gaur.R.R., Sangal.R, Bagaria.G.P., "A Foundation Course in Value Education, Excel Books", 1st Edition, 2009.

REFERENCES:

1. Corliss Lamont, "The Philosophy of Humanism", Humanist Press, 8th edition, 1997.
2. C. Ed. Stanley M. Daugert. Sharma, "Ethical Philosophies of India", George Allen & Unwin, 1st Edition, 1965.
3. Mortimer. J. Adler, "Whatman has made of man", Read Books, 1st Edition, 2007.

WEB LINKS:

1. <https://nptel.ac.in/courses/109/104/109104068/>

24SSKU21	SOFT SKILLS -II	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
CO1: To enable participants’ social skills												
CO2: To enable participants’ Etiquettes												
CO3: To impact leadership, Decision-making, Behaviour and team bonding skills.												
UNIT I	PROFESSIONAL BEHAVIOUR	6 HOURS										
<ul style="list-style-type: none"> ● Team Building – Team Bonding ● Inter-Personal Relationship– Intra-Personal Relationship 												
UNIT II	PERSONALITY DEVELOPMENT.	6 HOURS										
<ul style="list-style-type: none"> ● Types of Personality ● Self-Confidence - Confidence Building ● Attitude (Positive/Negative) 												
UNIT III	TELEPHONE ETIQUETTE	6 HOURS										
<ul style="list-style-type: none"> ● Basics of telephone etiquette ● Giving clear and concise information ● Tone & rate of speech ● Intonations & its Importance ● Whatsapp Communications 												
UNIT IV	DECISION MAKING	6 HOURS										
<ul style="list-style-type: none"> ● Types of Decisions – planned-unplanned, individual-group, major-minor ● Types of Leadership styles – Autocratic, democratic, lesse-faire, participative, bureaucratic. 												
UNIT V	PROFESSIONAL ETIQUETTE	6 HOURS										
<ul style="list-style-type: none"> ● Respect – Salutations ● Official Behaviour 												
TOTAL 30 HOURS												
COURSE OUTCOMES:												
Upon completion of this course, the students will be able to												
COC1 Enhance participants business communication skills												
COC2 Enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)												
COC3 Express opinions at free will in social/ personal gathering												

COC4 Impact leadership qualities among participants

COC5 Engage in conversation with others to exchange ideas

REFERENCES:

1. Language Service, University at Oberta de Catalunya
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979