



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. in 3 of 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. Aviation Management

Three Years

/

B.B.A. (Hons) Aviation Management

Four Years

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



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
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PALLAVARAM - CHENNAI

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INSTITUTION WITH **UGC 12B** STATUS

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 BBA 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	Problem-solving: Students can build the capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real-life situations.
PO2	Addressing complex issues: Students can able to conceptualize a complex issue into a coherent written statement and oral presentation from an open-minded and reasoned perspective.
PO3	Lifelong learning: Students can acquire knowledge and skills, including "learning how to learn", that is necessary for participating in learning activities throughout life.
PO4	Moral and ethical awareness/reasoning: Students can embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting an objective, unbiased and truthful actions in all aspects of work.
PO5	Information/digital literacy: Students can use ICT in a variety of learning situations, demonstrate the ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO6	Multicultural competence: Students can get knowledge of the values and beliefs of multiple cultures and a global perspective, and the capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
PO7	Leadership readiness/qualities: Students can develop the ability to mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, smoothly and efficiently.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1	Able to understand the various scientific principles and they can able to apply in the field of Aviation Management.
PSO2	Demonstrate ability to research information pertinent to their aviation discipline.
PSO3	Realize the need to continuously gain knowledge throughout life within and outside of aviation

BOARD OF STUDIES

List of Members

DEPARTMENT OF BUSINESS ADMINISTRATION

S. No	Name & Designation	Address	Role
1.	Dr.P.Murugan, MCom, PhD., MBA. Professor & Head	Department of Business Administration Vels Institute of Science Technology and Advanced Studies Chennai 600117	Chairman
2.	Dr. Pravcen kumar MCom, MBA, PhD., Associate Professor	Department of Management studies Saveetha University, Chennai	Academic Expert (External Member)
3.	Mr.R Sudharsan M. Tech., MS., MBA., M.Sc. PhD.	Deputy General Manager, L&T Constructions,Chennai	Industrial Expert (External Member)
4.	Ms. Shofika,	Entrepreneur, Franchise of Coffee and Recharge	Alumni Member (External Member)
5.	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	Internal Member
6.	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	Internal Member
7.	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	Internal Member
8.	Dr.P.Sasikumar MBA, Ph.D., Assistant Professor	Department of Business Administration Vels Institute of Science Technology and Advanced Studies Chennai 600117	Internal Member

CREDIT DISTRIBUTION

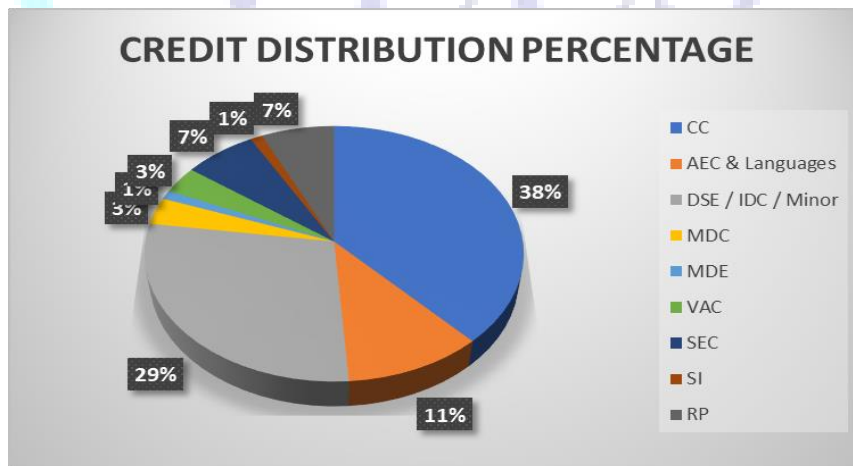
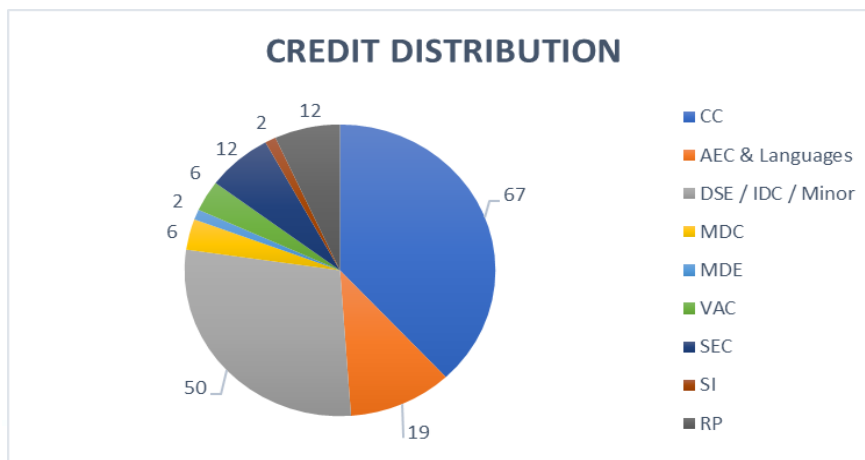
B.B.A. (Hons) Aviation Management

Minimum credits to be earned: 176

B.B.A. Aviation Management

Minimum credits to be earned: 132

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
CC	12	12	11	8	12	8	63	4	-	67
AECC & Languages	4	4	4	7	-	-	19	-	-	19
DSE / IDC / Minor	-	-	3	4	3	11	21	12	16	49
MDC	3	3	-	-	-	-	6	-	-	6
MDE	-	-	2	-	-	-	2	-	-	2
VAC	2	2	-	1	2	-	7	-	-	7
SEC	2	2	2	1	3	2	12	-	-	12
SI	-	-	1	-	1	-	2	-	-	2
RP	-	-	-	-	-	-	-	6	6	12
Total Credits	23	23	23	21	21	21	132	22	22	176



ABBREVIATIONS

CC	Core Courses
AEC	Ability Enhancement 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 STURCTURE

B.B.A. Aviation Management Three Years

/

B.B.A. (Hons) Aviation Management Four Years

Total number of Credits: 176

B.B.A. (Hons) Aviation Management Minimum Credits to be earned :176										
B.B.A. Aviation Management 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/	Tamil I/	2	0	0	1	2	40	60	100
	24LH1N11/	Hindi I/								
	24LFRE11	French I								
ENG 1	24LENG11	English I	2	0	0	1	2	40	60	100
CC 1	24CBAM11	Introduction to Airline Industry	4	0	0	2	4	40	60	100
CC 2	24CBAM12	Managerial Economics	4	0	0	2	4	40	60	100
CC 3	24CBAM13	Financial Accounting	3	1	0	2	4	40	60	100
MDC 1	24MBAM11	Business Management - Aviation	3	0	0	2	3	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	1	-	-	23	-	-	-

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	24CBAM21	Airline and Airport Operation	4	0	0	2	4	40	60	100
CC 5	24CBAM22	Financial Management	4	0	0	2	4	40	60	100
CC 6	24CBAM23	Marketing Management	4	0	0	2	4	40	60	100
MDC 2	24MBAM21	Media Literacy and Critical Thinking	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	-	-	-

KNOWLEDGE IS POWER

SEMESTER 3

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 3	24LTAM31/	Tamil III / Hindi III	2	0	0	1	2	40	60	100
	24LHIN31	/ French III								
	/24LFRE31									
ENG 3	24LENG31	English III	2	0	0	1	2	40	60	100
CC 7	24CBAM31	Business Statistics and Logics	3	1	0	2	4	40	60	100
CC 8	24CBAM32	Air ticketing and Fare construction	4	0	0	2	4	40	60	100
CC 9	24CBAM33	Airline Travel and Tourism	3	0	0	2	3	40	60	100
MDE 1		Indian knowledge system	2	0	0	1	2	40	60	100
DSE 1 / IDC 1/ Minor 1	24DBAM31 / 24DBAM32	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	-	-	-

SEMESTER 4

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2	40	60	100
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	24CBAM41	Basic Ramp Safety	4	0	0	2	4	40	60	100
CC 11	24CBAM42	Strategic airport planning and marketing	4	0	0	2	4	40	60	100
DSE 2 / IDC 2/ Minor 2	24DBAM41 / 24DBAM42	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	-	-	-

SEMESTER 5

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 12	24CBAM51	Airline and Airport passenger Management	4	0	0	2	4	40	60	100
CC 13	24CBAM52	Aviation security and safety Management	4	0	0	2	4	40	60	100
CC 14	24CBAM53	Airline Marketing and Strategic Alliances	4	0	0	2	4	40	60	100
DSE 3/ IDC 3/ Minor 3	24DBAM51 / 24DBAM52	Discipline Specific Elective III	3	0	0	2	3	40	60	100
SEC 7	24SBAM51	Entrepreneurial Development	2	0	0	1	2	40	60	100
VAC 4	24DVAC51	Drone Training	1	0	2	1	2	40	60	100
SI 2	24IBAM51	Internship II	0	0	2	1	1	-	100	100
SEC 8	24SBAM51	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council (IIC) Activities	0	0	2	1	1	-	100	100
			18	-	6	-	21	-	-	-

SEMESTER 6

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 15	24CBAM61	Customer Relationship management	4	0	0	2	4	40	60	100
CC 16	24CBAM62	Logistics and Air Cargo Management	4	0	0	2	4	40	60	100
DSE 4/ IDC 4/ Minor 4	24DBAM6-	Discipline Specific Elective IV	4	0	0	2	4	40	60	100
DSE 5 / IDC 5/ Minor 5	24DBAM6-	Discipline Specific Elective V	4	0	0	2	4	40	60	100
DSE 6 / IDC 6 / Minor 6	24DBAM6-	Discipline Specific Elective VI	3	0	0	2	3	40	60	100
SEC 9	24SBAM61	Mini Project	0	0	4	1	2	-	100	100
SEC 10	24SBAM62	On Job Training / Apprenticeship / Startup	-	-	-	-	-	-	-	-
			19	-	4	-	21	-	-	-



SEMESTER 7

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 17	24CBAM71	Passenger ground services	4	0	0	2	4	40	60	100
DSE 7 / IDC 7 / Minor 7	24CBAM72	Discipline Specific Elective VII	4	0	0	2	4	40	60	100
DSE 8 / IDC 8 / Minor 8	24CBAM73	Discipline Specific Elective VIII	4	0	0	2	4	40	60	100
DSE 9 / IDC 9 / Minor 9	24DBAM71 / 24DBAM72	Discipline Specific Elective IX	4	0	0	2	4	40	60	100
RP 1	24RBAM71	Research Project I	0	0	12	2	6	40	60	100
			16	-	12	-	22	-	-	-

SEMESTER 8

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
DSE 10/ IDC 10/ Minor 10	24DBAM8-	Discipline Specific Elective X	4	0	0	2	4	40	60	100
DSE 11 / IDC 11 / Minor 11	24DBAM8-	Discipline Specific Elective XI	4	0	0	2	4	40	60	100
DSE 12 / IDC 12 / Minor 12	24DBAM8-	Discipline Specific Elective XII	4	0	0	2	4	40	60	100
DSE 13 / IDC 13 / Minor 13	24DBAM8-	Discipline Specific Elective XIII	4	0	0	2	4	40	60	100
RP 2	24RBAM81	Research Project II	0	0	12	2	6	40	60	100
			16	-	12	-	22	-	-	-

DISCIPLINE SPECIFIC CORE COURSES

Category	Code	Course	L	T	P	O	C
CC 1	24CBAM11	Introduction to Airline Industry	4	0	0	2	4
CC 2	24CBAM12	Managerial Economics	4	0	0	2	4
CC 3	24CBAM13	Financial Accounting	4	0	0	2	4
CC 4	24CBAM21	Airline and Airport Operation	4	0	0	2	4
CC 5	24CBAM22	Financial Management	3	1	0	2	4
CC 6	24CBAM23	Marketing Management	4	0	0	2	4
CC 7	24CBAM31	Business Statistics and Logics	4	0	0	2	4
CC 8	24CBAM32	Air ticketing and Fare construction	4	0	0	2	4
CC 9	24CBAM33	Airline Travel and Tourism	4	0	0	2	4
CC 10	24CBAM41	Basic Ramp Safety	4	0	0	2	4
CC 11	24CBAM42	Strategic airport planning and marketing	4	0	0	2	4
CC 12	24CBAM51	Airline and Airport passenger Management	4	0	0	2	4
CC 13	24CBAM52	Aviation security and safety Management	4	0	0	2	4
CC 14	24CBAM53	Airline Marketing and Strategic Alliances	4	0	0	2	4
CC 15	24CBAM61	Customer Relationship management	4	0	0	2	4
CC 16	24CBAM62	Logistics and Air Cargo Management	4	0	0	2	4
CC 17	24CBAM71	Passenger ground services	4	0	0	2	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
DSE 1	24DBAM31	Airline Accounting	3	0	0	2	3
	24DBAM32	Airline Economics	3	0	0	2	3
DSE 2	24DBAM41	Airline Finance and Insurance.	4	0	0	2	4
	24DBAM42	Human Factors in Aviation	4	0	0	2	4
DSE 3	24DBAM51	Crew Resource Management	3	0	0	2	3
	24DBAM52	Operation And Supply Chain Analytics	3	0	0	2	3
DSE 4	24DBAM61	Aviation Resource management	4	0	0	2	4
	24DBAM64	Airline Customer Service	4	0	0	2	4
DSE 5	24DBAM62	Airline Advertising and Sales Promotion	3	0	0	2	3
	24DBAM65	Travel Agents and Tour Operations	3	0	0	2	3
DSE 6	24DBAM63	Business Ethics and Values	3	0	0	2	3
	24DBAM66	Aviation Safety Management	3	0	0	2	3
DSE 7	24DBAM71	Dangerous Goods and Cargo	4	0	0	2	4
	24DBAM74	Revenue Management and Pricing Strategies	4	0	0	2	4
DSE 8	24DBAM72	Airline Operations and Scheduling	4	0	0	2	4
	24DBAM75	Aircraft Maintenance Management	4	0	0	2	4

DSE 9	24DBAM73	Research Methodology	4	0	0	2	4
	24DBAM76	Travel Agents and Tour Operators	4	0	0	2	4
DSE 10	24DBAM81	Aviation Regulation	4	0	0	2	4
	24DBAM85	Airline Operations Scheduling	4	0	0	2	4
DSE 11	24DBAM82	Air Traffic Control Management	4	0	0	2	4
	24DBAM86	Airline Marketing Management	4	0	0	2	4
DSE 12	24DBAM83	Disaster Management	4	0	0	2	4
	24DBAM87	Airline Branding and Promotions	4	0	0	2	4
DSE 13	24DBAM84	Introduction To Cargo Management	4	0	0	2	4
	24DBAM88	Management Principles	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/	Tamil IV /	2	0	0	1	2
	24LHIN41/	Hindi IV/					
	24LFRE41	French IV					
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	24MBAM11	Business Management	3	0	0	2	3
MDC 2	24MBAM21	Media Literacy and Critical Thinking	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	24DVAC22	Universal Human Values	2	0	0	1	2
VAC 3	24DVAC41	Yoga Education / NSS / NCC	0	0	2	1	1
VAC 4	24DVAC22	Drone Training	2	0	0	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	24SBAM11	Orientation	-	-	-	-	-

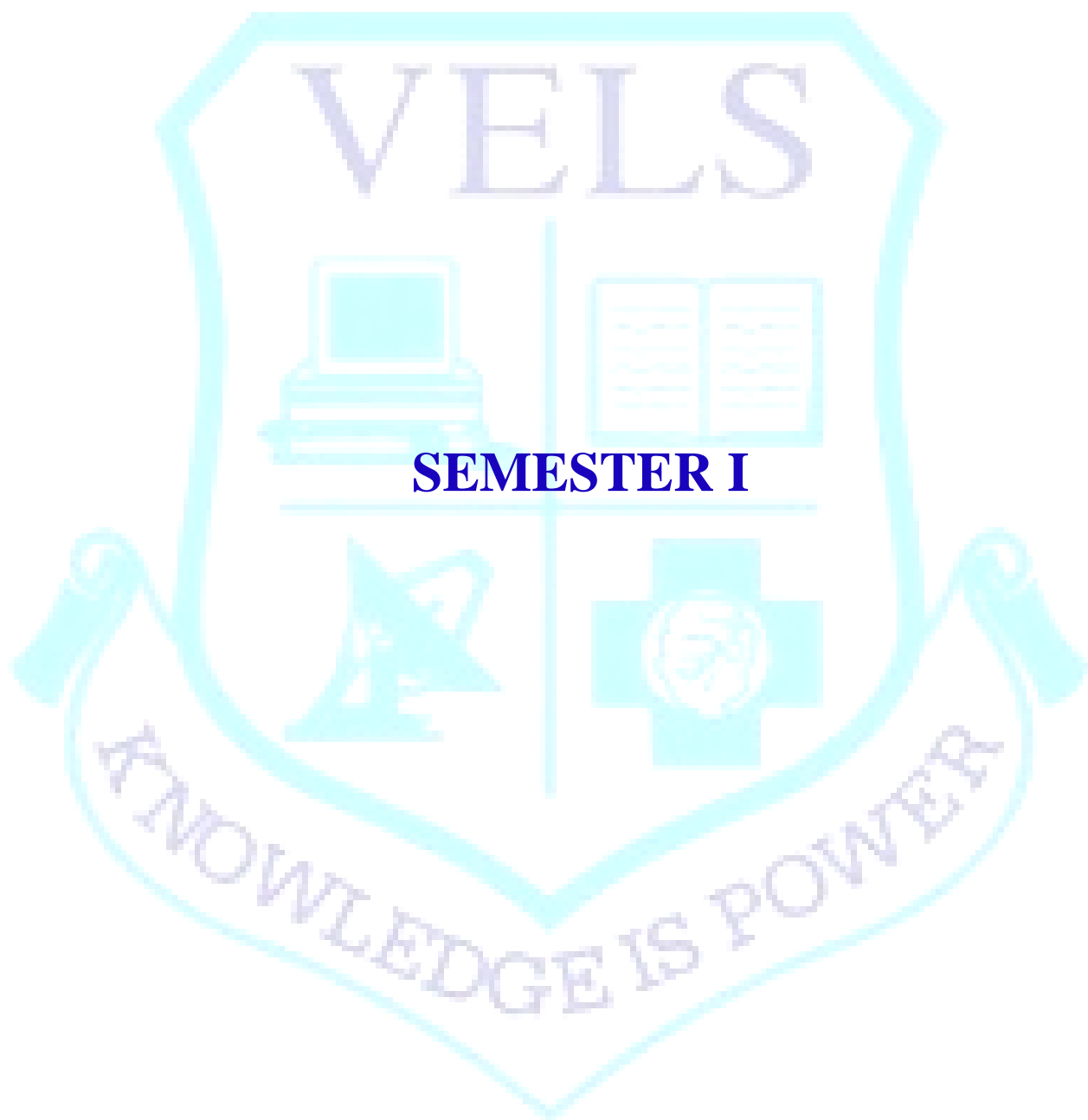
		Programme / Industrial Visit					
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2
SEC 4	24SSKU31	Soft Skills III	2	0	0	2	2
SEC 5	24SBAM41	Industry Oriented Employability skills	1	0	2	1	2
SEC 6	24SBAM42	In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-
SEC 7	24SBAM51	Entrepreneurial Development	2	0	0	1	2
SEC 8	24SBAM52	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council Activities	-	-	-	-	-
SEC 9	24SBAM61	Mini Project	2	0	0	2	2
SEC 10	24SBAM62	On Job Training / Apprenticeship / Startup	-	-	-	-	-

SUMMER INTERNSHIP

Category	Code	Course	L	T	P	O	C
SI 1	24IBAM31	Internship I	0	0	2	1	1
SI 2	24IBAM51	Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	O	C
RP 1	24RBAM71	Research Project I	0	0	12	2	6
RP 2	24RBAM81	Research Project II	0	0	12	2	6



SEMESTER I

24LTAM11

TAMIL-I

L	T	P	O	C
2	0	0	1	2

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. முதுரை - 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/>

WEDGE IS

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 jaaoge' (Vyangy) by Sharad Joshi.

6hrs.

UNIT III: राहुल सांस्कृतयायन कृत 'अथातो घुमक्कड़ जिज्ञासा' (यात्रा वृत्तान्त)

'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by
Rahul Sanskritayayan.

6hrs.

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 Tankan Kala Evam Tankan Abhyas, Neelkanth Publishers Pvt. Ltd., 2022.

Weblinks :

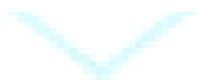
Pandit Sriram Sharma ka kahani: <https://www.evidyarthi.in>

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

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COURSE OBJECTIVES:

The lessons are being chosen:

- To greet, to express excuse and to introduce oneself
- To introduce another person
- To express his/her ideas, opinions and weekend projects
- To request someone to do something, polite manners
- To accept, refuse, enquire and indicate the time and date
- To express himself / herself in positive and negative manner

UNIT I SALUT

4 HOURS

- les nombres, Les jours de la semaine et du mois, La nationalité

UNIT II ENCHANTÉ

6 HOURS

- Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense

UNIT III J'ADORE

4 HOURS

- La negation, l'adjectif possessif, le futur proche

UNIT IV TU VEUX BIEN

7 HOURS

- Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé composé

UNIT V ON SE VOIT QUAND

5 HOURS

- 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

- 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:

- 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:

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



L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

- 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**

- Dangers of drug abuse - Hardin B.Jones
- Tight corners - E.V.Lucas

UNIT II POETRY**6 HOURS**

- Ecology - A.K.Ramanujan
- The owl and the chimpanzee - Jo Camacho

UNIT III SHORT STORY**6 HOURS**

- The Dear Departed - Stanley Houghton
- The Fool's Paradise- Isaac Bashevis Singer

UNIT IV GRAMMAR**6 HOURS**

- Parts of speech, Articles

UNIT V GRAMMAR**6 HOURS**

- One-word substitution, prefix, suffix, synonym, antonym

TOTAL 30 HOURS**COURSE OUTCOMES:**

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

CO1: Understand the characteristic features of the language used in the text.

CO2: Strengthen their knowledge of basic grammar

CO3: Improve narrative skills after studying diverse prose and play.

CO4: Understand to classify parts of speech and articles.

CO5: Develop critical writing skills in the textual content of the syllabus.

REFERENCES:

1. English for Communication Enrichment: by Jeya Santhi June 2015.
2. Dr. M. Narayana Rao and Dr. B. G.Barki–Anu's Current English for Communication (AnuChitra). June 2012.
3. Dr. Ananthan, R. Effective Communication. Ed. Chennai: Anu Chithra Pub.2010.

24CBAM11

INTRODUCTION TO AIRLINE INDUSTRY

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

To acquire the basic knowledge of aviation from its historical evolution to its significance at present covering the basics about aircraft to airplane, various stake holders in aviation. Importantly the regulatory aspect and regulatory bodies involved and the importance of safety and security in aviation.

UNIT I HISTORY OF AVIATION 12 HOURS

Evolution of Aviation – Early stage and Later stage - International conventions: Paris Convention - Chicago Convention – International Civil Aviation Organization and Annexures –Freedom of air – Phonetic Alphabet & Terminology – Introduction to World Time zone - Development of Air transportation in India

UNIT II INTRODUCTION TO AIRCRAFT SCIENCE 12 HOURS

History of Aircraft – Difference between Aircraft and Airplane – Aircraft Manufacturers – Classification of Airplanes – Classification and Parts of an Aircraft – Aircraft characteristics & dimension – its relevance to airfield - definitions – Basic Science behind the Flight – Mechanics of the Flight.

UNIT III STAKE HOLDERS IN AVIATION 12 HOURS

Airport – Classification: Organizational structure and functions – Airline industry: various types, AOP, NSOP, Business models - Military aviation - General Aviation – Aerospace Company: Design, Manufacturing and Maintenance – MRO: Definition. Need, Organization structure, roles and function– Air Traffic Control: Structure, Roles, Functions and regulatory requirement– GHA: Roles and Functions.

UNIT IV REGULATORY BODIES IN AVIATION 12 HOURS

International Civil Aviation Organization – International Air Transport Association – Ministry of Civil Aviation – Directorate General of Civil Aviation – Aircraft Accident Investigation Bureau – Bureau of Civil Aviation Security and Central Industrial Security Force – Airport Authority of India. – Other regulatory bodies: European Union Aviation Safety Agency and Federal Aviation Administration

UNIT V RELEVANCE OF SAFETY AND SECURITY 12 HOURS

Definition, Importance – Basic difference between safety and security – Related International Convention- Airline Safety and Airport safety - Types of Security Checks in Airports - Incidents and Accidents - Case Studies on lapse – Role and functions of Investigative agency – Outcome of Investigation.

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

CO-1: Students will gain strong fundamental knowledge on basics of aviation and its genesis.

CO-2: Students will gain knowledge on elements of aircraft

CO-3: Students will understand various stake holder in aviation domain and their contribution.

CO-4: Students will gain knowledge on regulatory bodies

CO-5: Students will gain knowledge on significance of safety and security in aviation.

TEXT BOOKS:

1. Pilot's Handbook of Aeronautical Knowledge - FAA
2. **Michael J. Kroes "Aircraft Basic Science"**, 8th Edition, McGraw-Hill Education.
3. Dr. Sumeet Suseelan "Introduction to Airline Industry", 2019- Himalaya publishing house.

REFERENCES:

1. IATA books on Aviation programme 'Introduction to Airline Industry' – 1st edition.
2. Amedeo Odoni "The Global Airline Industry", Wiley 2nd Edition
3. Alessandro Cento "The Airline Industry", Physica-Verlag, 2008

WEB LINKS:

1. <https://www.slideshare.net/vivianmeril/introduction-to-airline-industry>.
2. <https://www.iata.org/en/training/courses/airline-industry-introduction/talg50hlm/en/>

24CBAM12

MANAGERIAL ECONOMICS

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

To equip students with economic principles for effective decision-making, analyze business environments, and apply quantitative methods to optimize resources and strategies in real-world management scenarios.

UNIT I INTRODUCTION TO MANAGERIAL ECONOMICS 12 HOURS

Definition –Nature and scope – Fundamental concepts of Managerial Economics - Relationship with other subjects - Decision Making Process.

UNIT II DEMAND AND SUPPLY ANALYSIS 12 HOURS

Demand – Law of Demand – features – exceptions - Elasticity of demand – Types of elasticity of demand – Price, Income Cross and Advertisement - Law of supply – Demand forecasting – Prerequisites - Classification of demand forecasting – Methods of demand forecasting.

UNIT III COST AND PROFIT ANALYSIS 12 HOURS

Cost classification –Different cost classification – Cost output relationship in short run and long run –Break even Analysis.

UNIT IV PRODUCTION ANALYSIS 12 HOURS

Production function- Law of variable proportion- Law of returns of scale – Law of diminishing returns – Economic of scale

UNIT V MARKET STRUCTURE AND PRICING 12 HOURS

Price and output determination under perfect competition – Monopoly competition – Monopolistic competition – Oligopoly Competition - Pricing – Objectives and methods.

TOTAL: 60 HOURS

COURSE OUTCOMES:

Upon completion of the course, students will be able

- CO1: To familiarize the students with fundamental of managerial economics
- CO2: To understand the concepts of demand, cost, production and markets
- CO3: To analyse the cost function and production function
- CO4: To examine the profit position of the firm through Break even analysis

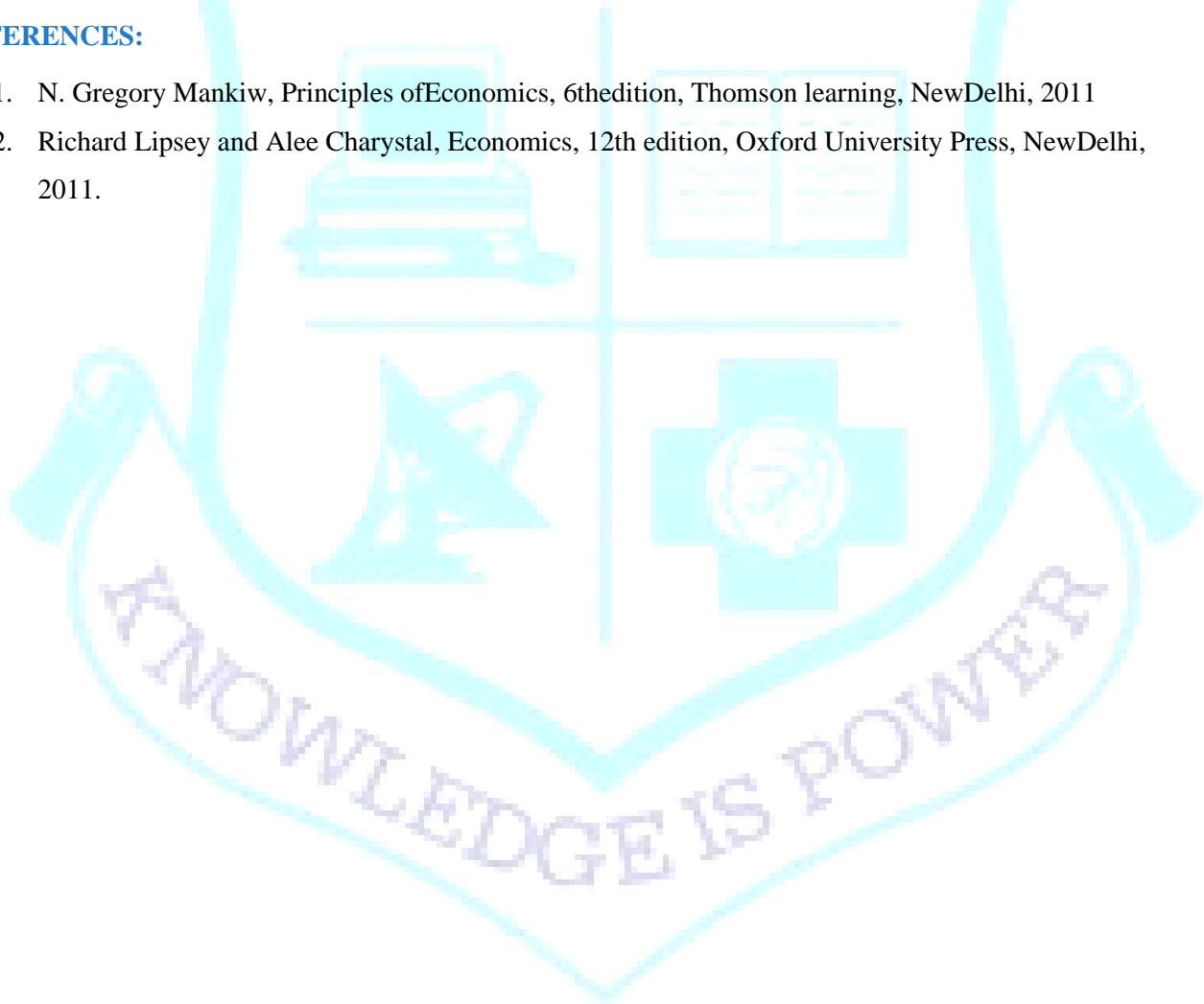
CO5: To critically evaluate the business practices existing in the market

TEXT BOOKS:

1. Paul A. Samuelson and William D. Nordhaus, Economics, 19th edition, Tata McGrawHill,2006.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2nd Edition, 2007.
3. S.Chandrachud “ Chud’s Series of Managerial Economics” WISE lab Publications, third edition, 2022
4. P. L. Mehta “Managerial Economics – Analysis, Problems and Cases”, Sultan Chand & Sons. New Delhi. 12th Edition 2006.

REFERENCES:

1. N. Gregory Mankiw, Principles ofEconomics, 6thedition, Thomson learning, NewDelhi, 2011
2. Richard Lipsey and Alee Charystal, Economics, 12th edition, Oxford University Press, NewDelhi, 2011.



24CBAM13

FINANCIAL ACCOUNTING

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

- To understanding the basic principles, characteristics and objectives of accounting
- To know the financial results and financial position of a business concern.
- To understand the procedure adopted while preparing depreciation of accounts.

UNIT I

INTRODUCTION TO ACCOUNTING

12 HOURS

Introduction – Definition & Meaning - Objectives of accounting - Scope of accounting – Basic accounting concepts & conventions of accounting – Accounting transactions – System of Accounting – Journal, Ledgers, Trial balance - Subsidiary books (Purchase book, Purchase returns book, Sales book and Sales returns books only).

UNIT II

FINAL ACCOUNTS WITH ADJUSTMENTS

12 HOURS

Introduction and meaning – Components of final accounts -Preparation of final accounts with adjustments – Cash book: Introduction and meaning - Types of cash book - Preparation of cash book including Petty cash book

UNIT III

SINGLE ENTRY SYSTEM

12 HOURS

Single entry system – introduction - Meaning – definition – salient features – difference between single & double entry system – methods - ascertainment of profit – net worth method – conversion method (simple probles)

UNIT IV

DEPRECIATION

12 HOURS

Depreciation – introduction – definition and meaning – features - causes - accounting for depreciation – Methods – Straight line method – Written down value method (excluding change in methods)

UNIT V

BANK RECONCILIATION STATEMENT

12 HOURS

Bank Reconciliation Statement – Meaning – need and importance – Methods - Preparation of reconciliation statement with simple problems.

TOTAL: 60 HOURS

COURSE OUTCOMES:

Upon completion of the course, students will be able

CO 1: Apply the accounting cycle while preparing basic accounting records

CO 2: Practical knowledge regarding financial results of an organization.

CO 3: Solve problems relating to depreciation of assets

CO 4: Apply accounting practices for Reconciliation n of bank statement

CO 5: Make use of Single-entry system for ascertaining profit

TEXT BOOKS:

1. T.S.Reddy & A.Murthy - Financial Accounting - Margham publications.-6th edition,2012
2. Dr.S.N.Mageswari - Financial Accounting - Vikas Publishing house.-jan2012

REFERENCES:

1. Shukla.MC, SC Gupta and PS.grewal – Advanced Accounting- - 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.

WEBSITES:

1. <https://www.accountingedu.org/what-is-financial-accounting/>
2. <https://www.slideshare.net/vikasvadakara/depreciation-14165601>

24MBAM11

**BUSINESS MANAGEMENT IN
AVIATION**

L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVES:

To acquire the basic knowledge of aviation from its historical evolution to its significance at present covering the basics about aircraft to airplane, various stake holders in aviation. Importantly the regulatory aspect and regulatory bodies involved and the importance of safety and security in aviation.

UNIT I IMPORTANCE AND EVOLUTION OF MANAGEMENT THOUGHT 9 HOURS

Management – Meaning – Definition – Importance – Nature and Scope – Process – Functions of Management – Role of Manager – Levels of Management – Development of Scientific Management – Contribution of Henry Fayol and F.W. Taylor. Case Study: Impact of Evolution of Management in Boeing/Airbus – A travel through historical management evolution

UNIT II PLANNING AND DECISION MAKING 9 HOURS

Luther Gulicks POSDCORB Concept - Planning – Nature - Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedure, methods of Decision Making across Aviation Sectors – Process of decision making – Types of Decision Case Study: Importance of decision making for successful airlines operation. Case Study: Decision making in greenfield airports

UNIT III ORGANISATION STRUCTURE 9 HOURS

Organizing – Types of organization – Organization structure – Span of Control – Departmentalization - Informal Organization - Management and Administration - 14 Principles of Management by Henry Feyo - Social Responsibility of Business. Case Study: Organisation structure for successful Airline operations

UNIT IV AUTHORITY, RESPONSIBILITY, RECRUITMENT PROCESS AND TRAINING 9 HOURS

Process of Management - Levels of Management - Functional areas of management - Authority – Delegation – Decentralization – Responsibility – Recruitment - Sources – Selection – Stages In Selection – Training - Benefits of Training – Methods of Training – Career in Aviation Industry

UNIT V PROCESS OF MOTIVATION, COMMUNICATION, COORDINATION AND CONTROL 9 HOURS

Motivation – Need and Importance – Communication – Importance – Elements - Channels – Types – Barriers to Communication – Guide lines for ensuring Effective Communication – Co-ordination – Need - Principles of Co-ordination – types of Co-ordination – Controlling – Importance – Steps in Controlling. Case Study: Motivation for pilots/cabin crew in long haul flights.

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

CO-1: Make use of Management techniques, theories and Policies.

CO-2: Construct a Plan successfully in every walk of life (customized for the aviation industry)

CO-3: Organize structure and its types.

CO-4: Authority and Responsibility and stages in selection and training benefits

CO-5: Summarize Motivation, Communication, co-ordination and control.

TEXT BOOKS:

1. DINKAR PAGARE “Business Management “, Sultan Chand & Sons, 2018 Edition
2. P.C TRIPATHI AND P.N REDDY “Principles of Management”, –TATA McGraw Hill Education Private Limited, 2021 Edition
3. J. JAYASANKAR “Principles of Management”, Margham Publications, 2018 Edition

REFERENCES:

1. N. Premavathi, “Principles of Management”, 2nd Edition Sri Vishnu Publication, Chennai, 2003.
2. Weirich And Koontz, “Management – A Global Perspective”, 10th Edition, 1993

WEB LINKS:

1. <https://www.slideshare.net/anujbhatia09/business-management-70063793>
2. <https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/>
3. <https://www.lucidchart.com/blog/types-of-organizational-structures>
4. <https://theinvestorsbook.com/techniques-of-controlling.html>

24DVAC11

COMMUNICATION SKILLS

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

- To develop effective verbal and non-verbal communication techniques for various contexts.
- To enhance listening skills for better comprehension and engagement in conversations.
- To improve written communication abilities, focusing on clarity, coherence, and style.
- To build confidence in public speaking through practice and constructive feedback.
- To cultivate interpersonal skills for successful collaboration and professional interactions.

UNIT I INTRODUCTION TO COMMUNICATION SKILLS 6 HOURS

- Fundamentals of Communications
- Elements of Communication, Types of Communication

UNIT II PRACTICAL ENGLISH 6 HOURS

- 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

- LSRW (Listening, Speaking, Reading & Writing)
- Pronunciation - Vocabulary Building
- Intonations & its importance

UNIT IV CREATIVITY/CRITICAL THINKING 6 HOURS

- Six Thinking Traits
- Creative writing exercises
- Open mindedness

UNIT V PERSONAL HYGIENE AND STRESS MANAGEMENT 6 HOURS

- 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

- CO1 Enhance Participants' Business Communication Skills
- CO2 Enhance lsrw skills (lsrw – listening, speaking, reading & writing)
- CO3 Express opinions at free will in social/ personal gathering.
- CO4 Impact leadership qualities among participants
- CO5 Engage in conversation with others to exchange ideas

REFERENCES:

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
2. Personality development and soft skills, Barun K Mitra, 1 stEdition, Oxford Press,2011
3. Elizabeth Harren, 7 April 2022, last updated: 16 November, 2023
4. Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill)
5. Ethan Beute and Stephen Pacinelli (Greenleaf)
6. Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011

24SSKU11

SOFT SKILLS -I

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

- To learn and apply basic etiquette for personal and professional interactions.
- To develop effective stress management techniques for maintaining mental and emotional well-being.
- To enhance self-awareness for personal growth and informed decision-making.
- To gain an overview of essential 21st-century skills necessary for success in a rapidly changing world.
- To foster creativity and critical thinking skills for innovative problem-solving and adaptability.

UNIT I INTRODUCTION TO SOFT SKILLS 6 HOURS

- Soft Skills vs Hard Skills
- 15 important Soft Skills
- Communication Skills, Time Management, Leadership Skills

UNIT II OVERVIEW OF 21ST CENTURY SKILLS. 6 HOURS

- Lateral Thinking – Left Brain/Right Brain Functionality
- Problem solving skills

UNIT III SELF AWARENESS 6 HOURS

- Human Values
- Mindfulness
- SWOT Analysis
- PDCA Approach

UNIT IV CREATIVITY/CRITICAL THINKING 6 HOURS

- Six Thinking Traits
- Creative writing exercises
- Open mindedness

UNIT V PERSONAL HYGIENE AND STRESS MANAGEMENT 6 HOURS

- Basic Etiquettes
- Health and Personal Grooming

- Stress-meaning and nature, Eustress, Distress
- Stress management strategies

TOTAL 30 HOURS

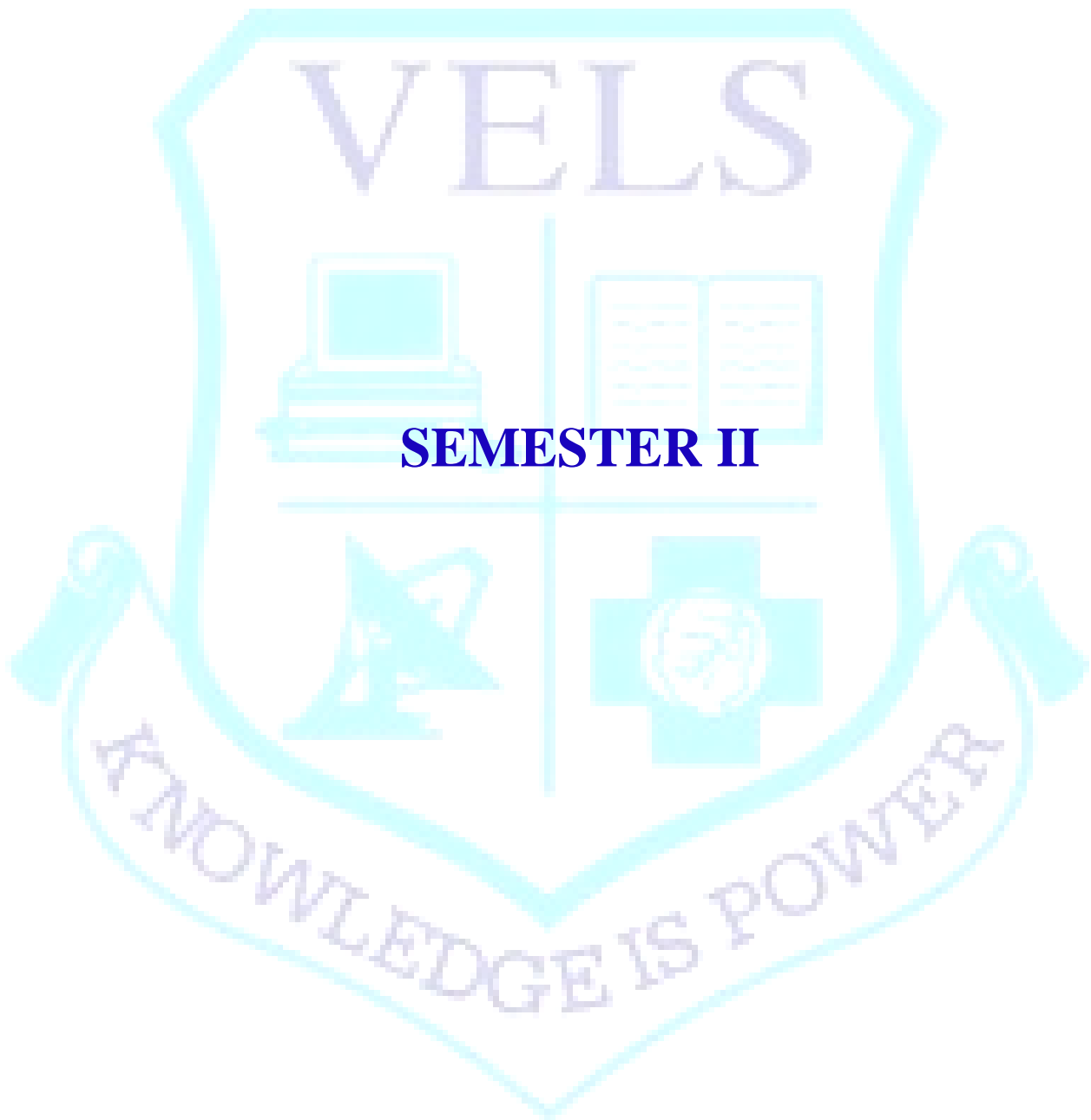
COURSE OUTCOMES:

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

- CO1 Demonstrate basic etiquette in various personal and professional settings.
- CO2 Effectively manage stress using learned techniques.
- CO3 Show increased self-awareness and make informed decisions.
- CO4 Understand and articulate key 21st-century skills.
- CO5 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

L	T	P	O	C
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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

- மாணிக்கவாசகர் - திருவாசகம் - மூன்று பாடல்கள்
 - ✓ புல்லாகி பூடாகி (சிவபுராணம்)
 - ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
 - ✓ உற்றாரை யான் வேண்டேன் (திருப்பலம்பல்)
- ஆண்டாள் - திருப்பாவை - மூன்று பாடல்கள் (1, 3, 4)
 - ✓ மார்கழித் திங்கள் ... (பாசரம் 1)
 - ✓ ஓங்கி உலகளந்த... (பாசரம் 3)
 - ✓ ஆழிமழைக் கண்ணா... (பாசரம் 4)
- வீரமாமுனிவர் - தேம்பாவணி - வளன் செனித்தப் படலம்
- 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 அக்காடெமி, 2007.
13. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
14. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

L	T	P	O	C
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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

UNIT I : मुंशी प्रेमचंद कृत 'बूढी काकी' (कहानी) 'Boodee kaki" (Kahani) by Munshi Premchand	6hrs.
UNIT II : जयशंकर प्रसाद कृत 'पुरस्कार' (कहानी) 'Puraskar' (Kahani) by Jaishankar Prasad	6hrs.
UNIT III: हरिशंकर परसाई कृत 'मैं नरक से बोल रहा हूँ' (व्यंग्य) 'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi,	6hrs.
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	6hrs.
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	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

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

- To express his / her where abouts and to ask seek direction
- To express obligation and restriction
- To describe a place
- To narrate and to question
- To describe someone
- To express his desire and to speak about the futur

UNIT I C'est où

5 HOURS

- 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

- Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur...)

UNIT III Belle vue sur la mer --

4 HOURS

- Les adjectifs démonstratifs, Y- pronom complément

UNIT IV Quel beau voyage!

4 HOURS

- Les verbes pronominaux, En- pronom complément

UNIT V Oh ! joli

5 HOURS

- L'imparfait, L'imparfait ou le passé composé

UNIT VI Et après ?

7 HOURS

- Le futur simple, Le subjonctif présent

TOTAL 30 HOURS

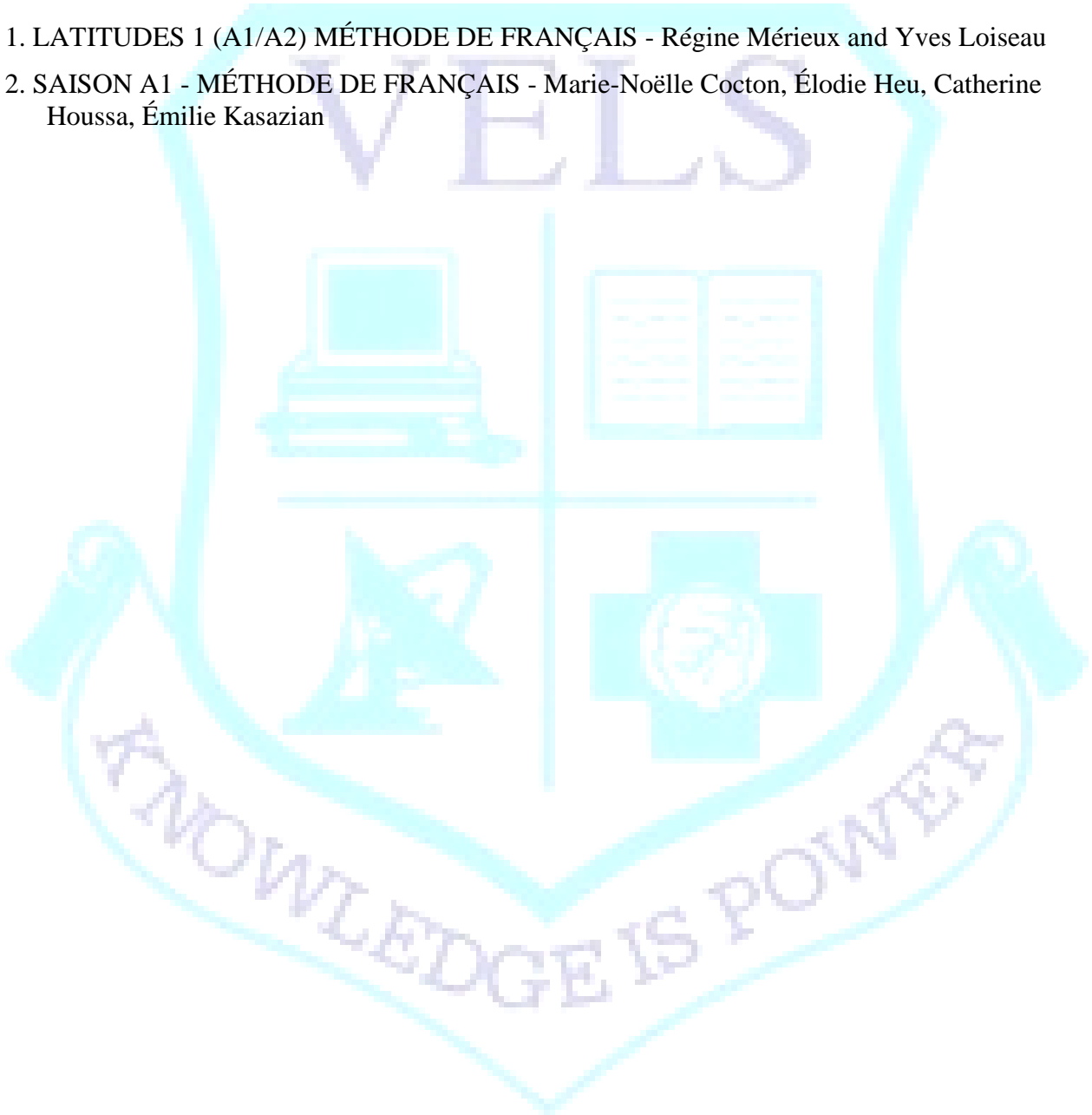
COURSE OUTCOMES:

- 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

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

- 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

- If you are wrong, admit it- Dale Carnegie
- Words of Wisdom- Chetan Bhaghat

UNIT II POETRY

6 HOURS

- La Belle Dame Sans Merci - John Keats
- Ozymandias- P.B.Shelley

UNIT III FICTION

6 HOURS

- The School for Empathy - E.V. Lucas
- The Lamb to the Slaughter-Roald Dahl

UNIT IV GRAMMAR

6 HOURS

- Types of sentences, Concord

UNIT V GRAMMAR

6 HOURS

- Tenses, Voices

TOTAL 30 HOURS

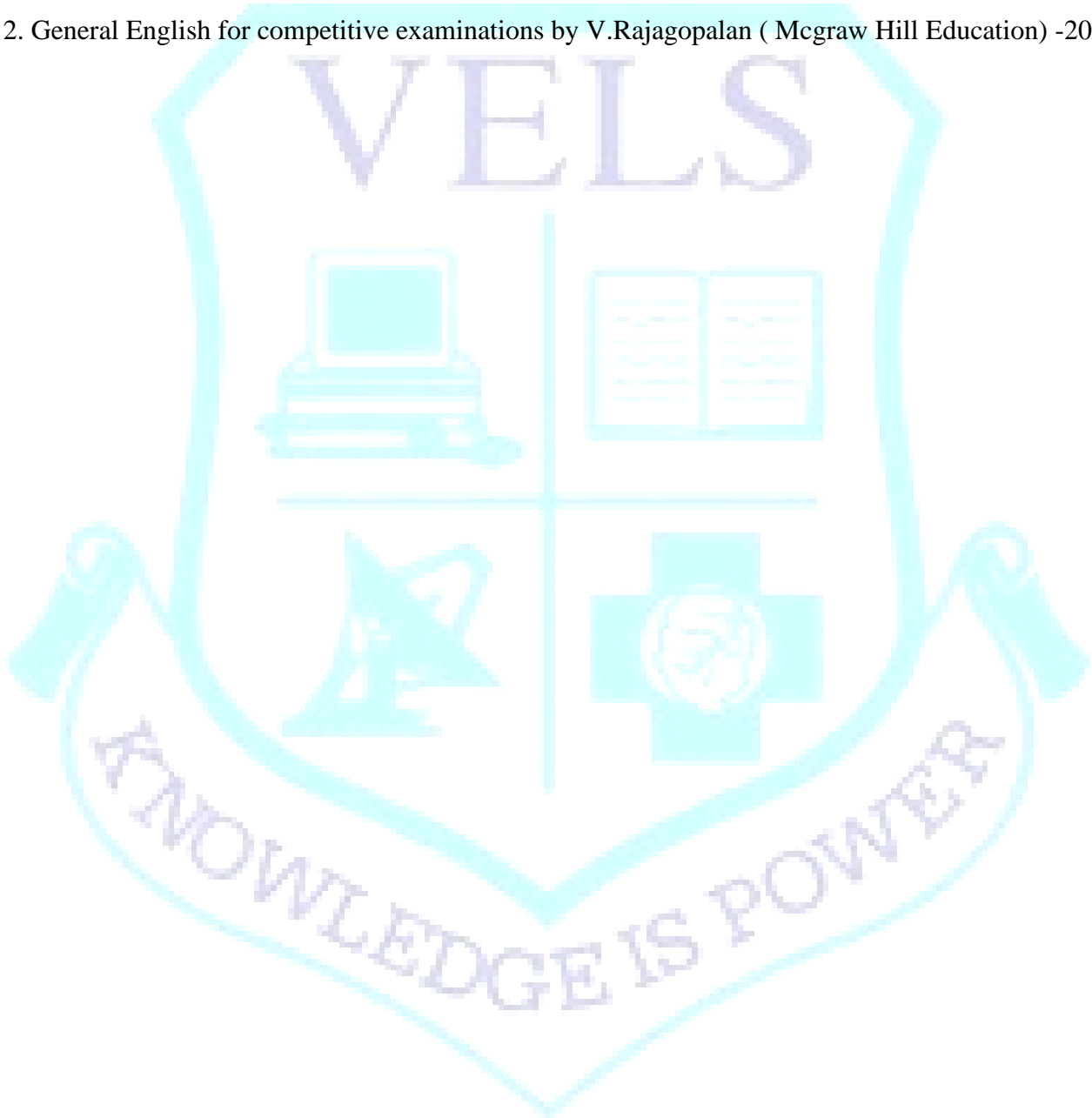
COURSE OUTCOMES:

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

- CO1 Identify poetic expressions in the course of daily speech
- CO2 Students will develop skills that enable them to communicate effectively in writing.
- CO3 Students will develop skills that enable them to communicate effectively in writing.
- CO4 Discriminate against different sensibilities in approaching life.
- CO5 Strengthen the ability to solve life's problems, as highlighted in the selections.

REFERENCES:

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



24CBAM21 AIRLINE AND AIRPORT OPERATION

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

To provide the participants with a good knowledge on Airport and Airline Operations, process involved, and services offered. Also, the participants can understand the safety protocol in ground operations

UNIT I HISTORY OF AVIATION AND DEVELOPMENT 12HOURS

History of Aviation - Development of Air transportation in India - Major players in Airline Industry - SWOT analysis in Airline Industry - Market potential of Indian Airline Industry - PPP [Public Private Participation] in Indian Airports – Recent development in Indian Aviation - Challenges in Airline Industry

UNIT II AIRLINE OPERATIONS MANAGEMENT 12HOURS

Airline business models (low-cost carriers, full-service airlines) – Organizational structure – various departments in Airline - Network planning and scheduling - Revenue management -Aircraft Maintenance and Engineering: Maintenance schedules, checks – importance - Regulatory compliance - Flight operations – Structure – roles, functions – Customer service domain - reservations, ticketing, baggage handling

UNIT III AIRPORT OPERATIONS MANAGEMENT 12HOURS

Introduction to Greenfield Airport and Brown field airport - Landside and Airside Operations - Airport layout and design: terminals, runways, taxiways - Passenger Flow Management - Ground Operations: ramp, baggage Handling cargo - Airport security and safety regulations – Introduction to ATS - AAI role, functions and services - Airport emergency plans - Fire and rescue services

UNIT IV TERMINAL OPERATION 12HOURS

Airline Terminal Management - Flight Information Counter/Reservation and Ticketing – Check In/Issue of Boarding pass-Customs and Immigration formalities, Co-ordination - Security Clearance – Baggage process and Various types of passenger handling – Case study of Bangalore airport, Terminal2

UNIT V SAFETY PROCEDURES IN GROUND OPERATION 12HOURS

Ramp Safety – Meaning – Types of Accidents at Ramp, Personnel – Damage to Aircraft, Ground Equipment and Vehicle – (Beacon – Cones) – Foreign Object Debris (FOD) - Personnel Protection on the Ramp –Driving on the RAMP–Service Roads –Equipment Parking Areas – Safety DO’s and DON’T’s – Securing Aircraft

TOTAL 60 HOURS

COURSE OUTCOMES:

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

CO-1: Students will gain broad knowledge about aviation, its developments in India and market potential

CO-2: Students will understand the aspects of airline operations

CO-3: Students will gain knowledge on the aspects of airport operations

CO-4: Students will gain broad knowledge on Terminal operation

CO-5: Students will gain knowledge on safety procedures in ground operation

TEXT BOOKS:

1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford- 2001
2. Doganis.R.-The Airport Business-Routledge, London-1992
3. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003.
4. P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003.

REFERENCES:

1. Richard De Neufville – Airport Systems: Planning, Design, and Management. - McGraw-Hill, London- 2007.
2. Kent Gouiden- Global Logistics Management –Wiley Black Well
3. Lambert –Strategic Logistic Management – Academic Intl Publishers.
4. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page.
5. Paul R.Murphy,JR and Donal &F.Wood-Contemporary Logistics –Prentie Hall.9th Edn.2008.

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2. https://www.powershow.com/viewht/cdea9ZDc1Z/Airport_Operations_and_Management_powerpoint_ppt_presentation
3. <https://www.slideshare.net/AiDY/overview-on-airport-operation-presentation>
4. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_APO_LECTURE_NOTES_0.pdf

24CBAM22

FINANCIAL MANAGEMENT

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

To offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

UNIT I INTRODUCTION 12 HOURS

Meaning, objectives, importance and types of Corporate Finance – Sources of long term and short-term finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II CAPITAL STRUCTURE 12 HOURS

Capital structures planning – Factors affecting capital structures – Determining Debt and equity proportion – Capital structure theories-NI, NOI, traditional and M-M theories– Leverage concept.

UNIT III CAPITAL BUDGETING 12 HOURS

Capital budgeting – Meaning – Scope – Appraisal criteria for capital budgeting decisions - NPV Vs IRR. - Multiple IRRs - Capital Rationing – Risk Analysis in Capital Budgeting – Measurement of Risk – Project variance – Expected NPV

UNIT IV DIVIDEND DECISION 12 HOURS

Dividend policies – Factors affecting dividend payment – Company Law provision on dividend payment – Various Dividend Models (Walter’s Gordon’s – M.M. Hypothesis – only theory)

UNIT V WORKING CAPITAL 12 HOURS

Working capital – components of working capital - working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO 1: To get acquainted with to measure risk and return and explain the trade-off between risk and return

CO 2: To label various capital structures and its effect on profitability

CO3: To estimate the project cash flows to distinguish between value-creating and value destroying investments.

CO 4: To determine cash flows and dividend return from an investment.

CO 5: To discover the working capital requirements at various stages of business.

TEXT BOOKS:

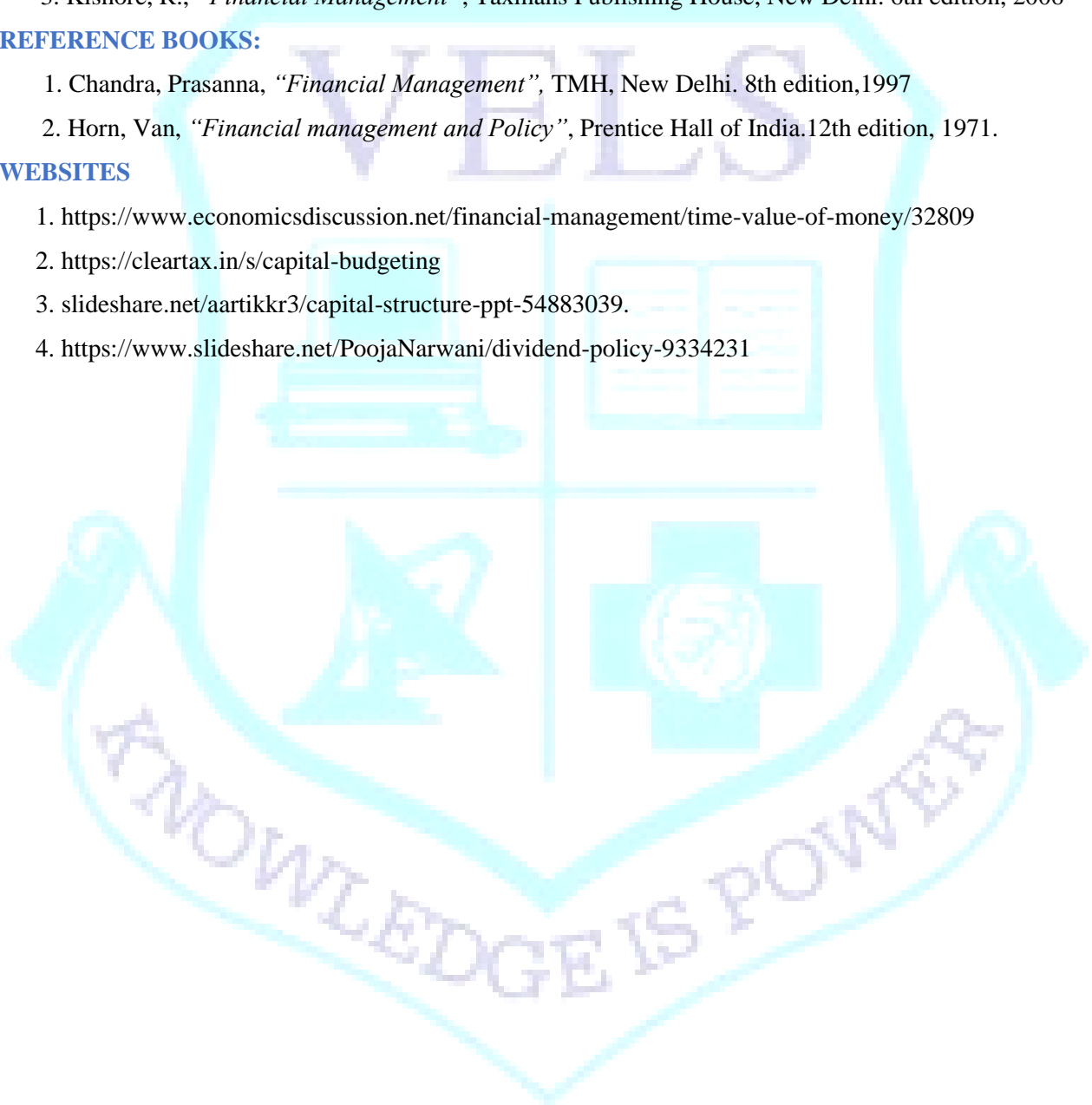
1. Pandey, I.M., *“Financial Management”*, Vikas Publishing House, New Delhi. 10th edition, 1999
2. Khan M.Y. and Jain P.K., *“Financial Management”*, Tata McGraw Hill, New Delhi. 10th edition, 1992
3. Kishore, R., *“Financial Management”*, Taxmans Publishing House, New Delhi. 6th edition, 2006

REFERENCE BOOKS:

1. Chandra, Prasanna, *“Financial Management”*, TMH, New Delhi. 8th edition, 1997
2. Horn, Van, *“Financial management and Policy”*, Prentice Hall of India. 12th edition, 1971.

WEBSITES

1. <https://www.economicdiscussion.net/financial-management/time-value-of-money/32809>
2. <https://cleartax.in/s/capital-budgeting>
3. [slideshare.net/aartikkr3/capital-structure-ppt-54883039](https://www.slideshare.net/aartikkr3/capital-structure-ppt-54883039).
4. <https://www.slideshare.net/PoojaNarwani/dividend-policy-9334231>



24CBAM23

MARKETING MANAGEMENT

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

- 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

12 HOURS

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)

UNIT II SEGMENTATION, TARGETING AND POSITIONING

12 HOURS

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 vs. Experiential Marketing's View of Customer

UNIT III PRODUCT DECISIONS

12 HOURS

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.

UNIT IV PROMOTION DECISION

12 HOURS

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, Introduction to Retail Management.

UNIT V MARKETING OF SERVICES

12 HOURS

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: Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
- CO 2: Recognize various elements marketing mix for effective functioning of an organization
- CO3: Critically analyze an organization's marketing strategies
- CO 4: Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
- CO 5: Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions..

TEXT BOOKS:

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.

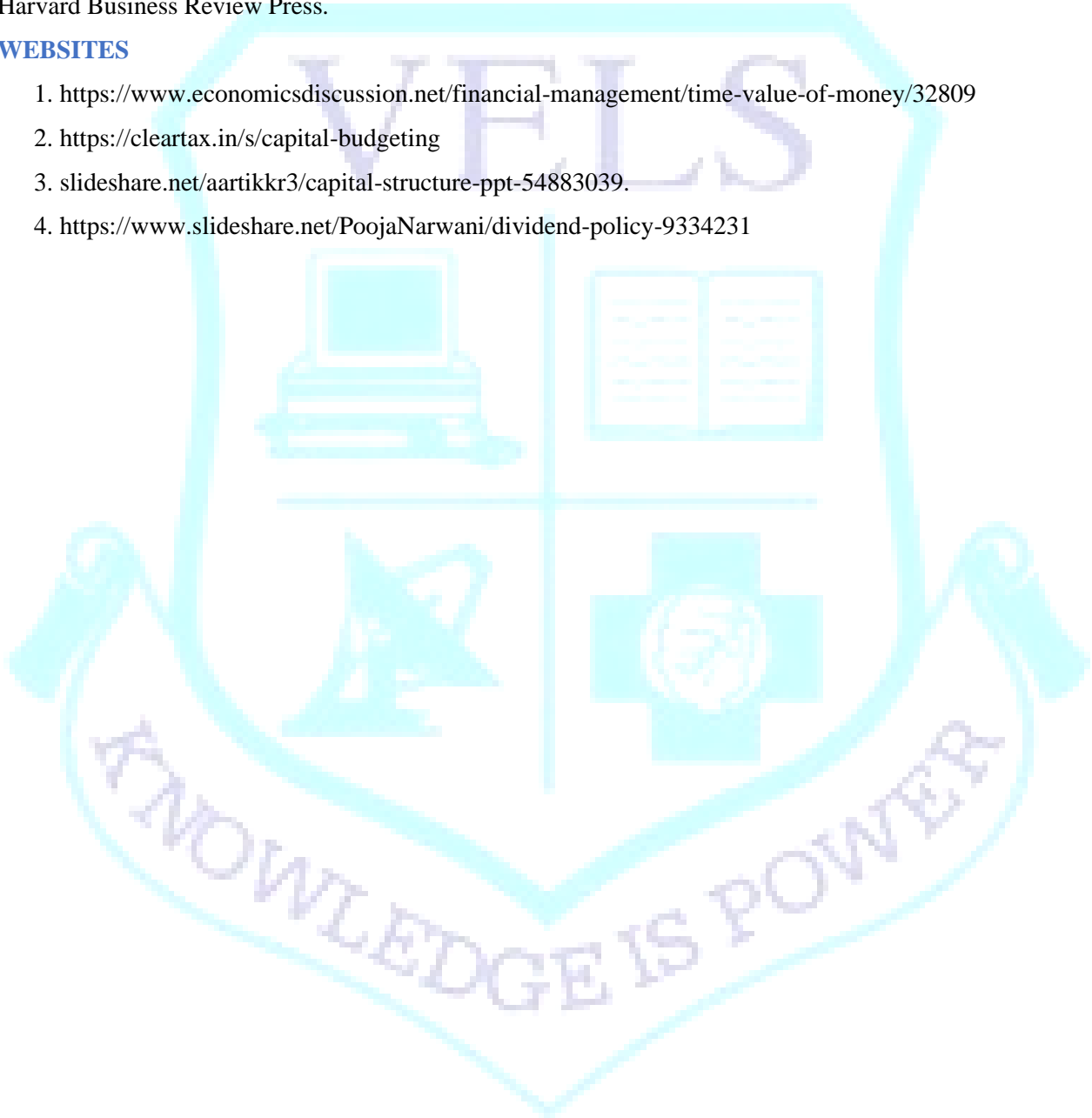
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1. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
2. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.

3. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
4. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
5. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.

WEBSITES

1. <https://www.economicdiscussion.net/financial-management/time-value-of-money/32809>
2. <https://cleartax.in/s/capital-budgeting>
3. [slideshare.net/aartikkr3/capital-structure-ppt-54883039](https://www.slideshare.net/aartikkr3/capital-structure-ppt-54883039).
4. <https://www.slideshare.net/PoojaNarwani/dividend-policy-9334231>



24MBAM21

MEDIA LITERACY AND CRITICAL THINKING

L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVES:

- 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 MEDIA LITERACY – AN OVERVIEW 9 HOURS

Mass Communication Analysis - Media Education and Literacy - Mass Media Conceptual Framework.

UNIT II CRITICAL THINKING ON MEDIA 9 HOURS

Key Concepts on media - Information Package – Versions of Reality – Individual Interpretation - Media agenda – Revenue sources for media

UNIT III APPROACHES TO MEDIA CONTENT 9 HOURS

Fact Checking – Misinformation, Malinformation and Disinformation - Critical Checking – Behind the content, Who manages whom, Stereotypes - New media influence as opinion leader

UNIT IV REPRESENTATION 9 HOURS

Media Influence – Trust, Visibility, Framing and Stereotypes, Assessing ability. Media Ownership – Behind the curtain, Representing race and inequality, Constructions of Gender and Sexuality Linguistic Representation – Subtext of information dissemination, Representations of family and class

UNIT V ADVERTISEMENT AND CONSUMERISM 9 HOURS

Internet Technology – Understand the technology, Advertisement strategy on using metaverse literacy Advertisement and Consumerism – Messages through media, Messages behind the advertisement - Consumer Culture – Brand loyalty, Stealing mind and attention. Journalism on Consumer – Filtered news and propaganda, Media manipulation, Dealing media information critically.

TOTAL 45 HOURS

COURSE OUTCOMES:

Upon completion of the course, students will be able

CO1 Students will gain knowledge on media literacy

CO2 Students will demonstrate an understanding of the concept of how media functions.

CO3 Students will critically analyze the media content

CO4 Students will be able to compare media representation of an information versus the real-world scenario.

CO5 Students will be able to understand the purpose of advertisement on consumerism

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)

REFERENCE BOOKS:

1. Yonty Friesem_ Usha Raman_ Igor Kanizaj_ Grace Y Choi - The Routledge Handbook of Media Education Futures Post-Pandemic-Routledge Research in Media Literacy and Education (2022)

WEBSITES

1. https://x.com/tn_factcheck?lang=en
2. <https://pib.gov.in/factcheck.aspx>

22DVAC22

UNIVERSAL HUMAN VALUES

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

- 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

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

- To develop strategies to enhance teamwork and collaboration in professional settings.
- To cultivate a positive attitude and mindset to foster constructive relationships and productivity.
- To develop leadership, decision-making and team bonding skills

UNIT I PROFESSIONAL BEHAVIOUR

6 HOURS

- Team Building – Team Bonding
- Inter-Personal Relationship– Intra-Personal Relationship

UNIT II PERSONALITY DEVELOPMENT.

6 HOURS

- Types of Personality
- Self-Confidence - Confidence Building
- Attitude (Positive/Negative)

UNIT III TELEPHONE ETIQUETTE

6 HOURS

- Basics of telephone etiquette
- Giving clear and concise information
- Tone & rate of speech
- Intonations & its Importance
- Whatsapp Communications

UNIT IV DECISION MAKING

6 HOURS

- 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

- Respect – Salutations
- Official Behaviour

TOTAL 30 HOURS

COURSE OUTCOMES:

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

- CO1 Understand the principles of effective team building and apply strategies to foster team bonding and cohesion in professional settings
- CO2 Become self-confident individuals by mastering interpersonal skills, team management skills, and leadership skills.
- CO3 Practice techniques for effective communication in telephone conversations.
- CO4 Evaluate decision-making processes and their implications in professional settings
- CO5 Exhibit professional conduct and demeanour in various professional situations

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
4. Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company.
5. Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.

