

**LEARNING OUTCOMES-BASED CURRICULUM
FRAMEWORK(LOCF)**

in the

**UNDERGRADUATE PROGRAMME BACHELOR OF
BUSINESS ADMINISTRATION (BBA)**

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2021-2022 AND ONWARDS**



HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

(Affiliated to Bharathiar University and Accredited by NAAC)

COIMBATORE-641 028

TAMILNADU, INDIA.

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PREAMBLE

The course in Business Administration embraces principles and activities in the core functional areas of business management. It relates the concepts and principles of business management to practical business situations. It also covers legal environment of business, information technology, globalization, economic integration and entrepreneurship.

Learning Outcome Based Curriculum Framework for Undergraduate education in Bachelor of Business Administration.

VISION

To provide world class education to the students to face global challenges and to inculcate the latest trends in technological advancement. To cater the needs of the environmental and ethical values in the mind of students to become good citizens and entrepreneurs.

MISSION

The Mission of the college is to pursue a philosophy of perceptual acquisition of knowledge. The important policy is to provide value-based education and bring out the hidden potentials in students that equip them to approach life with optimism.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Under Graduates of BUSINESS ADMINISTRATION program will be

- PEO 1:** Students will be integrating various functional areas of business to guide innovation formulate strategy and solve complex business problems.
- PEO 2:** To expose them for the required analytical, technical, technological and interpersonal skills
- PEO 3:** Understanding of the role of business management in an economy
- PEO 4:** To prepare the students to take up challenging careers in business, industry, or pursue higher education.
- PEO 5:** To bring about a holistic development in the students and to make them a responsible citizen catering to the needs of societal development

PROGRAMME OUTCOME (PO)

- PO1:** The Program will enable the students to gain and apply key theories and applications in business context.
- PO2:** Equip students with critical thinking and analytical skills to solve business problems.
- PO3:** Make the students sensitive to ethical and sustainable business practices.
- PO4:** Development of communication skills, interpersonal relationships and ability to work as a team.

PO5: Groom the students into responsible citizens for employment and life outside the institution and promote national consciousness

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Cater to the manpower needs of companies in the areas of Production, marketing, advertising, finance, human resource.

PSO2: Exemplify technical competence in domestic and global business through the study of major disciplines within the fields of business.

PSO3: Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PSO4: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PSO5: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),
COIMBATORE-641028
SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN
(For the Students admitted from the Academic year 2021-2022 and Onwards)
UG PROGRAMME

Programme: BBA

Branch: MANAGEMENT

| Part | Course Code | Course Type | Course Title | Credit points | Lecture Hours/ Week | | Exam Duration in (hours) | MAX. MARKS | | |
|----------------------|--|-------------|--|---|---------------------|-----------|--------------------------|------------|------------|------------|
| | | | | | Theory | Practical | | I.E. | E.E. | Total |
| Semester - I | | | | | | | | | | |
| I | 21LAT01 21LAH01 21LAM01 21LAF01 | MIL | Tamil-I/ Hindi-I/ Malayalam - I/ French-I | 4 | 6 | | 3 | 30 | 70 | 100 |
| II | 21ENG01 | AECC | English - I | 4 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU01 | DSC | Core - I: Principles of Management | 4 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU02 | DSC | Core - II :Business Communication | 4 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU03 | GE | Allied-I : Mathematics for Management - I | 4 | 5 | | 3 | 30 | 70 | 100 |
| IV | 21BBUE01 | AEE | Open Elective - I | 2 | 3 | | 3 | 100 | - | 100 |
| IV | 21GSU01 | AECC | Environmental Studies | 1 | 2 | | 2 | 50 | - | 50 |
| IV | 21BBUV01 | SEC | VAC-I/Life Skills-I @ / Communicative English | 1* | 2 | | 2 | 50 | - | 50** |
| IV | - | SEC | SDR- Student Development Report | Assessment will be in the Fifth Semester | | | | | | |
| V | - | AECC | Extension Activities NSS/NCC/SPORTS/YRCSIS/SA | Assessment will be in the Fourth Semester | | | | | | |
| Total | | | | 23 | 36 | | | 300 | 350 | 650 |
| Semester - II | | | | | | | | | | |
| i | 21LAT02 21LAH02 21LAM02 21LAF02 | MIL | Tamil-II/Hindi-II/ Malayalam-II/ French-II | 4 | 6 | | 3 | 30 | 70 | 100 |
| II | 21ENG02 | AECC | English - II | 4 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU04 | DSC | Core - III: Organizational Behaviour | 4 | 4 | | 3 | 30 | 70 | 100 |
| III | 21BBU05 | DSC | Core - IV: Economics for Executives | 4 | 4 | | 3 | 30 | 70 | 100 |
| III | 21BBU06 | DSC | Core - V: | 4 | 4 | | 3 | 30 | 70 | 100 |

| | | | | | | | | | | |
|-----------------------|----------|------|--|-----------|-----------|--|---|------------|------------|--------------------|
| | | | Financial Accounting | | | | | | | |
| III | 21BBU07 | DSC | Core -VI :Legal Aspects of Business | 4 | 3 | | 3 | 30 | 70 | 100 |
| III | 21BBU08 | GE | Allied-II :Mathematics for Management - II | 4 | 5 | | 3 | 30 | 70 | 100 |
| IV | 21BBUV02 | SEC | VAC-II/Life Skills-II @ / - Language | 1* | 2 | | 2 | 50 | - | 50* |
| III | 21BBU09 | SEC | Industrial Visit / Mini Project | 1 | - | | - | 100 | | 100 |
| IV | 21BBUJ01 | SEC | Aptitude / Placement Training | Grade * | 2 | | 2 | 50 | | 50* |
| Total | | | | 29 | 36 | | | 310 | 490 | 800 |
| Semester - III | | | | | | | | | | |
| III | 21BBU10 | DSC | Core -VII: Production and Materials Management | 4 | 5 | | 3 | 30 | 70 | 100 |
| III | 21BBU11 | DSC | Core -VIII:Marketing Management | 4 | 5 | | 3 | 30 | 70 | 100 |
| III | 21BBU12 | DSC | Core - IX:Financial Management | 4 | 5 | | 3 | 30 | 70 | 100 |
| III | 21BBU13 | DSC | Core-X: Practical -I PC Software (MS-Office) | 3 | 5 | | 3 | 40 | 60 | 100 |
| III | 21BBU14 | GE | Allied-III :Introduction to Information Technology | 4 | 5 | | 3 | 30 | 70 | 100 |
| III | 21BBU15 | DSE | Electives / DSE-I | 3 | 3 | | 3 | 30 | 70 | 100 |
| IV | 21BBUE02 | AEE | Open Elective-II | 2 | 3 | | 3 | 100 | | 100 |
| IV | 21GSU02 | AECC | Human Rights | 1 | 2 | | 2 | 50 | | 50 |
| IV | 21BBUJ02 | SEC | Aptitude / Placement Training | Grade * | 2 | | 2 | 50 | | 50* |
| IV | 21BBUJ03 | SEC | Online Course | - | 1 | | - | - | - | C/N C ² |
| Total | | | | 25 | 36 | | | 340 | 410 | 750 |
| Semester - IV | | | | | | | | | | |
| III | 21BBU16 | DSC | Core - XI: Human Resource Management | 5 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU17 | DSC | Core - XII: Entrepreneurial Development and Project Management | 5 | 5 | | 3 | 30 | 70 | 100 |
| III | 21BBU18 | DSC | Core - XIII: Retail Management | 4 | 5 | | 3 | 30 | 70 | 100 |
| III | 21BBU19 | DSC | Core - XIV: Management Information System | 4 | 5 | | 3 | 30 | 70 | 100 |
| III | 21BBU20 | GE | Allied-IV :Taxation | 4 | 5 | | 3 | 30 | 70 | 100 |

| | | | | | | | | | | |
|----------------------|----------|------|---|------------|------------|--|---|-------------|-------------|-------------|
| III | 21BBU21 | DSE | Electives / DSE-II | 3 | 3 | | 3 | 30 | 70 | 100 |
| III | 21BBU22 | SEC | Institutional Training/Mini-project | 1 | - | | - | 100 | - | 100 |
| IV | 21BBUV03 | ACC | VAC-III | 1* | 2 | | 2 | 50 | - | 50* |
| IV | 21BBUJ04 | SEC | Aptitude / Placement Training | Grade * | 2 | | 2 | 50 | - | 50* |
| IV | 21BBUJ05 | SEC | Online Course | - | 1 | | - | - | - | C/N |
| IV | 21GSU03 | AECC | Internet Security | 1 | 2 | | 2 | 50 | - | 50 |
| V | 21GSU04 | AECC | Extension Activities NSS/NCC/SPORTS/YRO/SES/AS All | 2 | - | | - | - | - | C/N |
| Total | | | | 29 | 36 | | | 340 | 420 | 750 |
| Semester - V | | | | | | | | | | |
| III | 21BBU23 | DSC | Core -XV; Strategic Management | 5 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU24 | DSC | Core -XVI :Cost & Management Accounting | 5 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU25 | DSC | Core -XVII: Research Methods for Management | 5 | 6 | | 3 | 30 | 70 | 100 |
| III | 21BBU26 | DSC | Core -XVIII: Practical - II Financial Accounting Package - Tally | 3 | 6 | | 3 | 40 | 60 | 100 |
| III | 21BBU27 | DSE | Electives/DSE-III | 3 | 3 | | 3 | 30 | 70 | 100 |
| IV | 21BBUE03 | AEE | Open Elective-III | 2 | 3 | | 3 | 100 | - | 100 |
| IV | 21GSU05 | AECC | General Awareness | 1 | 1 | | 2 | 50 | - | 50 |
| IV | 21GSU06 | AECC | Law of Ethics | 1 | - | | 2 | 50 | - | 50 |
| IV | 21GSUV04 | ACC | VAC-IV | 1* | 2 | | 2 | 50 | - | 50* |
| IV | 21BBUJ06 | SEC | Aptitude / Placement Training | Grade * | 2 | | 2 | 50 | - | 50* |
| IV | 21BBUJ07 | SEC | Online Course | - | 1 | | - | - | - | C/N |
| IV | 21BBUJ08 | SEC | SDR- Student Development Report | 2* | - | | - | - | - | - |
| Total | | | | 25 | 36 | | | 360 | 340 | 700 |
| Semester - VI | | | | | | | | | | |
| III | 21BBU28 | DSC | Core -XIX: International Business | 5 | 6 | | | 30 | 70 | 100 |
| III | 21BBU29 | DSE | Elective /DSE-IV | 3 | 3 | | | 30 | 70 | 100 |
| III | 21BBU30 | SEC | Project Work /Student Research / Paper | 4 | 4 | | | 40 | 60 | 100 |
| III | 21BBU31 | SEC | Core XX: Self-Study Course | 3 | - | | 3 | 30 | 70 | 100 |
| Total | | | | 15 | 13 | | | 130 | 270 | 400 |
| Grand Total | | | | 146 | 193 | | | 1770 | 2280 | 4050 |

- *denotes Extra credits which are not added with total credits.
- **denotes Extra marks which are not added with total marks.
- VAC-Value Added Course(Extra Credit Courses)
- *Grades depends on the marks obtained
- ‡ C-Completed/ NC- Not Completed

| Range of Marks | Equivalent remarks |
|----------------|--------------------------------|
| 80 and above | Exemplary |
| 70-79 | Very good |
| 60-69 | Good |
| 50-59 | Fair |
| 40-49 | Satisfactory |
| Below 40 | Not Satisfactory=Not completed |

- Part IV & V not included in total marks and CGPA calculation.
- LE-Internal Exam
- EE-External Exam
- J-Job Oriented Course
- E-Open Elective Papers

PASSING MINIMUM

- Passing Minimum for UG 40% and for PG 50 %
- For UG : 35 % (25 marks) in EE and 40 % in Total Marks
- For PG 50 % (30 marks) in EE and 50 % in Total Marks

ABSTRACT FOR SCHEME OF EXAMINATION

(For the candidates admitted during the academic year 2021 - 2022 and onwards)

| Part | Course | Papers | Credit | Total Credits | Marks | Total Marks |
|----------|---|--|--------|-----------------------------------|-------|---------------------------|
| Part I | Languages/ (MIL) | 2 | 4 | 8 | 100 | 200 |
| Part II | English/AECC-I | 2 | 4 | 8 | 100 | 200 |
| Part III | Core /DSC | 19 | 4/5 | 80 | 100 | 1900 |
| | Allied /GE | 4 | 4 | 16 | 100 | 400 |
| | Electives/DSE | 4 | 3 | 12 | 100 | 400 |
| | Project SEC | 1 | 4 | 4 | 100 | 100 |
| | <i>Internship/Institutional Training/Mini-Project</i> | 2 | 1 | 2 | 100 | 200 |
| Part IV | Open Electives /AEE | 3 | 2 | 6 | 100 | 300 |
| | AECC -EVS/ HR/IS/GA/LE | 5 | 1 | 5 | 50 | 250 |
| | <i>Job Oriented Course / Value Added Course</i> | 2 | 1 | 2* | 50 | 100** |
| | Skill Based/ Placement/Aptitude SEC | 4 | Grade | Grade | 50 | 200** |
| | Online courses / SEC | 3 | C/NC | C/NC | - | - |
| | Life Skills / SEC | 2 | 1 | 2* | 50 | 100** |
| | <i>Self-Study Course /SEC</i> | 1 | 3 | 3 | 100 | 100 |
| | <i>SDR- Student Development Report</i> | 1 | 2 | 2* | - | - |
| | Part V | Extension Activities NSS / NCC/Sports/YRC / SJS / SA -AECC | 1 | C/NC | 2 | - |
| | Total | | | 146 (06 Extra Credits) | | 4050 + (400**) |

List of Open Elective Papers &

| | |
|---|---|
| Open Electives | Yoga for Human Excellence Human Health & Hygiene Indian Culture and Heritage Indian Constitution and Political System Consumer Awareness and Protection Professional Ethics and Human Values Human Rights, Women's Rights & Gender Equality Disaster Management Green Farming Corporate Relations start a Business? Research Methodology and JPR General Studies for Competitive Examinations (IIT JAM Examination (for Science only) CUCET Examination |
| VAC Papers | - |
| Courses offered by the Departments to other Programmes | - |

Note: VAC / JOC courses can be added along with the above open electives

| List of Elective Papers / DSE (Can choose any one of the paper as electives) | | |
|---|-------------|--|
| | Course Code | Title |
| Electives/ DSE-I | 21BBU15A | Advertising and Sales Promotion |
| | 21BBU15B | E-Commerce |
| Electives/ DSE-II | 21BBU21A | Consumer Behaviour |
| | 21BBU21B | Digital Marketing |
| Electives/ DSE-III | 21BBU27A | Brand Management |
| | 21BBU27B | Service Marketing |
| Electives/ DSE-IV | 21BBU29A | Security Analysis and Portfolio Management |
| | 21BBU29B | Working Capital Management |
| | 21BBU29C | Human Resource Development |

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Mahadevan

Academic Council - Member Secretary

Coordinator
Academic Audit Cell
Hindusthan College of Arts & Science
Coimbatore-641 028.

[Signature]
Principal

Head of Institution
Hindusthan Deemed to be University
Coimbatore-641 028.

Regulations

1. **Internship / Institutional Training / Mini-Project** is related to the discipline can be permitted to complete during the end of I and III semesters for minimum seven days each and permitted to submit a report.

| | |
|-------------------------------------|----------------------------|
| Internship / Institutional Training | Not more than seven days |
| Mini project | Depends on the departments |

2. **Project work** is considered as a special course involving application of knowledge in problem solving / analyzing / exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper.

3. FAST TRACK SYSTEM:

Two core courses DSE - III & DSE - XIV are the subjects which are to be related with NPTEL courses.

The Student have the options of taking two subjects of the sixth semester of programme through NPTEL / Swayam portal from the list given or offered by NPTEL and approved by the department for which credit transfer is permitted. The students should inform the department prior to the registration of the course and get due approval for the same. If the student completes these courses before the start of the sixth semester, the student can be considered for a fast track programme, and do the project work alone during the sixth semester apart from the self study paper. Once the student submits the successful course completion credentials as required by the college for the NPTEL / SWAYAM online courses, then the credit transfer will be considered for qualifying the degree.

4. **If the students who are all completed the NPTEL courses before semester -V, they can avail exemption from appearing exams of DSC-XVIII & DSC-XIX in Fast track scheme.**
5. NSS / NCC / Sports / YRC / SIS / SA is mandatory for all students as per New Education Policy and the students must attend the allocated hours within two years and complete the programme. They will be evaluated during the end of second year (Fourth Semester) and also a certificate will be issued.
6. SDR – Student Development Report to be received by the department from the students till end of the fifth semester.(Evidences of Curriculum activities and Co-curriculum activities)
7. For online courses minimum of 2 certificates in any of the online platform is mandatory.

Extension Activities

NSS – National Service Scheme, as enrolled member with the College Unit.

NCC – National Cadet Corps, as enrolled member with the College Unit.

SPORTS – Sports & Games Participation with College Team

YRC/RRC – Youth Red Cross /Red Ribbon Club, as enrolled member with the College Unit.

Rotaract Club – Rotaract Club, as enrolled member with the College Unit.

SIS – Special Interest Subjects as approved by the Academic Council

SA – Social Activity for not less than 50 hours with NGO like Aram Foundation / Shantini Social Service / Siruthuli / Kalangal Pathukappu Amaipu / Oldage Home/ Nature Foundation/etc.

SEC – Skill Enhancement Course (Life Skills/Aptitude / Placement Training / online course / Internship / SDR)

ECC - Ability Enhancement Compulsory Course (Environmental Studies / Human Rights / Internet Security / General Awareness / Law of Ethics / Extension Activities)

UG Courses- Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2021,2022 and onwards)

1. Internal Marks for all UG

| Components | Marks |
|--------------|-----------|
| Test I | 5 |
| Test II | 5 |
| Model Exam | 10 |
| Assignment | 5 |
| Attendance* | 5 |
| TOTAL | 30 |

*Split-up of Attendance Marks

- ★ 75-79 - 1 marks
- ★ 80-84 - 2 marks
- ★ 85-89 - 3 marks
- ★ 90-94 - 4 marks
- ★ 95-100 - 5 marks

2. a) Components for Practical I.E.

| Components | Marks |
|--------------|-----------|
| Test -I | 20 |
| Test - II | 20 |
| Total | 40 |

b) Components for Practical E.E.

| Components | Marks |
|--------------|-----------|
| Experiments | 50 |
| Record | 5 |
| Viva | 5 |
| Total | 60 |

3. Institutional/ Industrial Training, Mini Project and Major Project Work

| Institutional / Industrial Training (I.E) | | Mini Project (I.E) | Major Project Work | | |
|---|------------|--------------------|----------------------|-----------------|-------------|
| Component | Marks | Marks | Component | Marks | Total Marks |
| Work diary | 25 | - | I.E | | |
| Report | 50 | 50 | a)Attendance | 10 | |
| Viva-voce | 25 | 50 | b)Review/Work diary* | 30 | 40 |
| Total | 100 | 100 | E.E** | a) Final report | 40 |
| | | | b)Viva-voce | 20 | 60 |
| | | | Total | | 100 |

*Review is for Individual Project and Work Diary is for Group Projects (group consisting of minimum 3 and maximum 5)

**Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Guidelines for Internet Security/Human Rights/Law of Ethics/Environmental studies (Part IV)

| Components | Marks |
|---|-----------|
| Two Tests (each 2 hours) of 20 marks each [4 out of 7 descriptive type questions 4 x 5 = 20 Marks] | 40 |
| Two assignments (2 x 5) | 10 |
| Total | 50 |

5. Guidelines for General Awareness (Part IV)

| Components | Marks |
|---|-------|
| Two Tests (each 2 hours) of 25 marks each [50 objective type questions $50 \times 1/2 = 25$ Marks] | 50 |

6. Guidelines for Open Elective (Part IV)

| No of Activities | Marks |
|---|-------|
| Two Tests (each 3 hours) of 50 marks each [5 out of 8 descriptive type questions $5 \times 10 = 50$ Marks] | 100 |

7. Value Added Courses / Aptitude/Placement courses:

| Components | Marks |
|---|-------|
| Two Test (each 1 hour) of 25 marks each QP is objective pattern ($25 \times 1 = 25$) | 50 |
| Total | 50 |

Guidelines:

1. The passing minimum for these items should be 40%
2. If the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent Semesters
3. Item No's:4,5,6 and 7 are to be treated as 100% Internal papers.
4. For item No.07, Tests conducted through online modules (Google Form/any other)

UG PATTERN
QUESTION PAPER PATTERN FOR CIA I and CIA II EXAM

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
----- DEGREE CIA-I/CIA-II EXAMINATIONS -----20---
(----- SEMESTER)

BRANCH: -----

SUBJECT NAME: -----

Time: Two Hours

Maximum:50 Marks

SECTION - A (6 x 1 = 6 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 1 to 6: Multiple choice/Fill up the blanks /True or False questions)

SECTION - B (4x 5 = 20 marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 7 to 10 Either Or type)

SECTION - C (2x12 = 24 marks)

Answer any **TWO** Questions out of **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 11 to 13)

QUESTION PAPER PATTERN FOR MODEL/END SEMESTER EXAMINATION

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
----- DEGREE MODEL EXAMINATIONS -----20-----
(----- SEMESTER)

BRANCH : -----

SUBJECT NAME:-----

Duration: Three Hours

Maximum: 70 Marks

SECTION - A (10x1=10 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No 1 to 10 Multiple choice/Fill up the blanks /True or False questions)

(Two questions from each unit)

SECTION - B (5x6=30 Marks)

Answer **ALL** Question

ALL Questions Carry **EQUAL** Marks

(Q.No 11 to 15 Either or type)

(One question from each Unit)

SECTION- C (3x10=30 Marks)

Answer any **THREE** Questions out of **FIVE** Questions

ALL Questions carry **EQUAL** Marks

(Q.No 16 to 20) (One question from each Unit)

For UG (Question paper pattern) (Max. 70 marks)

| | |
|---|--|
| Sec-A (10x1=10marks) | All Questions will be in K1 Level |
| Sec-B (5x6=30marks) Either or type | 4 Questions will be in K1 Level, 3 Questions will be in K2, K3 each |
| Sec-C (3x10=30marks) Any 3 out of 5 questions | 2 Questions will be in K2, 3 Questions will be in K3 & K4 level |

| | | | | | | | | | |
|--------------|---------|-----------------|---|---|---|---|---|-----------|---------|
| Course Code: | 21LAF01 | Course Title | | | | | | Batch: | 2021-22 |
| | | PART I TAMIL- I | | | | | | Semester: | 1 |
| Hrs/Week: | 6 | L | 6 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVE: Under Graduates of PART I TAMIL program will be

- 1: To enable the learners to acquire the communicative skills of languages
- 2: To enrich their vocabulary in Language skill.
- 3: Tamil language expression will rise.
- 4: Learners will enrich their grammar in Tamil.
- 5: The desire to read literature, such as the essay on a poem, develops.

COURSE OUTCOMES (CO)

| S.No | COURSE OUTCOME | BLOOMS LEVEL |
|------|---|--------------|
| CO1 | Knowing the literacy knowledge of Tamil specially reading and writing. | K1 |
| CO2 | Understating and enhancing their vocabulary in Tamil. | K2 |
| CO3 | Making use of the language in their respective course if required. | K3 |
| CO4 | They will discover the rich values of life and Tamil culture. | K4 |
| CO5 | Cultivate patriotism and social concern within the students and develop their creativity. | K3, K4 |

| Code No | Subject | Semester No |
|---------|---|-------------|
| 21LA101 | PART I TAMIL- I | 1 |
| Unit No | Topics | Hours |
| Unit 1 | <p>கவிதை - மனிதம் - சமூகம்</p> <p>1. பகைவனுக்கு அருள்வசம் - பாரதியார்</p> <p>2. சித்திரச்சேசலையிலே - பசரதிதாசன்</p> <p>3. (அ) உழவர்களைப் பாடுவோம் (ஆ) தட்டுங்கள் திறக்கப்படும் (இ) ஆறாதஅறிவு - கவிக்கோ அப்துல் ரகுமான்</p> <p>4. (அ) அகராதிவிட்டே ளடுககணும் (ஆ) புரிந்துகொள்வீர் - உடுமலைநாராயணகவி</p> <p>5. தோல்வியின் பக்கம் நிற்கிறோம் - மனுஷ்யபுத்திரன்</p> <p>6. சூடிப்பதைத் தடுப்போம் - தாமக்கல் கவிஞர்</p> <p>7. அவனுடையகால்டியில் ஒரு ஜீவநதி - நா.காமராசன்</p> <p>8. நவயுகக்காதல் - மீரா</p> <p>9. மன்னியுங்கள் - கவிஞர், புலியரக</p> | 18 |
| Unit II | <p>கவிதை-பெரதுமை-பெண்மை</p> <p>1. (அ) மனமே கோவில் மனிதனோ தேவன் (ஆ) தேசப்பிதாவுக்கு ஒருதெருப்பாடகனின் அஞ்சலி - மு.மேத்தா</p> <p>2. மனசு - பா.விஜய்</p> <p>3. (அ) யரச் சொன்னார் (ஆ) தேவை (இ) போன்றதே - தமிழன்பன்</p> <p>4. வித்தியாசஅன்னங்கள் - வைரமுத்து</p> <p>5. இருமாதர்கள் - வாலி</p> <p>6. (அ) என்னைதேசிக்க.... (ஆ) போதுமரணவை (இ) மனசெல்லாம்... - சுகிர்தராணி</p> <p>7. னைக்கூ - கவிதைகள் - (1-15)</p> | 15 |

Note: <Distribution of marks for Theory/Practical, type here>

| | | |
|----------|---|----|
| Unit III | <p>சிறுகதைகள்</p> <ol style="list-style-type: none"> 1. வெள்ளம் வந்தது - அகிலன் 2. ராஜா வந்திருக்கிறார் - கு. அழகிரிசாமி 3. அங்கணம் - கி. ராஜநாராயணன் 4. குருபீடம் - ஜெயகாந்தன் 5. மூன்றுசீலைகள் - நடன் 6. மஞ்சள் நிறரிப்பன் - ஏகாதசி 7. வாடகைவீடு - தமிழ்நதி B. காபூல்காரன் - ரவீந்திரநாத் தாகூர் | 15 |
| Unit IV | <p>இலக்கணம்</p> <ol style="list-style-type: none"> 1. எழுத்துக்களின் பிறப்பிடங்கள் 2. வினா வகை - விடை வகை 3. நிறுத்தற்குறிகள் 4. மொழிபெயர்ப்புச் சொற்கள் (200 சொற்கள்) | 12 |
| Unit V | <p>இலக்கியவரலாறு</p> <ol style="list-style-type: none"> 1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. சிறுகதையின் தோற்றமும் வளர்ச்சியும் 3. பாரதியார், பாரதிதாசன் - இலக்கியப்பணி படைப்பாற்றல் பயிற்சி 1. மொழிபெயர்ப்பு - பொதுநிலை 2. புதுக்கவிதை - படைப்புப்பயிற்சி 3. சிறுகதை - படைப்புப்பயிற்சி 4. நிகழ்வுகளைச் செய்திகளாகவடிவமைத்தல் 5. நூல் - வாசிப்பு | 12 |

Teaching methods: Lecturing, Assignment, Discussion and Activity, Creative activity, Translation practice

Example: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

பாடநூல்:

1. இந்துஸ்தான்கலை அறிவியல்தமிழ்த்துறை வெளியீடு.

REFERENCE BOOKS

பார்வைநூல்கள்:

1. தமிழ்இலக்கியவரலாறு - முனைவர் பாக்கியமேரி
2. பன்முகநோக்கில்தமிழ்இலக்கியவரலாறு - முனைவாகா. வாகதேவன்.
3. புதுக்கவிதையில் குறியீடு - கவிக்கோ அப்துலரகுமான்
4. இதழியல்சலை - டாக்டர் மா.பா.குஞ்சாமி

WEB RESOURCES

- Web Link: 1. <https://www.vikatan.com/government-and-politics/politics/22178->
2. https://www.dinamalar.com/news_detail.asp?id=1527556
3. <https://www.vallamai.com/?p=81969>
4. <https://udayanadu.wordpress.com/2012/05/19/mother-teresa>
5. <https://www.itstamil.com/vairamuthu.html>

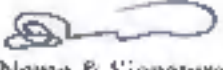
MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L - Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Co-ordinator |
|-----------------------------------|---|---|
| T. Anil Kumar Name & Signature |  Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| | | | | | | | | | |
|--------------|---------|------------------|---|---|---|---|-----------|----------|---|
| Course Code: | 21LAH01 | Course Title | | | | | Batch: | 2021-22 | |
| | | PART I HINDI - I | | | | | Semester: | I | |
| Hrs/Week: | 6 | L | 6 | T | - | P | - | Credits: | 4 |

| 21LAH01 | Title of the paper HINDI I | |
|----------|---|-------|
| Unit No. | Topics | Hours |
| I | PROSE: DETAILED TEXT 1. Heenatha kranthi – Babu Gulabrai 2. Raahi – Dalakrishna Butt 3. Manushya hi sahithya ka lakshya hai – Hajari Prasad Dvivedi 4. Jeene ki Kala – Mahadevi Varma | 15 |
| II | PROSE: DETAILED TEXT : 5. Bharthvars ki unnathi kaisi ho sakthi hai – Dharathendu Hairshchandra 6. Sahithya ki mahatha – Mahaveer Prasad Dvivedi 7. Upayukth aur searthak shiksha – Jagmohan sing Rajput 8. Uthsah – Ramachandra Sukla | 15 |
| III | NON-DETAILED TEXT: 1 – MUKTHI DHAN – PREMCHAD 2 – GAJNGREEN – AGNYEYA 3 – JEEVAN DEEP – VISHNU PRABHAKAR 4 – TESE – PANEESHWAR NATH RENU 5 – KSHAYA – MANNU BANDARI 6 – VAPASI – USHA PRIYAMVADA | 15 |
| IV | Unit - 4. GRAMMAR: Applied Grammar (Ling, Vachan, Vachya, Kaa) Badaliye & Shodh keejiye) (Vakya jodiye & Nirdesh anusaar badaliye) | 15 |
| V | Unit - 5. COMPREHENSION: Passages from ANUVADH ABHYAS – III (1-10 Hindi Lessons only) TRANSLATION: HINDI TO ENGLISH ANUVADH ABHYAS – II (1-8 Lessons only) | 12 |

Teaching methods: Lecturing, Assignment, Group Discussion, Quize, Group Activity.
PowerPoint Projection through LCD,

TEXT BOOKS

1. NIDANDH SOWRAD, Dakshin Bharat Hindi Prachar Sabha, Chennai – 600 017.
2. KATHA SWAR, By CHERAN DOOK HOUSE, Coimbatore – 641001.
3. ANUVADH ABHYAS – III, Dakshin Bharat Hindi Prachar Sabha, Chennai – 600 017.
4. ANUVADH ADHYAS – II, Dakshin Bharat Hindi Prachar Sabha, Chennai – 600 017.

REFERENCE BOOKS

1. Book for Reference : NAVEEN HINDI Vyakaran By Dakshin Bharat Hindi Prachar Sabha, Chennai – 600 017.

WEB RESOURCES

Web Link:

<https://hi.wikipedia.org/wiki/>

<https://en.wikipedia.org/wiki/Premchand>

<http://hindigrammar.in/>

| PO/CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|-------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L – Low Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Co-ordinator |
|--|---|---|
|  Name & Signature of the Staff |  Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 022.

| | | | | |
|--------------|---------|--------------------|-----------|---------|
| Course Code: | 21LAM01 | Course Title | Batch: | 2021-22 |
| Hrs/Week: | 6 | PART I MALAYALAM I | Semester: | 1 |
| | | | Credits: | 4 |

| 21LAM01 | PART I- MALAYALAM I | |
|----------|--|-------|
| Unit No. | Topics | Hours |
| I | Novel -Vridha sadanam-written by T V Kochubava | 15 |
| II | Novel -Vridha sadanam-written by T V Kochubava | 12 |
| III | 1. Vellapokkathil-Thakazhi 2. Neypayasam- Madhavikkutty 3. Aarkkariyam-Sacharia 4. Thaikulam- Sara Joseph | 15 |
| IV | 5. Karnaparvam-S.R. Lal 6. Mannu- Sithara S 7. Parudeesanashfam- Subhash Chandran 8. Biryani- Santhosh Echikkanam | 15 |
| V | 1. Practice of translation from English to Malayalam | 15 |

: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

1. KOCHUBAVA, T.V. *VRIDHA SADANAM. KOTTAYAM*: DC BOOKS, 1993.

REFERENCE BOOKS

1. Dr. Thurakan, K.M. *Novel Sahityacharithram*, Thrissur: Kerala sahitya academy,
2. *Dr.Pannanu Ramachandran Nair, Sampurna Malayala sahitya charithram. Kottayam: Current Books.*

WEB RESOURCES

Web Link: <https://www.thehindu.com/news/national/kerala/critic-balachandran-vadakkedathu-book-on-writer-tv-kochubava-literary-dissection-of-a-friendship/article6458922.ece>
<http://malayalamlovers.blogspot.com/2005/10/t-v-kochubavas-vriddhasadanam.html>
<https://peoplepill.com/people/t-v-kochubava>
<http://www.keralaculture.org/malayala-short-stories/250>
<https://www.monoramanonline.com/literature/indepth/readers-day/2018/06/17/history-of-malayalam-story.html>
<http://www.keralaculture.org/malayalam/story-genre/249>
<http://www.keralaculture.org/malayalam/novel-genre/256>

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L - Low

| Course Designed by | Verified by HOD | Approved by CDC Co-coordinator |
|---|---|--|
| Dr. SMITHA CR  Name & Signature |  Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| Course Code: | 21LAF01 | Course Title | | | | | Batch: | 2021-2022 | |
|-----------------|---|-------------------|--|---|--|---|-----------|--------------|---|
| | | PART I FRENCH - I | | | | | Semester: | I | |
| Hrs/Week: | 6 | L | | T | | P | - | Credits: | 4 |
| 21LAF01 | Title of the paper FRENCH 1 | | | | | | | 1 | |
| Unit No. | Topics | | | | | | | Hours | |
| I | 1. Bonjour Dialogue translation. Compréhension Vous avez 1 nouveau message Vocabulaire Tu ou vous, Les salutations, L'alphabet, Épeler, S'appeler, S'excuser, Les nombres 0 à 10, Les pays voisins de la France, Les villes de la France (le fait) 2. Rencontres Dialogue translation Grammaire Les articles définies, Les verbes être, avoir, habiter, s'appeler, travailler, apprendre, Les adjectifs de nationalités, Interrogations (quel/quelle) | | | | | | | 15 | |
| II | 2. Rencontres, Compréhension Vous avez 1 nouveau message Vocabulaire Les nationalités, Les nombres 11 à 69, Se présenter- âge, nationalité, s'appeler, habiter, La fiche, Les pays en Europe (le fait) 3. 100% questions, Dialogue translation, Grammaire Les adjectifs possessifs, Les articles partitifs, On=nous, La négation, Les pronoms, Le verbe aimer, faire, détester Compréhension Vous avez 1 nouveau message Vocabulaire Les professions, Les nombres 70 à 1 000 000, Exprimer les goûts (le sport, les loisirs), La télévision (le fait) | | | | | | | 15 | |
| III | 4. Enquête Dialogue translation Grammaire Les verbes aller, pouvoir, Le futur proche, Les articles définis et indéfinis, Il y a, Le passé composé Compréhension Vous avez 1 nouveau message Vocabulaire Les mois de l'année, Demander poliment (demander à quelqu'un de faire quelque chose), L'interrogation (Quand?), Les expressions, Les fêtes en France (le fait) | | | | | | | 15 | |

| | | |
|----|--|----|
| IV | 5. Invitations E-mail translation Grammaire Être/avoir, chez/avec, Les pronoms toniques, Le verbe venir, savoir, connaître, accepter, proposer, refuser, inviter, L'interrogation (est-ce que/intonation), penser/espérer Compréhension Vous avez 1 nouveau message Vocabulaire L'heure et la date, Les jours de la semaine, Rendez-vous, Les sorties en France (le fait) | 15 |
| V | 6. À table! Article translation, Grammaire Interrogation (est-ce que où qu'est-ce que), Exprimer l'avis (les adjectifs), L'interrogation (combien?), La quantité (précise, imprécise), La négation (pas de) et le pronom (en), Les pronoms compléments directs, Les verbes payer, prendre, boire et manger Compréhension Article Vocabulaire: l'alimentation, Au café (le fait) | 12 |

Teaching methods: Lecturing, Assignment, Group Discussion, Quiz, Group Activity, PowerPoint Projection through LCD,

1. Le petit Grevisse : Grammaire française :- Maurice Grevisse

EAN : 9782801113561

303 pages Éditeur : Duculot (01/03/2004) Note moyenne : 4.4/5 (sur 9 notes)

2. Le Bon Usage :- Author: Maurice Grevisse

3. Précis de grammaire française :- Author: Maurice Grevisse

Reference Books: conjugation niveau -MERIEUX (Author)

Goyal Publishers.

- ◆ Paperback: 191 pages
- ◆ Publisher: Didier (1 April 2005)
- ◆ Language: French
- ◆ ISBN-10: 9782278056224
- ◆ ISBN-13: 978-2278056224
- ◆ ASIN: 2278056220
- ◆ Product Dimensionst 20 x 1 x 28 cm




MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Co-ordinator |
|---|---|--|
|  Name & Signature |  Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| | | | | | | | | | |
|--------------|---------|--------------|---|---|---|---|---|-----------|-----------|
| Course Code: | 21ENG01 | Course Title | | | | | | Batch: | 2021-2022 |
| | | English – I | | | | | | Semester: | I |
| Hrs/Week: | 6 | L | 6 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVE

1. To become proficient in English for global competency interpret and critically evaluate texts of various genres, forms, and historical periods.
2. To demonstrate knowledge of the historical context of a work or author.
3. To choose an appropriate critical approach through which to analyze a given text.
4. To describe a range of literary techniques and rhetorical strategies used in a variety of texts, including their relationship to audience, purpose, and cultural contexts/constraints.
5. To apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|-------|--|--------------|
| CO1 | Analyze culture, author bibliographic, and historic context of each story. | K4 |
| CO2 | Familiarize with the writing styles of various writers of different ages | K2 |
| CO3 | Identify a variety of forms and genres of poetry from diverse cultures and historic periods, and also recognize the rhythms, metrics and other musical aspects of poetry | K3&K4 |
| CO4 | Identify standard structural elements in creative writing for performance, and analyze how they are used in practice. | K3&K4 |
| CO5 | Understand the factors that influence use of grammar and vocabulary in speech and writing. | K2 |

K1- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

| 21ENG01 | English-1 | Sem: 1 |
|----------------|---|-----------|
| Unit No. | Topics | Hours |
| I Detailed | Short Story 1. The Bet- Anton Pavlovich Chekov 2. A Cup of Tea- Katherine Mansfield 3. The Eyes Are Not Here- Ruskin Bond | 15 |
| II Detailed | Prose 4. My Financial Career- Stephen Leacock 5. On Running After One's Hat-G.K.Chesterton 6. Why We Disagree- Swami Vivekananda | 16 |
| III | Poetry 7. The Blessed Damozel-Bante Gabriel Rossetti 8. Swan and Shadow-John Hollander 9. As You Go Through Life- Ella Wheeler Wilcox | 14 |
| IV | One Act Plays 10. The Trial Scene in The Merchant of Venice-William Shakespeare 11. The Swan Song- Anton Chekhov 12. The Beggar and The King-Winthrop Parkhurst | 15 |
| V | Grammar: Nouns, Pronouns, Articles, Prepositions, Verbs, Adverbs Prepositions, Conjunction, Letter Writing, E-mail Writing. | 12 |
| TOTAL | | 72 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Seminar, Discussion and Activity.

TEXT BOOKS

Text Books:

SPOTLIGHT-I An Anthology of Short Story, Prose, Poetry, One Act Play, Grammar, Anuradha Publication, Chennai, 2019.

REFERENCE BOOK

Reference Book:

Hi-Light I (An Anthology of prose, Poetry, Short story, One Act Plays & Grammar), New Century Book House & Distributors, 2019

WEB RESOURCES

Web Link:

<https://www.thefreshreads.com/a-cup-of-tea-summary/>

<https://www.literatareworld.com/2012/10/my-financial-career-by-stephen-leacock.html#>

<https://www.ioaic.edu/~gibson/poems/hollander1.html>

<https://www.literaturewise.in/mdl/mod/page/view.php?id=269>


MAPPING WITH PROGRAM OUTCOMES

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | M | S | S |
| CO2 | S | S | S | M |
| CO3 | M | S | M | S |
| CO4 | M | S | S | S |

S-Strong, M- Medium, L - Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|--|
|  Dr. Priya Sharom Thomas Name & Signature of the Staff |  Dr. Priya Sharom Thomas Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| | | | | | | | | | |
|--------------------|----------------|---------------------------------|----------|----------|----------|----------|----------|------------------|--------------------------------------|
| CourseCode: | 21BBU01 | CourseTitle | | | | | | Batch: | 2021-2022 And Onwards |
| | | PRINCIPLES OF MANAGEMENT | | | | | | Semester: | I |
| Hrs/Week: | 6 | L | 6 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVES:

- ❖ To help students gain understanding and correlate the basic concepts and functions of management.
- ❖ To provide them with tools and techniques of planning and decision making process to enhance their managerial skills.
- ❖ To enable them to understand and analyze the organizing functions in the organization.
- ❖ To help students to develop skills on recruitment, selection and maintenance of employees.
- ❖ To acquire skills in coordination and controlling manpower and other factors of production.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|--------------|---|---------------------|
| CO1 | Understand and analyse the basic concepts of management and its evolution in management. | K1, K2, K3 and K4 |
| CO2 | Demonstrate the roles and skills in planning and decision making for the business. | K1, K2, K3 and K4 |
| CO3 | Execute grouping of activities via departmentation and discharge various roles and responsibilities in the organization | K1, K2, K3 and K4 |
| CO4 | Analyze and interpret the concepts of directing the workforce, improve performance through motivation & effective leadership. | K1, K2, K3 and K4 |
| CO5 | Analyze and take effective steps in controlling & coordinating various activities in the organization | K1, K2, K3 and K4 |

SYLLABUS

| 21BBU01 | PRINCIPLES OF MANAGEMENT | Sem: I |
|----------|--|--------|
| Unit No. | Topics | Hours |
| I | Management: Meaning – Definitions –Nature - Scope- Distinction between Management and Administration. Management: A science or an art – Functions of Management- Levels of Management - Roles and Skills of a Manager-The evolution of Management Theory- (Henry Fayol, F.W.Taylor, Elton Mayo.) | 14 |
| II | Planning: Definition – Nature and Characteristics of Planning – Importance – Planning process- Types of Plans – Limitations. MBO-Definition –Process of MBO-Pros& Cons. Decision making: Concept of decision and decision making-Decision making process-Types of Decisions-Environmental factors affecting management Decisions.(Globalization, Diversification and Technology) | 15 |
| III | Organizing: Meaning- Definition- Nature & Importance- Types of Organization- Organizational structure-Span of control. Delegation: Meaning – importance -Centralization Vs Decentralisation, Departmentation: Meaning– Bases of departmentation. | 15 |
| IV | Staffing & Directing: Staffing: Meaning– Definition- objectives, Factors affecting staffing. Directing: Meaning- Nature- Importance – principles– Elements of Directing. (Case Study-Internal Evaluation only) | 14 |
| V | Co-ordination & Controlling: Co-ordination: Meaning- Principles & Effective Coordination Techniques-Controlling: Definition – Characteristics of control –Steps in controlling –Controlling Techniques –Computer as a management tool. <i>Trend's in Management - Crisis Management – Knowledge Management – Risk Management– Artificial Intelligence –Business Analytics– Six Sigma management– meaning-importance.</i> <i>*Self-Study</i> | 14 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. P.C.Tripathy, P.N.Reddy, *Principles of Management*, Tata McGraw Hill Education Pvt Ltd, Fifth Edition, 2012.
2. Harold Koontz, Heinz Weihrich, *Essential of Management*, Tata McGraw Hill Education Pvt Ltd, Eleventh Edition, 2012.

REFERENCE BOOKS

Reference Books:

1. Bhushan Y.K, *Business Organization*, Tata Mc Graw Hill publishing company Ltd, New Delhi.
2. L.M.Prasad, *Principles of Management*, Himalaya Publication, Mumbai, 2019
3. Dinkar Pagara, *Principles of Management*, Sultan Chaud & Sons – Sixth Edition, 2018

WEB RESOURCES

WebLink:

<https://books.google.co.in/books?id=q1W7A11WXRJkC&pg=PP1&pg=PR3#v=onepage&q&f=false>

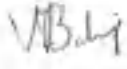


MAPPING WITH PROGRAM OUTCOMES

| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | L | M |
| CO2 | S | S | M | L | M |
| CO3 | S | S | S | M | S |
| CO4 | S | M | S | S | S |
| CO5 | S | M | S | S | S |

S-Strong, M-Medium, L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|---|
|  Dr. V. Balasubramanian Name & Signature of the Staff |  Dr. N. Pakuthariva Name & Signature |  Name & Signature Co-ordinator |

Curriculum Development Cell
Hindusthan College of Arts & Science
Coimbatore-641 028.

| | | | | | | | | | |
|--------------|---------|------------------------|---|---|---|---|-----------|-----------------------------|---|
| Course Code: | 21BBU02 | Course Title | | | | | Date: | 2021-2022 And Onwards | |
| | | BUSINESS COMMUNICATION | | | | | Semester: | 1 | |
| Hrs / Week: | 6 | L | 6 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVES:

- ❖ To enable students to understand and examine the basics of communication
- ❖ To impart correct practices for writing business correspondence.
- ❖ To provide a deep understanding and illustrating the effective official communication
- ❖ To enhance skills to face job interviews.
- ❖ To bring a change in the outlook of the students in facing the challenges of the modern business world.

COURSE OUTCOMES (CO)

| S.No | COURSE OUTCOME | BLOOMS LEVEL |
|------|--|-------------------|
| CO1 | Identify and integrate the importance of communication, its types and the media used for communication | K1, K2 and K3 |
| CO2 | Implement business communication strategies and principles to prepare effective Business letters. | K1, K2 and K3 |
| CO3 | Practice the official communication in various modes | K1, K2, K3 and K4 |
| CO4 | Analyze and pre-set various skills for the career development | K1, K2, K3 and K4 |
| CO5 | Examine and integrate the advanced interpersonal communication, business etiquette and relationship building skills for business efficiency. | K1, K2, K3 and K4 |

SYLLABUS

| 21BBU02 | BUSINESS COMMUNICATION | Sem: I |
|----------|--|--------|
| Unit No. | Topics | Hours |
| I | Introduction to communication: Meaning - Definition - Essential and Importance of Business Communication. Types of Communication - Barriers in Communication, Methods of Communication. | 9 |
| II | Communication through letters: Essentials of an effective business letter - Layout of a letter - Business enquiries - Offers and Quotations - Orders - Execution of Orders - Cancellation of Orders - Complaint letters. Digital Communication - SMS, Whats App, E-mail, Skype, Intra com. | 9 |
| III | Official Communication: Business Meeting - Objectives - Types of Meeting - Stages for Business Meeting. Agenda - Minutes of Meeting - Kinds of Minutes. Memo - Circular. Report writing: Meaning of Report - Importance - Types - Layout - Contents - Preparation of Report. | 10 |
| IV | Career oriented communication: Job application - Meaning and Definition - Types - Resume format, Resume Preparation - Appointment Orders. Employment Communication: Interview - Meaning - Definition - Principles of interview - Non-Verbal aspects of interview - Interview Skills - Styles - Types of interview. (Resumes to be prepared on the basis of newspaper advertisements). | 10 |
| V | Grooming for Corporate: Etiquettes - Meaning - Importance - Types (<i>Dressing & Grooming skills, Work place Etiquettes, Telephone Etiquette and E-mail Etiquettes</i>). Ethics in business communication: Ethical code in communication, Ethical dilemmas faced by managers - Types of Dilemmas (<i>Secrecy, Whistle-blowing, Leaks, Rumours and gossip, Lying and Ambiguity</i>). | 10 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Books:

1. Rajendra Pal Korahull — *Essentials of Business Communication*, Sultan Chand & Sons, First Edition, 2012.
2. Anjanee Setal, Bhavana Adilkar, *Business Communication*, TataMcGraw Hill Publication, 2009

REFERENCE BOOKS

Reference Books:

1. Ramesh, MS, & Patanjyshetti, C.C.—Business Communication, R. Chand & Co, 2019
2. Rodriguez MV—Effective Business Communication Concept, Vikas Publishing Company, 1992.
3. Rajesh Pawanathan-Business Communication, Himalaya Publication, 2011.
4. MaryEllen Guffey—Essentials of Business Communication, Atlantic Publication, 2009.
5. Meenakshi Raman, Prakash Singh, Business Communication, Oxford Publication, 2012.

WEB RESOURCES

Web Link:

https://www.google.co.in/books/edition/Essentials_of_Business_Communication/0823ngEACAAJ?hl=en



MAPPING WITH PROGRAM OUTCOMES

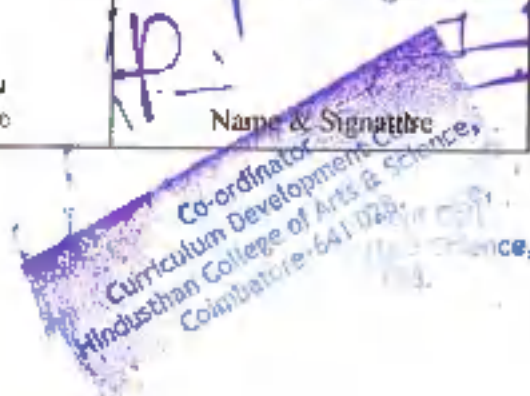
| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | S | M | S |
| CO2 | S | S | S | M | S |
| CO3 | S | S | S | M | S |
| CO4 | S | S | L | L | S |
| CO5 | S | S | M | S | S |

S-Strong, M-Medium, L- Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|--|
| Mrs. R. Sheela Devi Name & Signature of the Staff |  Dr. N. Pakutharivu Name & Signature |  Name & Signature |


Co-ordinator
Curriculum Development Centre
Hindusthan College of Arts & Science,
Coimbatore-641 028.

**BACHELOR OF BUSINESS ADMINISTRATION / BACHELOR OF BUSINESS ADMINISTRATION
WITH CA / BACHELOR OF BUSINESS ADMINISTRATION LOGISTICS**

| | | | | | | | | |
|--------------------|---------------------------------|---|----------|----------|----------|-----------------|------------------|------------------------------|
| CourseCode: | 21BBU03/ 21BCU04/ 21HLU03 | CourseTitle | | | | | Batch: | 2021-2022 and Onw ards |
| | | MATHEMATICS FOR MANAGEMENT-I | | | | | Semester: | I |
| Hrs/Week: | 6 | L | 6 | T | P | Credits: | 4 | |

COURSE OBJECTIVE

1. To gain the basic mathematics concepts of matrix and its types.
2. To know about mathematics of finance, statistical tools and their application.
3. To understand the basic concepts of Statistics & its applications.
4. To interpret the Pearson correlation coefficient and Regression.
5. To identify various components of Index Numbers and be able to isolate them.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOM'S LEVEL |
|--|--|-------------------|
| CO1 | Solve systems of linear equations by use of the matrix. | K1, K2 and K3 |
| CO2 | Apply mathematical logic to find the terms of Simple interest, Compound interest. | K1, K2 and K3 |
| CO3 | Define & Analyze measures of central tendency for solving the various data. | K1, K2, K3 and K4 |
| CO4 | Summarize a regression analysis, and compute and interpret the coefficient of correlation. | K1, K2, K3 and K4 |
| CO5 | Examine and analyze the values of Index Numbers | K1, K2, K3 and K4 |
| K1-Remember, K2-Understand, K3-Apply, K4-Analyze, K5-Evaluate | | |

SYLLABUS

| 21BBU03/ 21BCU04/ 21BLU03 | MATHEMATICS FOR MANAGEMENT-I | I |
|---------------------------------|--|--------------|
| Unit No. | Topics | Hours |
| I | Matrices: Basic concepts –Types of matrices–Matrix operations –Inverse of a matrix –Solving a system of simultaneous linear equation–Applications of matrices. | 15 |
| II | Mathematics of Finance: Simple interest–Compound interest –Effective rate and nominal of Interest –Depreciation –Annuities–Some Applications of Mathematics in Finance | 15 |
| III | Statistics: Meaning and definition of statistics – Scope and Limitation –Measures of central tendency :Arithmetic Mean, Median, and Mode–Measures of dispersion: Range – Standard deviation–Application of Mean, Median and Mode | 15 |
| IV | Correlation: Correlation – Karl Pearson’s co-efficient of Correlation – Rank Correlation – Regression lines–Problems in Regression lines –Application of Correlation. | 15 |
| V | Index Numbers: Weighted and Unweighted indices Cost of living index–Application of Index Number | 12 |

Note: Distribution of marks: Problems 80%, Theory 20%

Teaching methods:

Lecturing, PowerPoint Projection through I.C.D, Assignment, Discussion and Activity.

TEXT BOOKS

TextBook:

1. *Narvitham, P.A.*, 2013. **Business Mathematics and Statistics**, Jaipublishers, Trichy.
2. *S.P.Gupta(S.P.)*: "Statistical Methods", Sultan Chand & Sons, 34th Edition, 2007

REFERENCE BOOKS

ReferenceBooks:

1. *Vittal, P.R* 2001, **Business Mathematics and Statistics**, Marghampublishers, Chennai
2. *Sundaresan Vandjayaseela* 2012. **Introduction to Business Mathematics**. Sultan & Sons, New Delhi.
3. *Sanchetti, D. Cand Kapoor, V.* 2010, **Business Mathematics** Sultan chand Co & Ltd, New Delhi.

WEB RESOURCES

1. <https://www.asktitiations.com/it-jee-algebra/matrices-and-determinants/introduction-to-matrices/>
2. <https://www.statstutor.ac.uk/resources/uploaded/1introduction3.pdf>

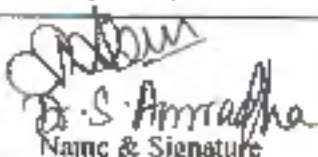
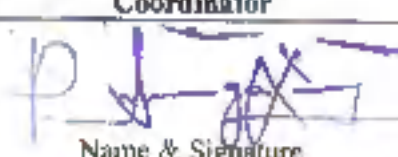
Applications Link:Unit I: <https://youtu.be/uc4BrCu2mX4>Unit II: <https://youtu.be/7i3UJEvjds>Unit III: <https://youtu.be/EOm2UjxpDN8>Unit IV: <https://youtu.be/TameIE-b0WY>**MAPPING WITH PROGRAM OUTCOMES**

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | S | S |
| CO2 | S | S | M | S |
| CO3 | S | M | S | S |
| CO4 | S | S | S | M |

S-Strong, M-Medium, L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|---|
| CB - 2 Mr. A. BOOPATHI Name & Signature of the Staff |  Dr. S. Amrappa Name & Signature |  Name & Signature |

Co-ordinator
 Curriculum Development Cell
 Hindusthan College of Arts & Science,
 Coimbatore-641 028.

| 2ILAT02 | பாடத்திட்டம் பகுதி - 1 தமிழ்- II | Sem: 1) |
|----------|---|---------|
| Unit No. | Topics | Hours |
| I | <p>அற இலக்கியங்கள் (18 மணி நேரம்)</p> <p>I. திருக்குறள் - திருவள்ளுவர் (மூன்று அதிகாரங்கள்)</p> <p>1. அறத்துப்பால் - வெகுளாமை 2. பொருட்பால் - அவை அஞ்சாமை 3. இன்பத்துப்பால் - நலம் புனைந்துரைத்தல்</p> <p>2. நாலடியார் - சமண முனிவர்கள் - கல்வி அதிகாரம் - (131, 133, 135, 136, 139 பாடல்கள் மட்டும்)</p> <p>3. மூதுரை - ஒளவையார் (5, 12, 14, 15, 20 பாடல்கள் மட்டும்)</p> <p>4. இன்னா நாற்பது - கபிலர் (11, 13, 15, 18, 19 பாடல்கள் மட்டும்)</p> | 18 |
| II | <p>சிற்றிலக்கியங்கள் - பக்தி இலக்கியங்கள் (18 மணி நேரம்)</p> <p>1. பரணி-கலிங்கத்துப்பரணி-(477 முதல் 484 பாடல்கள் வரை) 2. பள்ளு - முக்கூடற் பள்ளு -(மழை அறிகுறிப் பாடல் - 30) 3. குற்றாலக் குறவஞ்சி - (வசந்தவல்லி பந்தடித்தல் - 1, 2, 3)</p> <p>பக்தி இலக்கியங்கள்- தேவாரம்- திருவாசகம்</p> <p>1. திருஞானசம்பந்தர் - மந்திரமாவது நீறு (1) 2. திருநாவுக்கரசர் - மாசில் வீணையும் (1) 3. கந்தரர் - ஏழிசையாய் இசைப்பயசாய் (10) 4. மாணிக்க வாசகர் - வானாகி மண்ணாகி (15)</p> <p>நாலடியர் தில்லியப்பிரபந்தம்</p> <p>5. பெரியாழ்வார் - மாயவனே மதுசூதனகே... (431) 6. ஆண்டாள் - ஒருத்தி மகனாய் பிறந்து.. (497)</p> | 16 |
| III | <p>உரைநடை (16 மணி நேரம்)</p> <p>1. இணையாமல் இணையும் இணையவழிக் கல்வி - க.சண்முகம் 2. இயந்திரக் கற்றல் - க.சண்முகம் 3. வெற்றிக்கான பண்புகள் - கவிதாசன்</p> | 16 |

| | | |
|----|---|----|
| | <p>4.நேரமும் நேர்மையும் -கவிதாசன்</p> <p>5. பழம் பெருமை புகழ் பாடுவோம் - அமுதன்</p> | |
| IV | <p>இலக்கணம், படைப்பாற்றல் (12 மணி நேரம்)</p> <p>1.சொல் - விளக்கம் (பெயர், வினை, இடை, உரி)</p> <p>2.அணியிலக்கணம்</p> <p>(இல்பொருள் உவமையணி உயர்வு நவீற்சி அணி உருவக அணி உவமையணி எடுத்துக்காட்டு உவமையணி வஞ்சப் புகழ்ச்சியணி)</p> <p>படைப்பாற்றல் பயிற்சி</p> <p>1.விண்ணப்பங்கள், மடல்கள் எழுதச் செய்தல்</p> <p>2. பேச்சுப் பயிற்சி (தமிழ், பட்டி மன்றம்)</p> <p>3. விழா - தொகுப்புரை தயாரித்தல்</p> | 12 |
| V | <p>இலக்கிய வரலாறு (8 மணி நேரம்)</p> <p>1 பதினெண் கீழ்க்கணக்கு நூல்கள் - விளக்கம்</p> <p>2 உரைநடையின் தோற்றமும் வளர்ச்சியும்.</p> <p>3. சிற்றிலக்கியங்கள், பக்தி இலக்கியங்கள் - வரலாறு</p> | 10 |

Text Book:

- 1.தமிழ் பாடத்திட்ட கையேடு - இந்துஸ்தான் கலை மற்றும் அறிவியல் கல்லூரி வெளியீடு

Reference Books:

- 1.தமிழ் இலக்கிய வரலாறு- முனைவர் பாக்கியமேரி
- 2.சிற்றிலக்கிய ஆராய்ச்சி- முனைவர் கண்ணன்
- 3.எட்டுத்தொகையும் தமிழர் பண்பாடும்- சாமி சிதம்பரனார்
- 4.பள்ளிகு திருமுறைகள்- வ.த சாமசுப்பிரமணியம்
- 5.வெற்றியே வா- கவிதாசன்
- 6.ஆயிரம் ஆண்டு அதிசயம்- அமுதன்

Web Link:

1. <https://youtu.be/m2U1ojk4ovU>
2. https://youtu.be/Gv84KCKnV_g
3. https://youtu.be/x11GYu_tcfk
4. <https://youtu.be/Bb2uDr73r4w>
5. <https://www.youtube.com/watch?v=50T1Qo0KvTA>

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L - Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Co-coordinator |
|---|---|---|
|  Name & Signature |  Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-441 002

| | | | | | | | | | |
|--------------|-----------|---------------------------|---|---|---|---|---|-----------|---------|
| Course Code: | 21BBU1V02 | Course Title | | | | | | Batch: | 2021-22 |
| | | PART IV அடிப்படைத் தமிழ்* | | | | | | Semester: | II |
| Hrs/Week: | 2 | L | 6 | T | - | P | - | Credits: | 2 |

COURSE OBJECTIVE:

- 1: Learning the Alfabet of Tamil language
- 2: Knowledge of consouct and vowel
- 3: Developing skill to Write, Read and Understand the Tamil language.
- 4: To communicate through Tamil.
- 5: To learn read and write words and small sentences in Tamil

COURSE OUTCOMES (CO)

| S.No | COURSE OUTCOME | BLOOMS LEVEL |
|------|---|--------------|
| CO1 | To acquire the Alfabet of Tamil languages. | K1 |
| CO2 | To write small words and develop their vocabulary in Tamil. | K2 |
| CO3 | To make use of the language in their respective course. | K3 |
| CO4 | To make read and write listion and talk in Tamil | K3 |

*For I year II Semester students who are taken Malayalam, Hindi & French as Part Language.

| Code No | Subject | Semester No |
|-----------------|---|-------------|
| 2:BBUY02 | PART IV அடிப்படைத்தமிழ் | II |
| Unit No | Topics | Hours |
| Unit I | எழுத்துகள் அ. உயிர்எழுத்துகள் ஆ. மெய்யெழுத்துகள் இ. உயிர்மெய்எழுத்துகள் | 6 |
| Unit II | எழுத்துகளின் வகைகள் அ. முதல்எழுத்துகள் ஆ. சார்பெழுத்துகள் | 6 |
| Unit III | அ. எழுத்துக்களின் ஒலிவேறுபாடு (ர-ற-ல-ள-ழ) ஆ. பெயர்ச்சொற்கள் | 4 |
| Unit IV | அ. ஒரெழுத்துச்சொற்கள் ஆ. தமிழ்மாதங்கள், கிழமைகள் | 4 |
| Unit V | அ. எண்கள் 1 முதல் 50 வரை தமிழில் எழுதிப்பழகுதல் | 4 |

Teaching methods: Lecturing, Assignment, Discussion and Activity, Creative activity, Translation practice

Example: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

பாடநூல்:

1. இந்தியஸ்தான்கலை அறிவியல்தமிழ்த்துறை வெளியீடு.

REFERENCE BOOKS

பார்வைநூல்கள்:

1. தமிழ்இலக்கியவரலாறு - முனைவர் பாககியமேரி

WEB RESOURCES

Web Link:

1. <https://www.youtube.com/watch?v=mLBHTCknw8>
2. <https://www.youtube.com/watch?v=wJwrNSkhVJs>
3. <https://www.youtube.com/watch?v=Gfs0cC7BI18>
4. <https://www.youtube.com/watch?v=VcTwWzFjO8>
5. https://www.youtube.com/watch?v=Wu7rNXVO_PY

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L - Low

| Course Designed by | Verified by HOD | Approved by CDC Co-ordinator |
|---|---|---|
|  Name & Signature |  Name & Signature |  Name & Signature |

Coordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| | | | | | | | | | |
|--------------|---|-----------------------|---|---|---|---|---|-----------|---------|
| Course Code: | | Course Title | | | | | | Batch: | 2021-22 |
| | | PART IV-SPECIAL TAMIL | | | | | | Semester: | II |
| Hrs/Week: | 2 | L | 2 | T | - | P | - | Credits: | 1 |

COURSE OBJECTIVE: Under Graduates of PART I TAMIL program will be

- 1: To enrich their vocabulary in Language skill.
- 2: Tamil language expression will rise.
- 3: Learners will enrich their grammar in Tamil.
- 4: The desire to read literature, such as the essay on a poem, develops
- 5: To enable the learners to acquire the communicative skills of languages.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|-------|--|--------------|
| CO1 | Acquire the communicative skills of languages. | K1 |
| CO2 | Understanding and develop their vocabulary in Tamil. | K2 |
| CO3 | Make use of the language in their respective course. | K3 |
| CO4 | Discover the rich values of life and Tamil culture | K4 |

| Code No | Subject | Semester |
|----------|---|-----------|
| | PART IV-SPECIAL TAMIL | II |
| Unit No | Topics | Hours |
| Unit I | அ. பாரதிதாசன்-இன்பத்தமிழ் ஆ. தமிழ்த்தெய்வலணக்கம்-பேராசிரியர்சுந்தரனார் (மனோன்மனியம்) | 5 |
| Unit II | அ. வள்ளலார்-நானே -கண்ணதாசன் ஆ. எல்லாம்நானே -கண்ணதாசன் | 5 |
| Unit III | அ. அறிவியல்தமிழ்ஆக்கம் ,இற்றைநிலை- லா.செ.குழந்தைசாமி ஆ. தமிழகத்தில்இதழியல்வளர்ச்சி-மா.பா.குருசாமி | 5 |
| Unit IV | அ.க. நரேந்திரன் -இலக்கியத்தில்உணர்வுமருந்து ஆ. கணியன்பாலன் -பழந்தமிழர்கடல்வணிகம் | 5 |
| Unit V | அ. கணினிகலைச்சொற்கள்அறிதல் | 4 |

Teaching methods: Lecturing, Assignment, Discussion and Activity, Creative activity, Translation practice

TEXT BOOKS

பாடநூல்:

1. இத்துஸ்தான்கலைஅறிவியல்தமிழ்த்துறைவெளியீடு

REFERENCE BOOKS

பார்வைநூல்கள்:

1. தமிழ்இலக்கியவரலாறு - முனைலாபாக்கியமேரி
2. பன்முகநோக்கில் தமிழ்இலக்கியவரலாறு - முனைவர்கா. வாகதேவன்.
3. புதுக்கவிதை யில்குறியீடு - கவிக்கோ அப்துல் ரகுமான்
4. இதழியல்கலை - டாக்டர் மா.பா.குருசாமி

WEB RESOURCES

- Web Link: 1. <https://www.vikatan.com/government-and-politics/politics/22178->
2. https://www.dinamalar.com/news_detail.asp?id=1527556
3. <https://www.vallamai.com/?p=81969>
4. <https://velayuthu.wordpress.com/2012/05/19/mother-teresa>
5. <https://www.itstamil.com/vairamuthu.html>

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | M | S | M | S |
| CO2 | M | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L - Low

| Course Designed by | Verified by IUU | Approved by CDC Co-ordinator |
|---|---|---|
|  Name & Signature |  Name & Signature |  Name & Signature |

Coordinator
Curriculum Development Cell
VIT-AP
Vellore

| | | | | |
|--------------|---------|-----------------|-----------|---------|
| Course Code: | 21LAH02 | Course Title | Batch: | 2021-22 |
| Hrs/Week: | 6 | PART I HINDI II | Semester: | II |
| | | | Credits: | 4 |

| 21LAH02 | PART I HINDI II | |
|----------|---|-------|
| Unit No. | Topics | Hours |
| I | DETAILED TEXT: MODERN POETRY: NAVEEN PADYA CHAYANIKA 1. KARMAVEER - Ayodhya sing upadyaya 'Hariauth' 2. MAANAV - Sumithranandan 'Panth' 3. SNEH NIRJAR - Sooryakanth Tripati 'Nirala' 4. PAANJA JANYA - Harivansrai 'Bachan' | 15 |
| II | DETAILED TEXT: MODERN POETRY: NAVEEN PADYA CHAYANIKA 5. YEH DEEP AKELA HAI - Sachithananda Heeranada Vathsyaan 'Ageya' 6. KALAM AUR THALVAR - Ramdhari sing 'Dinakar' 7. KAAJAL - Anaamika 8. USKA LOUTNA - Savitha sing | 15 |
| III | Non-DETAILED TEXT: ONE-ACT PLAY: EKANKI PANCUAMIRTH 1. Das Hajar - Uday shankar Datt 2. Malav Prem - Harikrishna Premi 3. Das Minit - Dr. Rajkumar Varma 4. Bhor ka thurai - Jagtresh Chadra Mathur 5. Gharbandh - Hamcedulla | 15 |
| IV | LETTER WRITING: 1. Moolya sooch mangane ke patra & Maal mangna ka aadesh patra 2. Galath maal bejene ki Shikayath patra & Gnatiya maal bejene ki Shikayath patra 3. Bank sambanthe patra & Bank se draft keliye prartana patre 4. Noukari sambandhi aavedah patra. CONVERSATION: (Dootor & Patient, Teacher & Student, Storekeeper & Buyer, Two friends, Booking Clerk & passenger at Railway Station, Auto rickshaw driver and passenger) | 15 |
| V | TRANSLATION: ENGLISH TO HINDI ANUVADH ABHYAS - II (1-8 Lessons only) | 12 |

: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. **NAVEEN PADYA CHAYANIKA** Dakshin Bharat Hindi Prachar Sabha, Chennai - 17
2. **EKANKI PUSUE** - Publisher: By Hindi Sahitnya Bhandar, Lucknow - UP- 226003.
3. **ANUVADH ABHYAS - II** Dakshin Bharat Hindi Prachar Sabha, Chennai - 600 017.

REFERENCE BOOKS

1. Book for Reference : **VYAVAHARIK HINDI**,
Publisher : By Dakshin Bharat Hindi Prachar Sabha, Chennai – 600 017.

WEB RESOURCES

Web Link:

https://en.wikipedia.org/wiki/List_of_Hindi-language_posts

<https://www.hindikuni.com/2019/05/surangezeb-wakhriraj.html>

<https://www.successcds.net/hindi/formal-letter-hindi.html>

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (If deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Co-ordinator |
|---|---|---|
|  Name & Signature |  Name & Signature |  Name & Signature |

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Curriculum Development Cell
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Coimbatore-641 028.

| | | | | |
|--------------|---------|---------------------|-----------|---------|
| Course Code: | 21LAM02 | Course Title | Batch: | 2021-22 |
| Hrs/Week: | 6 | PART I MALAYALAM II | Semester: | II |
| | | | Credits: | 4 |

| 21LAM02 | PART I - MALAYALAM II | |
|----------|---|-------|
| Unit No. | Topics | Hours |
| I | History of Computers - Generations - History of Malayalam Computing - Independent Malayalam Computing - | 15 |
| II | Various Malayalam Softwares - Computers and Printing - Separate Fonts and Synchronization - Malayalam Typing - Various Fonts - Malayalam in Unicode | 15 |
| III | Thiramozi- P.P Ramachandran Malayalam key board manakeekaranam minscriptinte vazhi- Dr. Mahesh mangalattu | 15 |
| IV | Internet kalathe bhashaprashnangal – Dr. Mahesh Mangalattu Blogum malayala sahithyavum- Dr. Mahesh Mangalattu | 15 |
| V | Machine Translation- Merits and demerits | 12 |

: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

1. Sunitha T V. *Cyber Malayalam. Thrissur: Current Books,*
2. Sunitha T V. *Internetum Malayalamum. Kozhikode: Lipi Publications, 2009*
3. Mahesh Mangalattu. *Malayala bhasha computing charithravalokanam*

REFERENCE BOOKS

1. Sreekanth R.V. Malayalam Computing Sadhyathakalude Varthamanam, Malayala Vibhagam Kerala University, 2019.
2. B. Manoj, Website Rachana, roopakalpana, paripalanam, Kerala Bhasia Institute,
3. Adarsh, V.K. Vivasankethika vidya nithyajeevithathil, Kerala bhasia Institute.
4. V. K. Adarsh. Vivasankethika vidya nithya jeevithathil-, Kerala bhasia Institute

WEB RESOURCES

<http://banalayalam.blogspot.com/?m=0>

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L - Low

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Co-coordinator |
|--|---|---|
| D. SMITHA CR  Name & Signature |  Name & Signature |  Name & Signature Co-ordinator |

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Coimbatore-641 028.

| | | | | | | | |
|-----------|---------|------------------|---|---|---|-----------|---------|
| Course | 21LAF02 | Course Title | | | | Batch: | 2021-22 |
| | | PART I FRENCH II | | | | Semester: | II |
| Hrs/Week: | 6 | L | 6 | T | P | Credits: | 4 |

| 21LAF02 | Title of the paper – PART I FRENCH II | II sem |
|----------|--|--------|
| Unit No. | Topics | Hours |
| I | <p>7. Rallye Dialogue translation. Grammaire Préposition de lieu, l'impératif, les articles contractés. Compréhension Vous avez 1 nouveau message Vocabulaire : Verbs: plaire /faire plaisir, offrir, la ville les nombres ordinaux</p> <p>8. Chez moi Dialogue translation. Grammaire Quelque chose/rien/quelqu'un/ personne Il faut /devoir/qui/que/où/les adjectives possessifs Le passé composé Les pronoms compléments indirects</p> | 15 |
| II | <p>8. Chez moi Vocabulaire:- verbe devoir La maison les couleurs , c'est en bois / en verre.....</p> <p>9. Les vacances Dialogue translation. Grammaire Les genre des noms de pays, les prépositions et les noms de villes, de pays , de continents Des – de devant un adjectif Y , pronoms compléments, les adjectifs démonstratifs, les pronoms compléments avec deux verbes (je vais y aller, je vais la voir.....) Compréhension Vous avez 1 nouveau message Vocabulaire : Verbe:- voir, la famille</p> | 15 |
| III | <p>10. Au jour le jour Dialogue translation. Grammaire L'interrogation par l'inversion révision de l'interrogation Quel(s), quelle(s) Ne... que D'abord, puis. Les verbes pronominaux Pourquoi /parce que /pour + infinitif</p> <p>Compréhension Vous avez 1 nouveau message Vocabulaire : Verbe : sortir Les quatre saisons Les parties du corps</p> | 15 |

| | | |
|----|---|----|
| IV | 11. roman Dialogue translation. Grammaire Le passé composé, L'accord simple du participe passé, Le ons des verbes avec être ou avoir, Les indicateurs de temps (il y a /depuis /pendant.) Ne... plus, ne... jamais, Compréhension Vous avez 1 nouveau message Vocabulaire : La description d'une personne | 15 |
| V | 12. je te retrouverai Dialogue translation. Grammaire Le futur simple, Les indicateurs de temps (en, dans) , le subjonctif présent (sensibilisation) Les cinq sens la description d'une personne Compréhension Vous avez 1 nouveau message Vocabulaire : La description d'une personne | 12 |

Teaching methods: < type the mode of teaching methodologies>

Example: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

2.Nouvelle grammaire du français

Auteur(s): Dominique Jennepin, Yvonne Delatour, Brigitte Teyssier,Maylis Léon-Dufour

Détails technique EAN : 9782011552716

Code hachette: 1552710

Paru le 13/10/2004

Format: 170-245

Nombre de pages: 370

Book for Reference : connexion française

MERIEUX (Auteur)

Goyat Publishers.

- **Paperback:** 191 pages
- **Publisher:** Didier (1 April 2005)
- **Language:** French
- **ISBN-10:** 9782278056224
- **ISBN-13:** 978-2278056224
- **ASIN:** 2278056220
- **Produit Dimensions:** 20 x 1 x 28 cm
- Web Link:** www.google.fr.com

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | S | S | M | M | S |
| CO2 | S | S | M | S | S |
| CO3 | S | M | M | M | M |
| CO4 | M | M | S | S | M |
| CO5 | S | M | S | M | S |

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (If deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by IOD | Approved by CDC Co-ordinator |
|---|--|--|
| <i>SABEBA-S</i> <i>[Signature]</i> Name & Signature | <i>[Signature]</i> Name & Signature | <i>[Signature]</i> Name & Signature |

Co-ordinator
Curriculum Development Cell
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Coimbatore-641 028.

| | | | | | | | | | |
|--------------|---------|--------------|---|---|---|---|---|-----------|-----------|
| Course Code: | 21ENG02 | Course Title | | | | | | Batch: | 2021-2022 |
| | | English - II | | | | | | Semester: | II |
| Hrs/Week: | 6 | L | 6 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVE

- 1.To become proficient in English for global competency interpret and critically evaluate texts of various genres, forms, and historical periods.
- 2.To demonstrate knowledge of the historical context of a work or author.
- 3.To choose an appropriate critical approach through which to analyze a given text.
- 4.To describe a range of literary techniques and rhetorical strategies used in a variety of texts, including their relationship to audience, purpose, and cultural contexts/constraints.
5. To apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|---|--|--------------|
| CO1 | Enhance reading skills and appreciate the texts in a critical and creative approach. | K3 |
| CO2 | Enable to recognize & discuss selected literary texts. | K2 |
| CO3 | Understand and appreciate poetry as a literary art form | K2&K3 |
| CO4 | Enable to understand the elements of the drama form and apply them to the study. | K2&K3 |
| CO5 | Understand different communicative skills and make them effectively communicate in written and spoken modes. | K2 |
| K1- Remember, K2- Understand, K3- Apply, K4- Analyze | | |

SYLLABUS

| 21ENG02 | English-II | Sem: II |
|----------------|--|------------|
| Unit No. | Topics | Hours |
| I Detailed | Short Story 1. Tried To Kill My Daughter- Shashi Sorong 2. To Build a Fire- Jack London 3. An Angel in Disguise- T.S.Arthur | 15 |
| II Detailed | Prose 4. Civilization and History-C.E.M.Joad 5. On Finding Things-E.V.Lucas 6. A Golden Path- GopalaKrishna Gokhale | 16 |
| III | Poetry 7. Look To This day-Kalidasa 8. Going for Water- Robert Frost 9. Only a Dad- Edgar Albert Guest | 14 |
| IV | One Act Plays 10. Fourteen-Alice Gerstenberg 11. The Intruder-Maurice Maeterlinch 12. His Return- Percival Wilde | 15 |
| V | Grammar: Direct & Indirect Speech, Active Voice, Soft Skill, Public Speaking (Welcome Address & Vote of Thanks), Interviews & Curriculum Vitae | 12 |
| | TOTAL | 72 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Seminar, Discussion and Activity.

TEXT BOOKS**Text Book:**

SPOTLIGHT-II An Anthology of Short Story, Prose, Poetry, One Act Play, Grammar, Anuradha Publication, Chennai, 2019.

REFERENCE BOOKS**Reference Books:**

Hl-Light II (An Anthology of prose, Poetry, Short story, One Act Plays & Grammar), New Century Book House & Distributors, 2019.

WEB RESOURCES**Web Link:**

<https://www.induswomanswriting.com/i-tried-to-kill-my-daughter.html>

<http://sititugbee.com/on-finding-things-e-v-lucas/>

<https://www.familyfriendpoems.com/poem/only-a-dad-by-edgar-guest>

https://www.one-act-plays.com/comedies/his_return.html




MAPPING WITH PROGRAM OUTCOMES

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | M | S | S |
| CO2 | S | S | S | M |
| CO3 | M | S | M | S |
| CO4 | M | S | S | S |

S-Strong, M- Medium, L - Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|--|
|  Dr. Priya Sharon Thomas Name & Signature of the Staff |  Dr. Priya Sharon Thomas Name & Signature |  Name & Signature |

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Curriculum Development Cell
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Coimbatore-641 028.

| | | | | | | | | | |
|---------------|--------|--------------------------|---|---|---|---|---|-----------------------------|----|
| Course Code : | ZFBH04 | Course Title | | | | | | 2021-2022 And Onwards | |
| | | ORGANISATIONAL BEHAVIOUR | | | | | | Semester | II |
| Hrs/Week | 4 | L | 4 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVES:

- ❖ To define and examine the concepts of organizational behavior
- ❖ To help students understand and deduce the role of personality, perception and motivation in an organizational control
- ❖ To discuss and analyze the learning process and attitude development
- ❖ To explain group dynamics and skills required for working in groups
- ❖ To identify and distinguish the various leadership styles and role of leaders in decision making process.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|-------|---|-------------------|
| CO1 | Understand and apply the concepts in organizational behaviour | K1, K2 and K3 |
| CO2 | Analyze the differences in the individual behaviour | K1, K2, K3 and K4 |
| CO3 | Determine and judge the attitude of the people in the organization | K1, K2, K3 and K4 |
| CO4 | Examine the significance of working as a group and resolving conflicts. | K1, K2, K3 and K4 |
| CO5 | Analyze and apply various leadership styles based on the circumstances | K1, K2, K3 and K4 |

SYLLABUS

| 21BBD04 | ORGANISATIONAL BEHAVIOUR | Sem:II |
|----------|---|--------|
| Unit No. | Topics | Hours |
| I | Organisational Behaviour: Definition-Importance and Scope of Organizational Behaviour, Factors influencing OB- Contributing disciplines to OB. Individual Differences- Intelligence tests-Measurement of Intelligence. | 10 |
| II | Individual Behaviour Personality: Meaning, Types, Determinants of Personality, Personality Theory (Psycho analytic Theory), Perception – Meaning- Process- Factors affecting Perception. Motivation – Meaning- Theories (Maslow's, Herzberg's, Alderfer's ERG, McGregors X and Y theory. Emotion-Definition, importance, types. Transactional Analysis. | 10 |
| III | Learning & Attitude Learning–Meaning–Concepts–Process–Factors affecting learning, Job Satisfaction–Meaning–Measurement of Job satisfaction. Morale–meaning–Importance. Attitude: Meaning & Components, Employee Attitude and Behaviour. | 10 |
| IV | Group dynamics: Group-Meaning-types, group cohesiveness-Group norms-Group decision making-Brainstroming. Team-Meaning, Types, Difference between group and team. Conflict–Meaning -Concepts, Types, Resolution of Conflict (Case Study–Internal Evaluation only). | 9 |
| V | Leadership: Meaning-Characteristics of a Successful Leader, Leadership Styles- Theories (Managerial Grid, Trait Theory, Situational Theory, Fiedlers Contingency Model).Organizational Climate-Meaning, Characteristics, Factors influencing Organizational Climate (Case Study – Internal Evaluation only). | 9 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXTBOOKS

Text Book:

1. *Prasad.L.M.* "Organizational Behaviour", Sultan Chand & Son, New Delhi, Fifth Edition, 2019
2. *S.S.Khanna*, "Organizational Behaviour", S. Chand Publishing 2018

REFERENCE BOOKS

Reference Books:

1. *Fred Luthans*, "Organizational Behaviour" McGraw Hill Pvt Ltd, New Delhi, Twelfth Edition, 2019
2. *Dhiveedi R.S.*, "Human Relations & Organizational Behaviour, A global perspective, Macmillan India Pvt Ltd, Delhi, 2008
3. *M.Kansulyadevi & Dr. A. Jayantilal*, "Organizational Behaviour" Prudent Publisher, 2019
4. *Shashi K.Gupta*, "Organizational Behaviour" Kalyani Publishers, 2014

WEB RESOURCES

WebLink:

<https://www.goodreads.com/book/show/26857336-organizationalbehaviour><https://www.fltsmes.com>
<https://www.pdfdrive.com/organisational-behaviour-individuals-groups-and-organisation-e176370524.html>
<https://www.pdfdrive.com/organisational-behaviour-e33613461.html>

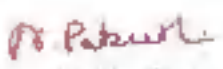


MAPPING WITH PROGRAM OUTCOMES

| CO | PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----|----|-----|-----|-----|-----|-----|
| CO1 | | S | S | S | M | S |
| CO2 | | S | M | S | S | S |
| CO3 | | S | M | S | M | S |
| CO4 | | S | S | S | L | S |
| CO5 | | S | S | M | S | M |

S-Strong, M-Medium, L- Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|--|
|  Dr. N. Pakuthariva Name & Signature of the Staff |  Dr. N. Pakuthariva Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| | | | | | | | | | |
|--------------------|----------------|---------------------------------|----------|----------|----------|----------|----------|------------------|----------------------------------|
| CourseCode: | 21BBU05 | CourseTitle | | | | | | Batch: | 2021-2022 and Onwards |
| | | ECONOMICS FOR EXECUTIVES | | | | | | Semester: | II |
| Hrs/Week: | 4 | L | 4 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVE:

- ❖ To enable the students to understand and examine the basics of managerial economic concepts
- ❖ To help students acquire knowledge and appraise demand and supply conditions in business
- ❖ To assess the production function in an organisation
- ❖ Help students to focus on market structure & pricing strategies
- ❖ To gain knowledge and interpret the impact of LPG on Indian economy.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|--------------|---|---------------------|
| CO1 | Understand and articulate the basic concepts in managerial economics and reasons for the existence of the firm. | K1, K2 and K3 |
| CO2 | Analyze and appraise the effects of demand and supply on market changes | K1, K2, K3 and K4 |
| CO3 | Illustrate the production function, Cost and revenue Concept. | K1, K2, K3 and K4 |
| CO4 | Categorize & apply the pricing strategies under perfect competition, monopoly and monopolistic competition. | K1, K2, K3 and K4 |
| CO5 | Analyze the impact of LPG on Indian Economy | K1, K2, K3 and K4 |

SYLLABUS

| 21BBU05 | ECONOMICS FOR EXECUTIVES | Sem:II |
|----------|--|--------|
| Unit No. | Topics | Hours |
| I | Economics: Definition - Nature & Scope- Objectives- Micro Economics versus Macro Economics. Objectives of Business Firm-Profit Maximization-Welfare Goals-Social Responsibilities of Business. | 10 |
| II | Demand Analysis: Meaning of Demand – Determinants of Demand-Law of Demand-Factors Influencing Demand-Elasticity of Demand-Meaning & Definition --Factors Influencing Elasticity of Demand -Types. Supply: Meaning- Definition- Lawof Supply-Elasticityofsupply | 10 |
| III | Production Function -Factors of Production–Theory of Production-Law of Diminishing returns –Law of Variable Proportions. Cost and Revenue Curves–Mosey Cost-Real Cost-Opportunity Cost-Fixed Cost-Variable Cost-Total Cost-Marginal Cost. Concepts of Revenue-Average Revenue-Marginal Revenue-Break Even point Analysis– Limitations of BEP. | 10 |
| IV | Market Structure and Prices – Meaning – Definition of Market – Characteristics of Market – Classification of Market - Pricing under Perfect Competition –Pricing under monopoly-Price Discrimination – Pricing under monopolistic Competition– Oligopoly-Duopoly. | 9 |
| V | Government and Business: Public Sector in India – Evolution and Objectives of Public Sector in India, LPG - LPG Policies – Impacts of LPG in Indian Economy. | 9 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

TextBooks:

1. Dr.S.Sankaran "Business Economics" Margham publications, Chennai, 2012
2. Varshney R.L., Maheshwari K. L., Maheshwari RK "BusinessEconomics" Sultan Chand publications, 2009

REFERENCE BOOKS

ReferenceBooks:

1. Dr.A.Kalniselvi "Managerial Economics" Aruna Publications, Chennai,2014
2. JothiSivagnanam. K &Srinivasan R, Business Economics, Tata McGraw Hill Education Pvt. Ltd., Publication, New Delhi, 2010
3. R.Cauvery, U.K.Sudhanayak, M.Girija and R. Meenakshi "Managerial Economics" S Chand & Company Limited, NewDelhi,Third Edition, 2013

WEB RESOURCES

Web Link: <https://www.marhampublications.com/index.php/text-books/other-books/business-economics-dr-s-sonkarav>



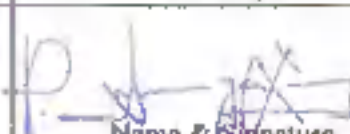
MAPPING WITH PROGRAM OUTCOMES

| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1 | S | S | S | M | S |
| CO2 | S | M | S | S | L |
| CO3 | S | M | S | M | S |
| CO4 | S | S | S | L | M |
| CO5 | S | S | S | M | S |

S-Strong, M-Medium, L- Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOB | Approved by CDC Coordinator |
|---|---|---|
|  Dr.S.Jothilatha Name & Signature of the Staff |  Dr.N.Pakudhariva Name & Signature |  Name & Signature |

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| | | | | | | | | | |
|--------------|---------|----------------------|---|---|---|---|-----------|-----------------------------|---|
| Course Code: | 21BB106 | Course Title | | | | | Batch: | 2021-2022 And Onwards | |
| | | FINANCIAL ACCOUNTING | | | | | Semester: | II | |
| Hrs/Week: | 4 | L | 4 | T | - | P | - | Credits: | 4 |

COURSE OBJECTIVES:

- ❖ To understand and examine the basics of accounting
- ❖ To develop the skill of recording financial transactions and preparation of reports.
- ❖ To equip with the knowledge of accounting process and preparation of final accounts and to determine value of the depreciable asset
- ❖ To identify and illustrate events that need to be recorded in the accounting records.
- ❖ To enhance and ascertainment of profit under Single Entry system.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|-------|---|------------------|
| CO1 | Define & analyze the basics of accounting & steps in accounting. | K1,K2, K3 and K4 |
| CO2 | Understand and practice double entry and single entry book Keeping system | K1,K2, K3 and K4 |
| CO3 | Identify accounting errors & Prepare Bank Reconciliation statement. | K1,K2,K3 and K4 |
| CO4 | Analyze the financial statements of trading & non-trading organization | K1,K2,K3 and K4 |
| CO5 | Execute and integrate internal control issues and the effects of the regulatory environment on financial reporting. | K1,K2,K3 and K4 |

SYLLABUS

| | | |
|-----------------|--|---------------|
| 21BBU06 | FINANCIAL ACCOUNTING | Sem:II |
| Unit No. | Topics | Hours |
| I | INTRODUCTION TO ACCOUNTING: Meaning and definition of accounting-Objectives of Accounting-Basic Accounting concepts and Accounting Conventions-Functions of Accounting - Limitations of Accounting- Accounting Process. Double entry -Accounting system-Rules -Journal -Meaning of ledger-Balancing of ledger. | 10 |
| II | SUBSIDIARY BOOKS AND TRIAL BALANCE: Subsidiary books including (Cashbooks)-(problems)-Trial balance- Suspense account-Errors and types of errors-Rectification of errors-Bank reconciliation statement (Problems). | 10 |
| III | FINAL ACCOUNTS AND DEPRECIATION: Manufacturing and trading accounts-Trading and profit & loss Account- Balance sheet. Depreciation-Meaning-Methods of Depreciation (Straight line method and WDV method). Problems. | 10 |
| IV | ACCOUNTING FOR NON-TRADING ORGANISATION: Accounting for Non-trading Organisation- Receipts and payments Accounts- Income and expenditure Accounts - Balance sheet (Problems with simple adjustments). | 9 |
| V | SINGLE ENTRY SYSTEM: Single entry systems-meaning-Salient features-Limitation of single entry system-distinction between single entry system and double entry system- Preparation of statement of affairs-Ascertainment of profit-net worth method- Conversion method (Problems). | 9 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity

TEXT BOOK

Text Book:

1. Reddy.T.S & Moorthy.A- "Financial Accounting", Margham Publications, Edition-2021
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, 2017

REFERENCE BOOKS

Reference Books:

1. Jainand Narang- "Advanced Accountancy", Kalyani Publishers, 23rd Edition Revised 2021.
2. M.C.Shukla and T.S. Grewal &S.C.Gupta - "Advanced Accounts", S.Chand Publications, 19th Edition, 1st January 2016.
3. R.S.N.Pillai, Bagavathi &S.Uma - "Fundamentals of Advanced Accounting", S.Chand Publications, 5th Edition, 2012.

WEB RESOURCES

WebLink:

<https://www.classcentral.com/course/whartonaccounting-769>


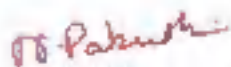

MAPPING WITH PROGRAM OUTCOMES

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | M | M | L | L | L |
| CO2 | S | S | L | M | M |
| CO3 | S | M | L | M | M |
| CO4 | S | L | M | S | S |
| CO5 | S | M | M | S | S |

S-Strong ,M-Medium, L- Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|---|---|--|
|  Dr.D.Suganthi Name & Signature of the Staff |  Dr.N.Pakutharivu Name & Signature |  Name & Signature |

Co-ordinator
 Curriculum Development Cell
 Mindusthan College of Arts & Science,
 Coimbatore-641 028.

| | | | | | | | | | |
|-------------|---------|---|---|---|--|---|----------|-----------|-----------|
| Course Code | 21BBU07 | Course Title | | | | | | Batch: | 2020-2023 |
| | | ELECTIVE – I LEGAL ASPECTS OF BUSINESS | | | | | | Semester: | III |
| Hrs/Week: | 3 | L | 3 | T | | P | Credits: | 4 | |

COURSE OBJECTIVES:

- ❖ To impart and examine the fundamental knowledge of contract law
- ❖ To appraise the students with the concepts of free consent
- ❖ To acquaint the students with performance of contract
- ❖ To understand and interpret the concepts and elements in sale of goods
- ❖ To make students aware and illustrate the essentials of contract of agencies.

COURSE OUTCOMES (CO)

| S.No | COURSE OUTCOME | BLOOMS LEVEL |
|------|---|-------------------|
| CO1 | Understand and implement the basic concepts of Law of Contract. | K1, K2 and K3 |
| CO2 | Infer the nuances of an agreement | K1, K2, K3 and K4 |
| CO3 | Examine and appraise the performance and discharge of contract | K1, K2, K3 and K4 |
| CO4 | Analyze sale of goods contract | K1, K2, K3 and K4 |
| CO5 | Understand and interpret contract of agencies | K1, K2, K3 and K4 |

SYLLABUS

| 21BBU07 | ELECTIVE – I LEGAL ASPECTS OF BUSINESS | 0 |
|------------|---|----------|
| Unit No. | Topics | Hours |
| I | Law of contract -Essential of contract-Agreements-Classification of contracts-Offer- Legal rules as to offer and lapse of offer- Acceptance- Legal rules as to acceptance-Consideration - Legal rules as to consideration-Stranger to a contract-Contract without consideration-Contractual Capacity-Minor-Agreement with Minor -Persons of Unsound Mind - Persons disqualified by Law. | 8 |
| II | Free consent Introduction-Free consent-Coercion-Undue Influence-Fraud-Misrepresentation-Mistake- Legality of Object and Consideration- Unlawful, illegal agreements, Effects of illegality, Wagering Agreements-Agreement opposed to public policy,Agreements in Restraint of trade- Exceptions - Restitution -void agreements-Contingent and QuasiContracts. | 7 |
| III | Performance of Contract, Discharge of Contract and Remedies Actual Performance-Tender-essentials of a Valid tender, by whom contract must be performed, Time and Place of Performance, Assignment of contracts-Discharge -Modes of Discharge-Remedies for Breach of Contract. | 7 |
| IV | Contract of Sale of Goods Introduction - Elements of Contract of Sale - Difference between sale and agreement to Sell-Hire purchase agreement-Sale and bailment-Capacity to buy and sell-Goods-Meaning of goods, Document of title of Goods-Classification of goods-effect of destructions of goods subject matter. Conditions and Warranties-Implied Conditions and Warranties, Caveat Emptor-Exceptions -Unpaid Seller's rights. | 7 |
| V | Contract of agency Introduction-Essentials of Agency-Creation of Agency-Ratification-Essentials of Valid Ratification - Kinds of Agents- Duties of an Agent – Rights of an agent-Duties of principal-Rights of Principal-Agent's authority-Principal's liability for the Act of an agent- Sub agent-Substituted agent-Termination of agency-Effectiveness of Termination. | 7 |

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Case Studies

TEXT BOOKS

Text Book:

1. Pillai & Bagavathi, *Business Law*, S.Chand and Co Ltd., Delhi India, Third Edition – 2015.
2. Kapoor, N.D *Business laws*, Sultan Chand & Sons, New Delhi, Eleventh Edition – 2019.

REFERENCE BOOKS

Reference Books:

1. *Chandya Bose. D, Business Law, PHI Learning pvt Ltd. Second Edition. 2019,*

WEB RESOURCES

WebLink:

1. <https://www.thedailyymba.com/2016/04/31/topic-22-legal-aspects-of-business/>
2. <https://www.youtube.com/watch?v=sxu8sxpeGHo>

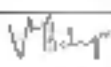


MAPPING WITH PROGRAM OUTCOMES

| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1 | M | M | L | L | L |
| CO2 | S | S | L | M | M |
| CO3 | S | M | L | M | S |
| CO4 | S | L | M | S | S |
| CO5 | S | S | L | M | S |

S-Strong, M-Medium, L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|---|
|  Dr. V. Balamurugan Name & Signature of the Staff |  Dr. N. Pakutharivu Name & Signature |  Name & Signature |

Co-ordinator

Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

| | | | | | | | | |
|--------------|---------------------------------|----------------------------------|---|---|--|---|-----------|-----------------------------|
| Course Code: | 21BBU08/ 21BCU08/ 21BLU06 | Course Title | | | | | Batch: | 2021-2022 and Onwards |
| | | MATHEMATICS FOR MANAGEMENT-II | | | | | Semester: | II |
| Hrs/Week: | 5 | L | S | T | | P | Credits: | 4 |

COURSE OBJECTIVE:

1. To gain the basic mathematics concepts and formulate the mathematical problems.
2. To understand the concept of Transportation by various methods and solving Hungarian Assignment problems
3. To know about Replacement problems and their application
4. To develop the skills of Operations Research in Network scheduling.
5. To acquire knowledge about Game theory.

COURSE OUTCOMES (CO)

| S. No | COURSE OUTCOME | BLOOMS LEVEL |
|-------|--|-------------------|
| CO1 | Define and formulate linear programming problems. | K1, K2 and K3 |
| CO2 | Apply and Analyze Transportation and Assignment problems | K1, K2, K3 and K4 |
| CO3 | Analyze and solve Replacement Problems | K1, K2, K3 and K4 |
| CO4 | Illustrate the networking models and apply them in business situations | K1, K2, and K3 |
| CO5 | Analyze & Apply the strategies of game theory | K1, K2, K3 and K4 |

K1-Remember, K2-Understand, K3-Apply, K4-Analyze, K5-Evaluate

SYLLABUS

| | | |
|---------------------------------|---|--------------|
| 21BBU08/ 21BCU08/ 21BLU06 | MATHEMATICS FOR MANAGEMENT-II | II |
| Unit No. | Topics | Hours |
| I | <p>Linear Programming Problem: Definition of OR-Characteristics of OR-Scope of OR-Uses and limitations of OR-Linear Programming Problem: Introduction-Mathematical formulation of the problem -Graphical method of solving LPP-Applications of operation research.</p> | 12 |
| II | <p>Transportation Problem: The Transportation problem: Introduction-Mathematical formulation-finding initial basic feasible solution by NWC, LCM, VAM - MODI'S method of finding optimal solution (Non degenerate problems only)-Application of Transportation problem. The Assignment Problem: Introduction-Mathematical formulation -Hungarian Assignment method</p> | 12 |
| III | <p>Replacement Problems: Introduction - Replacement of Equipment that deteriorates gradually - Replace of Equipment that fails suddenly-Application of Group Replacement.</p> | 12 |
| IV | <p>Network Scheduling by PERT&CPM : Introduction-Network and basic components-Rules of network construction-Time calculation in networks-CPM,PERT calculations-Aspects and applications of CPM and PERT.</p> | 12 |
| V | <p>Game Theory: Introduction-Two person zero sum game-The Maximin- Minimax principle - saddle point - problems - Pure and Mixed games - Solution of 2 x2 games - Graphical solution of (2 x n) and (m x 2) games- Dominance property- Applications of Game Theory.</p> | 12 |

Note: Distribution of marks: Problems 80%,Theory 20%

Teaching methods:

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. *Resource Management Techniques* , Prof. V.Sundaresan, K.S.Gunapathy, Subramanian, K.Ganesan, A.R.Publications, 6th edition, Jan 2012.

2. P.K.Gupta, ManMohan, KantiSwarup. "Operations Research", SultanChand, 2008.

REFERENCE BOOKS

Reference Books:

1. Kantiswarup, P.K, Gupta, Man Mohan, "Operations Research", S.Chand & Sons Education Publications, 2014.
2. Vittal, P.R. 2013. "Operations Research", Margham Publishers, Chennai.
3. B.J.Ranganath & Srikanthappa A.S, Operations Research, Yes Dee Publishing Pvt Ltd, Chennai 2015

WEB RESOURCES

Web Link:

1. <http://www.cs.toronto.edu/~staeho/public/IEOR4004-notes1.pdf>
2. [http://www.edun.lse.ac.uk/Reports/Files/edam-2001-](http://www.edun.lse.ac.uk/Reports/Files/edam-2001-09.pdf)

09.pdf Applications Link:

Unit-I: <https://youtu.be/1DFnW0TDeFE>

Unit-II: <https://youtu.be/2TJdKimZpFA>

Unit-

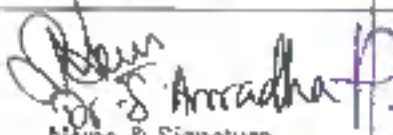
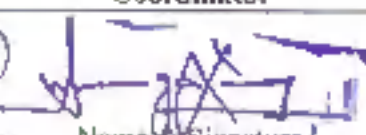
IV: <https://youtu.be/SbPliWUFIU> Unit-

| PO CO | PO1 | PO2 | PO2 | PO4 |
|----------|-----|-----|-----|-----|
| | S | S | S | S |
| | S | S | M | S |
| | S | M | S | S |
| | S | S | S | M |

S-Strong, M-Medium, L - Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

| Course Designed by | Verified by HOD | Approved by CDC Coordinator |
|--|---|--|
| <p>RA - L</p> <p>Mrs. A. GOOPBTHI</p> <p>Name & Signature of the Staff</p> | <p></p> <p>S. Anandha P</p> <p>Name & Signature</p> | <p></p> <p>Name & Signature</p> |

Co-ordinator

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