

FACULTY OF MANAGEMENT
BBA (HONOURS) DEGREE – FULL-TIME PROGRAM

(For Students admitted from the academic year 2023-2024 onwards)

UNDERGRADUATE PROGRAM
Academic Curricula and Syllabus – Regulation 2023

Learning Outcome Based Curriculum Framework (LOCF)



FACULTY OF MANAGEMENT
SRM Institute of Science and Technology
(Deemed to be University u/s 3 of UGC Act, 1956)
Kattankulathur – 603 203, Chengalpattu District,
Tamil Nadu, India

BBA (HONOURS) DEGREE - CURRICULUM AND SYLLABUS – 2023 (4-Year Degree Program)								
BBA Certificate Program (After One Year)								
Semester – I								
No. of Papers per Semester		Subject Code	Course Title	Hours / Week				
				L	T	P	O	C
1	Generic Elective Courses (G)-01	ULT23G01J	Tamil - I	2	0	2	2	3
		ULH23G01J	Hindi - I	2	0	2	2	
		ULF23G01J	French - I	2	0	2	2	
2	Ability Enhancement Courses (AE)-01	ULE23AE1T	English	4	0	0	2	4
3	Discipline Specific Course- Core-01	UBA23101T	Management Concepts	2	0	2	2	3
4	Discipline Specific Course- Core-02	UBA23102T	Fundamentals of Financial Accounting	2	0	2	2	3
5	Discipline Specific Course- Core-03	UBA23103T	Design Thinking	2	0	2	2	3
6	Discipline Specific Course- Core-04	UBA23104T	Business Environment and Sustainability Management	2	0	2	2	3
7	Skill Enhancement Courses (S)-01	UCD23S01L	Quantitative Aptitude and Logical Reasoning	0	0	2	2	1
8	Value Addition Course (V)- 01	UCD23V01T	Universal Human Values – Understanding Harmony and Ethical Human Conduct	2	0	0	2	2
9	Mandatory Courses(M)-01	UBA23M01L	Gender and Sociocultural Experiences in India	0	0	0	2	0
			Total Learning Credits					22
				16		12		
			Total number of Hours/Week	28				

Semester - II								
No. of Papers per Semester		Subject Code	Course Title	Hours / Week				
				L	T	P	O	C
1	Generic Elective Courses (G)-02	ULT23G02J	Tamil-II	2	0	2	2	3
		ULH23G02J	Hindi-II	2	0	2	2	
		ULF23G02J	French-II	2	0	2	2	
2	Value Addition Course (V)-02	UEN23VA1L	Communication Skills	0	0	4	2	2
3	Discipline Specific Course-Core-05	UBA23201T	Human Resource Management and Organisational Behaviour	2	0	2	2	3
4	Discipline Specific Course-Core-06	UBA23202T	Principles of Marketing	2	0	2	2	3
5	Discipline Specific Course-Core-07	UBA23203T	Basics of Programming	2	0	2	2	3
6	Discipline Specific Course-Core-08	UBA23204T	Basics of Production and Operation Management	2	0	2	2	3
7	Generic Elective Courses (G)-03	UBA23G01T	Managerial Economics	2	0	2	2	3
8	Ability Enhancement Courses (AE)-02	UES23AE1T	Environmental Studies	3	0	0	2	3
9	Skill Enhancement Courses (S)-02	UCD23S02L	Verbal Ability and Skill Development	2	0	0	2	2
10	Mandatory Courses(M)-02	UNS23201L / UNC23201L / UNO23201L / UYG23201L	NSS / NCC / NSO / YOGA	0	0	0	2	0
			Total Learning Credits					25
				17		16		
			Total number of Hours/Week	33				

BBA Diploma Program (After Two Years)									
Semester - III									
No. of Papers per Semester		Subject Code	Course Title	Hours / Week					
				L	T	P	O	C	
1	Discipline Specific Course-Core-09	UBA23301T	Legal Aspects of Business	2	0	2	2	3	
2	Discipline Specific Course-Core-10	UBA23302T	Cost and Management Accounting	2	0	2	2	3	
3	Discipline Specific Course-Core-11	UBA23303T	Database Management System (Practical)	1	0	4	2	3	
4	Discipline Specific Domain Elective Courses-01	UBA23E01T	Banking and Insurance	2	0	2	2	3	
		UBA23E02T	Training and Development	2	0	2	2		
		UBA23E03T	Product and Brand Management	2	0	2	2		
		UBA23E04T	Production Planning and Control	2	0	2	2		
5	Generic Elective Courses (G)-04	UBA23G02T	Statistics for Business	2	0	2	2	3	
6	Ability Enhancement Courses (AE)-03	ULT23AE1J	Applied Tamil - I	1	0	2	2	2	
		ULH23AE1J	Applied Hindi - I	1	0	2	2		
		ULF23AE1J	French for Specific Purpose - I	1	0	2	2		
7	Value Addition Course (V)-03	UCD23V03L	Industry-Oriented Employability Skills for Arts	1	0	2	2	2	
8	Internship / Apprenticeship / Project / Community Outreach (IAPC)-Course-01	UBA23IP1L	Internship – 1 (Business Development Plan)	0	0	4	2	2	
			Total Learning Credits						21
				11		18			
			<i>Total number of Hours/Week</i>	29					

Semester - IV									
No. of Papers per Semester		Subject Code	Course Title	Hours / Week					
				L	T	P	O	C	
1	Discipline Specific Course-Core-12	UBA23401T	Consumer Behaviour	2	0	2	2	3	
2	Discipline Specific Course-Core-13	UBA23402T	Introduction to Research Methods	2	0	2	2	3	
3	Discipline Specific Course-Core-14	UBA23403T	Financial Management for Decisions	2	0	2	2	3	
4	Discipline Specific Domain Elective Courses-02	UBA23E05T	Financial Service and Financial Market	2	0	2	2	3	
		UBA23E06T	Leadership and Team Management	2	0	2	2		
		UBA23E07T	Advertising and Promotion Strategy	2	0	2	2		
		UBA23E08T	Operational Risk Management	2	0	2	2		
5	Discipline Specific Domain Elective Courses-03	UBA23E09T	Security Analysis and Portfolio Management	2	0	2	2	3	
		UBA23E10T	Essentials of Public Relations	2	0	2	2		
		UBA23E11T	Sales and Retail Management	2	0	2	2		
		UBA23E12T	Circular Economy - Sustainable Materials Management	2	0	2	2		
6	Generic Elective Courses (G)-05	UBA23G03T	Operations Research in Business	2	0	2	2	3	
7	Ability Enhancement Courses (AE)-03	ULT23AE2J	Applied Tamil - II	1	0	2	2	2	
		ULH23AE2J	Applied Hindi - II	1	0	2	2		
		ULF23AE2J	French for Specific Purpose - II	1	0	2	2		
8	Skill Enhancement Courses (S)-04	UBA23S02L	Health and Wellness	0	0	2	2	1	
9	Value Addition Course (V)-04	UCD23V06L	Career Readiness and Leadership Management	1	0	2	2	2	
10	Mandatory Courses (M)-03	UMI23401L	My India Project	0	0	0	2	0	
			Total Learning Credits						23
				14		18			
			<i>Total number of Hours/Week</i>	32					

BBA Degree Program (After Three Years)									
Semester - V									
No. of Papers per Semester		Subject Code	Course Title	Hours / Week					
				L	T	P	O	C	
1	Discipline Specific Course -Core-15	UBA23501T	Entrepreneurship Development	2	0	2	2	3	
2	Discipline Specific Course -Core-16	UBA23502T	Services Marketing	2	0	2	2	3	
3	Discipline Specific Course -Core-17	UBA23503T	Project Management	2	0	2	2	3	
4	Discipline Specific Course -Core-18	UBA23504T	Information System and Technology Management	2	0	2	2	3	
5	Discipline Specific Domain Elective Courses-04	UBA23E13T	Financial Modeling	2	0	2	2	3	
		UBA23E14T	Performance and Compensation Management	2	0	2	2		
		UBA23E15T	Customer Relationship Management	2	0	2	2		
		UBA23E16T	Enterprises Resource Planning	2	0	2	2		
6	Discipline Specific Domain Elective Courses-05	UBA23E17T	Financial Technology	2	0	2	2	3	
		UBA23E18T	Competency Management and Succession Planning	2	0	2	2		
		UBA23E19T	Event Planning Management	2	0	2	2		
		UBA23E20T	Product Design and Development	2	0	2	2		
7	Generic Elective Courses (G)-06	UBA23G04T	Global Business Management	2	0	2	2	3	
8	Internship / Apprenticeship / Project / Community Outreach (IAPC)-02	UBA23IP2L	Internship - 2	0	0	4	2	2	
			Total Learning Credits					23	
				14		18			
			<i>Total number of Hours/Week</i>	32					

Semester - VI									
No. of Papers per Semester		Subject Code	Course Title	Hours / Week					
				L	T	P	O	C	
1	Discipline Specific Course-Core-19	UBA23601T	Strategic Management	2	0	2	2	3	
2	Discipline Specific Course-Core-20	UBA23602T	Taxation in Business	2	0	2	2	3	
3	Discipline Specific Course-Core-21	UBA23603T	Software Quality Management	2	0	2	2	3	
4	Discipline Specific Course-Core-22	UBA23604T	Total Quality Management	2	0	2	2	3	
5	Discipline Specific Domain Elective Courses-06	UBA23E21T	International Finance	2	0	2	2	3	
		UBA23E22T	Benchmarking and Strategic HR Practice	2	0	2	2		
		UBA23E23T	Competitive Marketing Strategy with Simulation	2	0	2	2		
		UBA23E24T	Logistics and Supply Chain Management	2	0	2	2		
6	Discipline Specific Domain Elective Courses-07	UBA23E25T	Financial Reporting and Analysis	2	0	2	2	3	
		UBA23E26T	Cross Culture Management	2	0	2	2		
		UBA23E27T	Social Media Marketing	2	0	2	2		
		UBA23E28T	Process Improvement	2	0	2	2		
7	Internship / Apprenticeship / Project / Community Outreach (IAPC)-03	UBA23IP3L	Mini Project Work and Dissertation (Institutional Training)	0	0	8	2	4	
			Total Learning Credits					22	
				12		20			
			<i>Total number of Hours/Week</i>	32					

**BBA (Honours) Degree Curriculum Format
(4-Year Degree Program – Regulation 2023)**

Program Structure - BBA (Honours) Degree (Bachelor of Business Administration)

I. Major discipline

1. Discipline Specific Course Core Courses © (28 Courses)							2. Discipline Specific Elective Courses (E) (10 Elective Courses)						
Course Code	Course Title	Hours/ Week					Course Code	Course Title	Hours/ Week				
		L	T	P	O	C			L	T	P	O	C
UBA23101T	Management Concepts	2	0	2	2	3	UBA23E01T	Banking and Insurance	2	0	2	2	3
UBA23102T	Fundamentals of Financial Accounting	2	0	2	2	3	UBA23E02T	Training and Development	2	0	2	2	3
UBA23103T	Design Thinking	2	0	2	2	3	UBA23E03T	Product and Brand Management	2	0	2	2	3
UBA23104T	Business Environment and Sustainability Management	2	0	2	2	3	UBA23E04T	Production Planning and Control	2	0	2	2	3
UBA23201T	Human Resource Management and Organisational Behaviour	2	0	2	2	3	UBA23E05T	Financial Service and Financial Market	2	0	2	2	3
UBA23202T	Principles of Marketing	2	0	2	2	3	UBA23E06T	Leadership and Team Management	2	0	2	2	3
UBA23203T	Basics of Programming	2	0	2	2	3	UBA23E07T	Advertising and Promotion Strategy	2	0	2	2	3
UBA23204T	Basics of Production and Operation Management	2	0	2	2	3	UBA23E08T	Operational Risk Management	2	0	2	2	3
UBA23301T	Legal Aspects of Business	2	0	2	2	3	UBA23E09T	Security Analysis and Portfolio Management	2	0	2	2	3
UBA23302T	Cost and Management Accounting	2	0	2	2	3	UBA23E10T	Essentials of Public Relations	2	0	2	2	3
UBA23303T	Database Management System (Practical)	1	0	4	2	3	UBA23E11T	Sales and Retail Management	2	0	2	2	3
UBA23401T	Consumer Behaviour	2	0	2	2	3	UBA23E12T	Circular Economy - Sustainable Materials Management	2	0	2	2	3
UBA23402T	Introduction to Research Methods	2	0	2	2	3	UBA23E13T	Financial Modeling	2	0	2	2	3
UBA23403T	Financial Management for Decisions	2	0	2	2	3	UBA23E14T	Performance and Compensation Management	2	0	2	2	3
UBA23501T	Entrepreneurship Development	2	0	2	2	3	UBA23E15T	Customer Relationship Management	2	0	2	2	3
UBA23502T	Services Marketing	2	0	2	2	3	UBA23E16T	Enterprises Resource Planning	2	0	2	2	3
UBA23503T	Project Management	2	0	2	2	3	UBA23E17T	Financial Technology	2	0	2	2	3
UBA23504T	Information System and technology Management	2	0	2	2	3	UBA23E18T	Competency Management and Succession Planning	2	0	2	2	3
UBA23601T	Strategic Management	2	0	2	2	3	UBA23E19T	Event Planning Management	2	0	2	2	3
UBA23602T	Taxation in Business	2	0	2	2	3	UBA23E20T	Product Design and Development	2	0	2	2	3
UBA23603T	Software Quality Management	2	0	2	2	3	UBA23E21T	International finance	2	0	2	2	3
UBA23604T	Total Quality Management	2	0	2	2	3	UBA23E22T	Benchmarking and Strategic HR Practice	2	0	2	2	3
UBA23701T	Data and Information Security	2	0	2	2	3	UBA23E23T	Competitive Marketing Strategy with Simulation	2	0	2	2	3
UBA23702T	Ethics and Corporate Governance in Business	2	0	2	2	3	UBA23E24T	Logistics and Supply Chain Management	2	0	2	2	3
UBA23703T	Digital Technologies and Future of Manufacturing	2	0	2	2	3	UBA23E25T	Financial Reporting and Analysis	2	0	2	2	3
UBA23704T	International Strategic Human Resource Management	2	0	2	2	3	UBA23E26T	Cross Culture Management	2	0	2	2	3
UBA23705T	Industrial Relation Management	2	0	2	2	3	UBA23E27T	Social Media Marketing	2	0	2	2	3
UBA23801T	Digital Strategy and Digital Transformation	2	0	2	2	3	UBA23E28T	Process Improvement	2	0	2	2	3
UBA23101T	Management Concepts	2	0	2	2	3	UBA23E29T	Financial Derivatives	2	0	2	2	3
UBA23102T	Fundamentals of Financial Accounting	2	0	2	2	3	UBA23E30T	Global and Strategic Leadership	2	0	2	2	3
UBA23103T	Design Thinking	2	0	2	2	3	UBA23E31T	Viral and Influencer Marketing	2	0	2	2	3
UBA23104T	Business Environment and Sustainability Management	2	0	2	2	3	UBA23E32T	Service Operations Management	2	0	2	2	3
UBA23201T	Human Resource Management and Organisational Behaviour	2	0	2	2	3	UBA23E33T	Behavioral Finance	2	0	2	2	3
UBA23202T	Principles of Marketing	2	0	2	2	3	UBA23E34T	HR Analytics and Metrics	2	0	2	2	3
UBA23203T	Basics of Programming	2	0	2	2	3	UBA23E35T	Marketing Analytics	2	0	2	2	3
UBA23204T	Basics of Production and Operation Management	2	0	2	2	3	UBA23E36T	Scaling Operations: Linking Strategy and Execution	2	0	2	2	3
UBA23301T	Legal Aspects of Business	2	0	2	2	3	UBA23E37T	Tally Prime	2	0	2	2	3
UBA23302T	Cost and Management Accounting	2	0	2	2	3	UBA23E38T	Managing Remote teams	2	0	2	2	3
UBA23303T	Database Management System (Practical)	1	0	4	2	3	UBA23E39T	Business Analytics and Intelligence	2	0	2	2	3
							UBA23E40T	Digital Marketing Strategy	2	0	2	2	3
							Total Learning Credits						30

II. Minor discipline

3. Generic Elective Courses (GE) (6 Courses)						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
ULT23G01J	Tamil - I	2	0	2	2	3
ULH23G01J	Hindi - I	2	0	2	2	
ULF23G01J	French - I	2	0	2	2	
ULT23G02J	Tamil - II	2	0	2	2	3
ULH23G02J	Hindi - II	2	0	2	2	
ULF23G02J	French - II	2	0	2	2	
UBA23G01T	Managerial Economics	2	0	2	2	3
UBA23G02T	Statistics for Business	2	0	2	2	3
UBA23G03T	Operations Research in Business	2	0	2	2	3
UBA23G04T	Global Business Management	2	0	2	2	3
ULT23G01J	Tamil - I	2	0	2	2	3
Total Learning Credits						18

5. Ability Enhancement Courses (AE) (4 Courses)						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
ULE23AE1T	English	2	0	2	2	4
UES23AE1T	Environmental Studies	3	0	0	2	3
ULT23AE1J	Applied Tamil - I	1	0	2	2	2
ULH23AE1J	Applied Hindi - I	1	0	2	2	
ULF23AE1J	French for Specific Purpose I	1	0	2	2	
ULT23AE2J	Applied Tamil - II	1	0	2	2	2
ULH23AE2J	Applied Hindi - II	1	0	2	2	
ULF23AE2J	French for Specific Purpose II	1	0	2	2	
Total Learning Credits						11
Total Learning Credits						11

7. Internship / Apprenticeship / Project / Community Outreach (IAPC) (4 Courses)						
UBA23IP1L	Internship - 1(Business Development Plan)	0	0	4	2	2
UBA23IP2L	Internship - 2	0	0	4	2	2
UBA23IP3L	Mini Project Work and Dissertation (Institutional Training)	0	0	8	2	4
UBA23IP4L	Main Project Work and Dissertation.	0	0	12	2	6
Total Learning Credits						14
Total Learning Credits						14

4. Skill Enhancement Courses (SE) (4 Elective Courses)						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
UCD23S01L	Quantitative Aptitude and Logical Reasoning	0	0	2	2	1
UCD23S02L	Verbal Ability and Skill Development	2	0	0	2	2
UBA23S02L	Health and Wellness	0	0	2	2	1
Total Learning Credits						4

6. Value Addition Course (V) (4 Courses)						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
UCD23V01T	Universal Human Values – Understanding Harmony and Ethical Human Conduct	2	0	0	2	2
UEN23VA1L	Communication Skills	0	0	4	2	2
UCD23V03L	Industry Oriented Employability Skills for Arts	1	0	2	2	2
UCD23V06L	Career Readiness and Leadership Management	1	0	2	2	2
Total Learning Credits						8
Total Learning Credits						8

8. Mandatory Courses (M) (2 Courses)						
Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
UBA23M101T	Gender and Sociocultural Experiences in India	0	0	0	2	0
UNS23201L / UNC23201L / UNO23201L / UYG23201L	NSS / NCC / NSO / YOGA	0	0	0	2	0
UMI23401L	My India Project	0	0	0	0	0
Total Learning Credits						0
Total Learning Credits						0

Total Learning Credits for this Course: 169

(UBA- Undergraduate Business Administration-Regulation 2023) *-L-Lecture, T-Tutorial, P-Classroom practicum or Laboratory work, O-Outcome / Outreach based, C-Credit

SEMESTER I

Course Code	ULT23G01J	Course Name	TAMIL - I	Course Category	G	Generic Elective Courses (G)-01	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Tamil	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	மரபிலிருந்துமாற்றம்பெற்றபுதுக்கவிதைமரபின்சிந்தனைகளைஅறியச்செய்தல்	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	புதுக்கவிதையின்வழிமனிதவாழ்வியல்விழுமியங்களைத்தெரியச்செய்தல்																		
CLR-3 :	சிறுநிலக்கியங்கள், காப்பியங்கள்கற்பிக்கும்தமிழ்ச்சமூகத்தின்வாழ்வியலைஅறியச்செய்தல்																		
CLR-4 :	நவீனதமிழ்இலக்கியவளர்ச்சிவரலாற்றைப்புரியச்செய்தல்																		
CLR-5 :	மொழிப்பயிற்சிவழிமொழியின்பல்வேறுநுட்பங்களைத்தெரியச்செய்தல்																		

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)													
CLO-1:	புதுக்கவிதைஉருவாக்கித்தந்தபுதியசிந்தனைக்களங்களைஅறிந்துகொள்ளுதல்	2	75	60	Fun Know	App Know	Link Know	Disc Know	Proc Know	Skill Know	Abili Know	Skill Know	Anal Know	Invest Know	Prob Know	Com Know	Anal Know	PSO Know	PSC Know	PSO Know
H	L	H	M	H	H	L	M	H	M	L	H	H	-	-	-	-	-	-	-	-
CLO-2: <td>நவீனகவிதைகள்வழிமாற்றம்பெற்றுவரும்மானுடவிழுமியங்களைத்தெரிந்துகொள்ளுதல்</td> <td>2</td> <td>80</td> <td>70</td> <td>H</td> <td>M</td> <td>H</td> <td>L</td> <td>M</td> <td>H</td> <td>L</td> <td>H</td> <td>M</td> <td>L</td> <td>H</td> <td>H</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>	நவீனகவிதைகள்வழிமாற்றம்பெற்றுவரும்மானுடவிழுமியங்களைத்தெரிந்துகொள்ளுதல்	2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-	-
H	L	H	M	H	H	M	H	L	H	M	H	-	-	-	-	-	-	-	-	-
CLO-3: <td>தமிழ்ச்சமூகத்தின்இடைக்காலவாழ்வியல்முறைகளைஉணர்ந்துகொள்ளுதல்</td> <td>2</td> <td>70</td> <td>65</td> <td>H</td> <td>M</td> <td>H</td> <td>L</td> <td>H</td> <td>M</td> <td>M</td> <td>H</td> <td>H</td> <td>L</td> <td>H</td> <td>H</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>	தமிழ்ச்சமூகத்தின்இடைக்காலவாழ்வியல்முறைகளைஉணர்ந்துகொள்ளுதல்	2	70	65	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-	-
H	M	H	L	H	M	M	H	H	L	H	H	-	-	-	-	-	-	-	-	-
CLO-4: <td>நவீனஇலக்கியவரலாறுவழிதமிழ்க்கல்விவரலாறு, சமூகவரலாறுபெற்றவளர்ச்சிநிலைகளைத்தெரிந்துகொள்ளுதல்</td> <td>2</td> <td>70</td> <td>70</td> <td>H</td> <td>M</td> <td>H</td> <td>L</td> <td>H</td> <td>M</td> <td>M</td> <td>H</td> <td>H</td> <td>L</td> <td>H</td> <td>H</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>	நவீனஇலக்கியவரலாறுவழிதமிழ்க்கல்விவரலாறு, சமூகவரலாறுபெற்றவளர்ச்சிநிலைகளைத்தெரிந்துகொள்ளுதல்	2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-	-
H	M	H	H	M	H	L	M	H	L	H	H	-	-	-	-	-	-	-	-	-
CLO-5: <td>மொழியின்நுட்பங்களைஅறிந்துமொழிஆளுமையோடுசெயல்படஅறிந்துகொள்ளுதல்</td> <td>2</td> <td>80</td> <td>70</td> <td>H</td> <td>M</td> <td>H</td> <td>H</td> <td>M</td> <td>H</td> <td>L</td> <td>M</td> <td>H</td> <td>L</td> <td>H</td> <td>H</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>	மொழியின்நுட்பங்களைஅறிந்துமொழிஆளுமையோடுசெயல்படஅறிந்துகொள்ளுதல்	2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-	-
H	M	H	H	M	H	L	M	H	L	H	H	-	-	-	-	-	-	-	-	-

Duration (hour)	12	12	12	12	12
S-1	SLO-1	தமிழ்இலக்கியத்தின்வளர்ச்சிப்போக்குகள்	நவீனகவிதைதோற்றம்	தமிழரின்வீரமரபு	சிறுநிலக்கியத்தோற்றம்
	SLO-2	இலக்கியஉத்திகள்	நவீனகவிதைவரலாறு	போர்விழுமியங்கள்	சிறுநிலக்கியவகைமை
S-2	SLO-1	தமிழ்க்கவிதைமரபு	நவீனகவிதைசெல்நெறிகள்	பரணிஅறிமுகம்	சிறுநிலக்கியங்கள்
	SLO-2	காலந்தோறும்கவிதையின் கரு	செல்நெறிகளில்கோட்பாடுகள்	பரணிஇலக்கியங்கள்	முதன்மைச்சிறுநிலக்கியங்கள்
S-3	SLO-1	காலந்தோறும்கவிதையின் கட்டமைப்பு	கவிதைமொழி	கலிங்கத்துப்பரணி 477,490	பிள்ளைத்தமிழ் - உலா - தூது
	SLO-2	தற்காலஇலக்கியம்	நவீனகவிஆளுமைகள்	தலைவனின்வீரம்	புதுக்கவிதையில்சமூகம்
S-4	SLO-1	புதுக்கவிதைஉருவாக்கம்	பெண்கவிஞர்கள்	தமிழ்இலக்கியமரபில்தூது	புதுக்கவிதையும்இதழ்களும்

Duration (hour)		12	12	12	12	12
	SLO-2	புதுக்கவிதைவளர்ச்சிநெறிகள்	கவிதையில்நாட்டுப்புறவடிவம்	தூதுஇலக்கியங்கள்	மணிக்கொடிஇதழ்	பிழைநீக்கிஎழுதுதல்
S-5	SLO-1	பாரதியார் - புதுக்கவிதையின்அடையாளம்	இளம்பிறை - அம்மா	தமிழ்விடுதூது (184 - 186)	எழுத்துஇதழ்	எழுத்துப்பிழை
	SLO-2	பாரதியார்பன்முகஆளுமைத்திறன்	பெண்களின்கல்விநிலை	தமிழின்பெருமை	வானம்பாடிஇதழ்	தொடர்பிழை
S-6	SLO-1	பாரததேசம்	பெண்அடக்குமுறை	செய்யுள்மரபில்கலம்பகம்	சிறுகதைதோற்றம்	உயர்திணை, அஃறிணை
	SLO-2	பாரததேசத்தின்வளம்	ப. கல்பனா - கீறல்விழுந்தமலைக்காலங்கள்	கலம்பகஇலக்கியங்கள்	சிறுகதைவளர்ச்சி	பிறமொழிச்சொற்கள்வரலாறு
S-7	SLO-1	வெள்ளிப்பனிமலையின்மீதுலவுவோம்...	ஆண்பெண்சமத்துவம்	நந்திக்கலம்பகம்-வானுறுமதியை (110)	சிறுகதை - வரலாறு	பிறமொழிச்சொற்களைநீக்கிஎழுதுதல்
	SLO-2	ஆம்நூற்றாண்டுக்கவிதைமரபில்பாரதிதாசன்	விளிம்புநிலைவாழ்வியல்	கையறுநிலை	சிறுகதைஆசிரியர்கள்	ஷ, ஜ, ஸ, ஹமாற்றொலிகள்
S-8	SLO-1	பாரதிதாசன் - அழகின்சிரிப்பு	திருநங்கைகுணவதி - சமூகப்பார்வை	குறவஞ்சிஅறிமுகம்	இதழ்களும்சிறுகதையும்	தமிழ்இலக்கணநுட்பங்கள்
	SLO-2	ஆல் - ஆயிரம்கிளைகள்கொண்டஅடிமரம்	திருநற்களும்சாதனைகளும்	குறவஞ்சிஇலக்கியங்கள்	புதினம்தோற்றம்	இலக்கணமும்பயன்பாடும்
S-9	SLO-1	இயற்கையின்அழகியல்	புலம்பெயர்வாழ்வியல்	குற்றாலக்குறவஞ்சி - ஆடுமரவீனுமணி (3)	தொடக்கக்காலப்புதினங்கள்	தமிழில்சொல்வகைகள்
	SLO-2	வானம்பாடியில்மு.மேத்தா	ஸர்மிளாஸெய்யித் - புராதனஊர்	மலையும்வாழ்வும்	புதினம்வளர்ச்சி	சொல்லும்பயன்பாடும்
S-10	SLO-1	மு.மேத்தா - கவிதையின்தனித்தன்மைகள்	புலம்பெயர்வாழ்வின்வலியும்நம்பிக்கையும்	காப்பியஇலக்கணம்	புதினத்தின்வகைமை	பெயர்ச்சொற்கள்
	SLO-2	மனிதனைத்தேடி - கவிதை	காலந்தோறும்கவிதைவடிவில் மாற்றங்கள்	காப்பியவகைமைகள்	புதினஆசிரியர்கள்	பெயர்ச்சொற்கள்அறிதல்
S-11	SLO-1	மனிதநேயம்	ஹைக்கூ, லிமரைக்கூ, சென்ரியூ - தேர்ந்தெடுத்தகவிதைகள்	சிலப்பதிகாரம் - அறிமுகம்	தமிழ்இலக்கியத்தில்உரைநடைக்கூறுகள்	வினைச்சொற்கள்
	SLO-2	தமிழ்க்கவிதையில்சுற்றுச்சூழலியல்	ஹைக்கூ - மு.முருகேஷ்	கட்டுரைக்காதை	உரைநடையின்தோற்றம்	வினைச்சொற்கள்அறிதல்
S-12	SLO-1	பழனிபாரதியின்காடு	லிமரைக்கூ - ஈரோடுதமிழன்பன்	ஊழ்வினை	தமிழில்உரைநடை	தமிழில்பெயரடை, வினையடை
	SLO-2	இயற்கையும்சமூகசமத்துவவாழ்வியலும்	சென்ரியூ - மாமதயானை	கோவலனின்முற்பிறப்பு வரலாறு	உரைநடைவளர்த்தஅறிஞர்கள்	பெயரடை, வினையடைஅறிதல்

Learning Resources	<ol style="list-style-type: none"> முல்லைக்காடு, தொகுப்பும்பதிப்பும் - தமிழ்த்துறைஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல்மற்றும்தொழில்நுட்பக்கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023 வல்லிக்கண்ணன், புதுக்கவிதைதோற்றமும்வளர்ச்சியும், ஆழிபதிப்பகம், சென்னை, 2018 கா. சிவத்தம்பி, தமிழில்சிறுகதைதோற்றமும்வளர்ச்சியும், என்.சி.பி.எச்., சென்னை, 2013 தமிழ்இணையக்கல்விக்கழகம் - http://www.tamilvu.org/ மதுரைதமிழ்இலக்கியமின்தொகுப்புத்திட்டம் -https://www.projectmadurai.org/
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR.
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23G01J	Course Name	HINDI-I	Course Category	G	Generic Elective Courses (G)-01	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		HINDI	Data Book / Codes/Standards		Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To Communicate in Hindi without any inhibition	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To appreciate the Hindi Language in its various forms	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-3 :	To analyze the different writing styles																		
CLR-4 :	To display moral and social values in the field of social Responsibility and Integrity																		
CLR-5 :	To be willing listeners and Translators-where need be																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :	To Understand the Philosophy of life and living through Stories	2	75	80	H	H	H	M	L	H	L	M	L	L	H	M	-	-	-
CLO-2 :	To Examine Travelogue writing and Sketch	2	80	90	H	H	H	M	L	H	H	M	L	L	H	M	-	-	-
CLO-3 :	To Identify Irony and essay based writing	2	75	95	H	H	M	L	H	H	M	H	M	M	H	H	-	-	-
CLO-4 :	Evaluate the various social issues depicted in the prose	2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-
CLO-5 :	To Understand the basic and fundamental principal of Translation	2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-

Duration (hour)	12	12	12	12	12
S-1	SLO-1	KAHANI	REKHACHITRA & YATRAVITRANT	NIBANDH	NATAK
	SLO-2	AVDHARNA	AVDHARNA	NIBANDH KI AVDHARNA	AVDHARNA
S-2	SLO-1	SWARUP	SWAROOP	SWARUP	NATAK KA SWARUP
	SLO-2	PARIBHASHA	BHUMIKA	PARIBHASHA	PARIBHASHA
S-3	SLO-1	KAHANI KE TATVA	MAHATVA	MAHATVA	TATVA
	SLO-2	KAHANI KA MAHATVA	UDDESHYA	UDDESHYA	PRAKAR
S-4	SLO-1	PAIKSHA- PREMCHAND	GISHA-REKHACHITRA	KUTAJ- NIBANDHHAJARI PRASHAD DIVEDI	UDDESHYA
	SLO-2	KAHANI KA PARICHAY	LEKHIKA PARICHAY	LEKHIKA PARICHAY	RANGMANCH KA PARICHAY
S-5	SLO-1	VISLESHAN	PATH KA VISHLESHAN	PATH KA MAHATVA	NATAK KA MAHATVA
	SLO-2	EMANDARI KA MAHATVA	GURU SHISHYA KA SAMBANDH	VIPRIIT PARISHTHITIYON ME JEEVAN KI ASH	PRAYOJAN
S-6	SLO-1	HONHARI KA PARICHAY	GURU KE PRATI SMARPAN BHAVANA	MANAV KI AKANKSHAYEN	ANDHER NAGRI-(NATAK) BHARTENDU HARISHCHAND
	SLO-2	UDDESHYA	PATH KA MAHATVA	SHANGHARSHIL JEEVAN	LEKHAK PARICHAY
S-7	SLO-1	MALBE KA MALIK MOHAN RAKESH	THELE PAR HIMALAY (YATRAVITRANT)	SANGHARSH KA PARINAM	NATAK KA VISLESHAN
	SLO-2	LEKHAK PARICHAY	LEKHAK PARICHAY	BHOLARAM KA JEEV-(VYANGYA) HARISHANKAR PARSHAI	NATAK ABHINAY

S-8	SLO-1	BATWARE KA YATHARTH VARNAN	YATRAVITRANT KA MAHATVA	VYANGYA KI AVADHARNA	LALCH KA DUSHPARINAM	HINDI SE ANGREJI
	SLO-2	TATKALIN PARISHTHITI KA VARNAN	YATRA KA YATHARTH CHITRAN	MAHATVA	SHISHYA KI AGYANTA	ANUVAD PRIYOJNA KARYA
S-9	SLO-1	APNI MITTI SE LAGAV	PATH KA VISLESHAN	LEKHAK PARICHAY	GURU SHISHYA SAMBANDH	PUNRIKSHAN
	SLO-2	RAJNITIK VIDWESH KA PARINAM	HIMALAY KA VARNANA	PATH KA VIHLESHAN	HASHYA VYANGY SE AVAGAT KARANA	VIVIDH PRAYOG
S-10	SLO-1	PROPKAR KI BHAVANA	HIMALAY KA LOK JEEVAN	MADHYAVARGI PARIVAR KI STHITI	DURDRISHTIHN	PARIBHASHIK SHABDAVALI
	SLO-2	KAHANI PATH	LOK SAMASYA	SARKARI TANTRA KA KHOKHLA RUP	MAHATTAKANKSHI KA DUSHPARINAM	ATI MAHTVAPURN SHABD
S-11	SLO-1	KAHANI KA VISHLESHAN	UDDESHYA	PAURANIK KATHA KA CHITRAN	GURU KI AVAGYA KA DUSHPARINAM	TAKANIKI SHABDAVALI KA MHATVA
	SLO-2	PRASHO KI CHARCHA	PRASHNA ABHYASH	SANVEDANSHIL BHAVANA	TATKALIN SAMAJIK VYAVASTHA KI CHARCHA	HINDI SE ANGREZI SHABD
S-12	SLO-1	PRASHN ABHYASH	PATH PRICHARCHA	PARICHARCHA	PARICHARCHA	ANGREZI SE HINDI SHABD
	SLO-2	KAHANI KA UDDESHYA	MAHATVAPURN BIBDUON KI CHARCHA	PRASHANA ABHYASH	PRASHNABHYASH	SHABDAVALI KI AVSHYAKTA

Learning Resources	Edited Book: “SAMANYA HINDI”, SRIJONLOK PUBLICATION, 2023, New Delhi.					
	<ol style="list-style-type: none"> 1. KABIR – HAZARI PRASAD DWEDI 2. SURDAS – RAM CHANDRA SHUKL 3. BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY 4. BIHARI – VISHVNATH PRASAD MISHR 5. Aadhunik Vigyapan aur Jansampark – Tareh Bhatia 					

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
		2. Dr. Md.S. Islam Assistant Professor, SRMIST
		3.Dr. S. Razia Begum, Assistant Professor, SRM IST
		4, Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23G01J	Course Name	FRENCH-I	Course Category	G	Generic Elective Courses (G)-01	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	French	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Extend and expand their savoir-faire through the acquisition of current scenario	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-3 :	Make them learn the basic rules of French Grammar.				H	M	H	H	M	H	L	M	M	H	L	-	-	-	
CLR-4 :	Develop strategies of comprehension of texts of different origin				M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLR-5 :	Strengthen the language of the students both in oral and written				H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
					H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
					M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	To acquire knowledge about French language	2	75	80	H	M	H	H	M	H	L	M	M	H	L	-	-	-	
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French	2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3 :	To develop content using the features in French language	2	85	75	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4 :	To interpret the French language into other language	2	75	80	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language	2	80	75	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Duration (hour)	12	12	12	12	12	12
S-1	SLO-1	Contacts	Les verbes du premier groupe	Qu'est-ce qu'ils font ?	Portraits	Les verbes du deuxième groupe –
	SLO-2	Emma la championne	Les exemples	Les exemples	Un casting	Les exemples
S-2	SLO-1	Les nombres à partir de 31	La liaison	Où est mon sac	Les exemples	Les pronoms personnels toniques
	SLO-2	Les activités	Les activités	Les exemples	Les activités	Les exemples
S-3	SLO-1	Les pays	Entrer en contact	Quelques objets	Le Petit Spirou	Les verbes faire et lire
	SLO-2	les nationalités	Les activités	Les exemples	Les activités	Les exemples
S-4	SLO-1	Les jours de la semaine	Présenter et se présenter	Les professions	L'aspect physique	Les Sons
	SLO-2	Les jours	Les activités	La fiche d'identité	Les activités	Les exemples
S-5	SLO-1	Les mois de l'année	Demander et dire la date	La formation du féminin (2)	Le caractère	Décrire l'aspect physique
	SLO-2	Les activités	Les activités	La phrase interrogative partielle –	Les exemples	Décrire le caractère
S-6	SLO-1	Les animaux domestiques	une rencontre.	Qu'est-ce que c'est ?	les états d'âme	Demander et dire l'heure
	SLO-2	Les activités	Les activités	Qui est-ce ?	Les activités	Les exemples
S-7	SLO-1	La famille (1)	Contacts	C'est / Il est (1)	Les prépositions de lieu (1)	Elle est comment ?
	SLO-2	Les activités	Les activités	Les exemples	Les exemples	Les exemples
S-8	SLO-1	La formation du féminin (1)	Emma la Championne	La phrase négative (1)	La famille (2)	Portraits
	SLO-2	Les activités	Les activités	Les exemples	Les activités	Les exemples

Duration (hour)	12	12	12	12	12
S-9	SLO-1	Les adjectifs possessifs	Mots et expressions	Les verbes aller et venir	La formation du féminin
	SLO-2	Les exemples	Les activités	L'élision	Les activités
S-10	SLO-1	La phrase interrogative	Grammaire -	Les formules de politesse	La formation du pluriel (2)
	SLO-2	Les exemples	Les exemples	Demander des informations personnelles	Les activités
S-11	SLO-1	Les activités	Communication	C'est qui ?	Il y a
	SLO-2	Les nombres	Les activités	Qu'est-ce qu'ils font ?	Les activités
S-12	SLO-1	intonation et est-ce que	Les verbes du ER –groupe	Mots et Expressions	Les articles contractés
	SLO-2	Les exemples	Les exemples	Grammaire – Communication	Les exemples

Learning Resources	Theory:
	1. “‘ Nouvelle Génération-AI” Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018.
	2. Cahier d'activités avec deux discs compacts.
	3. https://www.fluentu.com/blog/french/french-grammar
	4. https://www.elearningfrench.com/learn-french-grammar-online-free.html
	5. https://www.lawlessfrench.com/grammar
	6. https://blog.gymglish.com/2022/12/15/basic-french-grammar

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (5%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2. Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigail, Assistant Professor, SRMIST, VDP

Course Code	ULE23AE1T	Course Name	ENGLISH	Course Category	A	Ability Enhancement Courses (AE)-01	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Department of English, FSH, SRMIST		Data Book / Codes/Standards	Nil	

Course Learning Rationale (CLR):		The purpose of learningg this course is to:			Learning		
CLR-1 :	Develop an understanding and sensibility of human consciousness through gender inclusive curriculum				1	2	3
CLR-2 :	Enhance the abilities of deeper understanding to stay with integrity with the fellow human beings				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLR-3 :	Develop the overall language competency of the learner						
CLR-4 :	Develop proficient language skills						
CLR-5 :	Learn to express the thoughts clearly, develop logical arguments and enhance the overall communication skills.						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:					
CLO-1 :	Analyze different literary texts to identify the representation of issues related to gender, and class				2	75	60
CLO-2 :	Apply critical thinking skills to analyze and respond to academic texts.				2	80	70
CLO-3 :	Critically evaluate and discuss contemporary issues through online articles.				2	70	65
CLO-4 :	Refine their general writing skills				2	70	70
CLO-5 :	Improve their language application skills				2	80	70
					2	75	60

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	M	M	L	-	M	-	M	H	L	H	L	-	-	-
M	H	L	-	-	-	-	M	M	H	H	M	-	-	-
M	M	M	-	L	L	-	H	M	H	H	L	-	-	-
H	M	L	-	M	H	-	-	-	-	H	L	-	-	-
H	H	-	M	-	M	-	L	L	M	H	M	-	-	-
H	M	M	L	-	M	-	M	H	L	H	L	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to the poetry and the poet- Sukirtharani	Introduction to Short stories. Introducing the short story writer Katherine Mansfield.	Introduction to Creative Writing. Explaining the elements of creative writing.	Building the discourse- The significance of conversation and the key elements of discourse are the points of discussion in this class hour.	Reflecting the learning. -Review writing
	SLO- 2	Reading and recitation of the poem -Debt	Reading the story- The Doll's House	Stand-up comedy show -translate the audio content in English. (any regional language)	Art of conversation in digital and verbal discourse- Lee Mockobe's A Powerful Poem of what it means to be a Transgender. TEDX TALK- POEM RECITATION	Choosing the subject for reviewing.
S-2	SLO-1	Analysis and Critical interpretation of the poem.	Explaining the story through depiction of characters and representation of injustices.	Students- groups -Students belonging to States other than Tamilnadu	Reflecting on the style and the tone of the poem.	Planning to choose.
	SLO- 2	Introduction to the poet Kalki Subramaniyam.	Analysis and critical interpretation of the short story Doll's House.	Practice the writing activity -creative ways of engaging in translation.	Practicing conversation	Understand the review process how effectively a review of any work can be done.
S-3 – S-4	SLO-1	Reading and recitation of the poem Phallus I cut.	Introduction to the writer Haruki Murakami.	Correction of errors- attempting to translate.	Introducing Content writing in Social Media- the importance of content writing.	Introducing the students to the review of the various works.

Duration (hour)		12	12	12	12	12
	SLO- 2	Analysis and Critical interpretation of the poem.	Reading the Confessions of a Shinawaga monkey.	Identifying equivalent terms to certain regional words - learn the art of translation.	BLOG WRITING - Subtleties Of Workplace Inclusion: Mental Health And Queer Community- Salik Ansari. .	Reviewing -recorded -posted in the social media pages of SRMIST
S-5	SLO-1	Introduction to the poet Imtiaz Dharker	Discussion and analysis of the Confessions of a Shinawaga monkey.	Introducing famous art works and the contexts of creation. Salvador Dali- The Face of War Pablo Picasso- Guernica Edward Munch- The Scream Pieter Bruegel- The Tower of Babel	writer's conversation with the readers - the blog in other blog articles..	Thoughtful conversation with your team member post the same in the official social media page of SRMIST.
	SLO- 2	Reading and reciting the poem Purdah 1	Introduction to Crystal Wilkinson	creative and/ or thoughtful writing - contemporary themes of modern day relevance	Practice blog writing	Choosing the team based on the abilities that are comfortable to match the peer members
S-6	SLO-1	Analysis and Critical interpretation of the poem- Purdah 1	Reading Endangered Species: Case 47401.	Students -writing abilities- building stories- a visual treat of variety of pictures.	Apprehending Life by reading the texts of influence- Chimamanda Ngozi Adiche's Notes on Grief- A BRIEF NOTE, We should all be Feminists- An Essay.	Choosing the topics for a thoughtful conversation
	SLO- 2	Reading and reciting the poem Purdah 2	Discussion and analysis of Endangered Species: Case 47401.	Elements of writing	Discussion- essay by the author -subjective depiction of life. Understand -subjective opinions -perspectives -	Planning and preparation for the script of conversation with a team member
S-7 – S-8	SLO-1	Analysis and Critical interpretation of the poem- Purdah 2	Introduction to C.S Lakshmi also known as Ambai.	Incorporate the elements of story in story writing.	Class discussion	Drafting, editing and revising the script of conversation and enacting the conversation with the team members
	SLO- 2	Introduction to the poet Arundathi Subramanian	Reading the short story- In a Forest, A Deer.	Practice -write stories -pictures given or shown .	Practising the task multiple times with all the students in the classroom.	Enactment -proper rehearsal -final performance - conversation- whole performance should be recorded.
S-9	SLO-1	Reading and reciting the poem- Home	Discussion and Analysis of In a Forest, A Deer.	A writing task to write a script is introduced in the classroom.	Interposing opinions in famous interviews-	The recording should be posted in the official media page and social handles of SRMIST.
	SLO- 2	Analysis and Critical interpretation of the poem- Home	Retrospecting the writing styles of the authors- Katherine Mansfield, Haruki Murakami, Crystal Wilkinson and Ambai.	creative scripts inspiring from the dialogues of their favourite films by changing the scenario to their own wish according to their own whims and fancies.	Interposing opinions in famous interviews- FII Interviews: Tasveer Co-Founder And Filmmaker Rita Meher On The Seattle Legislation, Minority Rights And The Fight Against Oppression- INTERVIEW	work for this social post - reflect on their experience of learning communicative English course and the testimonial has to be recorded and posted in the social media pages of SRMIST..
S-10	SLO-1	Recollection of study of the writing styles and intentions of the poets prescribed in the syllabus.	Revision- The Doll's House	Creative writing -writing news reports. recreated with new characters, places, scenes, incidents.	Students -enact as interviewer and interviewee and practice building the discourse.	Involving the students for the project work. Introducing what is project work and inculcating the interest -Giving instructions to do the project works -
	SLO- 2	Revision of the poems Debt and Phallus I cut	Revision- Confessions of a Shinawaga Monkey	Watch debate shows - summarising the arguments Enhance -descriptive writing skill.	Certain role plays like celebrity personalities, political personalities -conduct the interview and be the interviewer and interviewee.	Discussion of ideas and generation of creative ideas

Duration (hour)		12	12	12	12	12
S 11 - S 12	SLO-1	Revision of the poems Purdah 1 and 2	Revision- Endangered Species: Case 47401	Practice the improvement of writing skill.	The art of conversation and the ability to build a discourse	1. Assignment on any piece of creative writing (OR) 2. Presentation- Mastering the art of Public Speaking. (OR) 3. Project on compiling the real life influential events on gender inclusive issues and a presentation of the same. Interview Scripting /Blog writing.
	SLO- 2	Revision of the poem Hiome.	Revision- In a Forest, A Deer.	Repetitive practice and continuous assessment -writing skills-master the writing skill.	The evaluation and assesment of the conversation - constructive feedbacks to the students.	Students can opt any of the project from the given choice.

Learning Resources	1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020
	2. English Grammar in Use by Raymond Murphy
	3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007
	4. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition,2016
	5. http://www.apitudetests.org/verbal-reasoning-test
	6. https://www.assessmentday.co.uk/apitudetests_verbal.htm

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (5%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
Total		100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishna RajSutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English Ethiraj College for WomenChennai jmbwilson97@gmail.com	Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST
Ann Mariya Thomson RA2232105010015, II M.A English Literature CSH, SRM IST az1160@srmist.edu.in	Dr. K S Antonysamy Associate Professor and Head, Dept. of English Loyola College, Chennai antonyks@loyolacollege.edu	Dr. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH,SRMIST Dr Anchal Sharma, Prof & Hod EFL SRMIST NCR Campus Dr T Sridevi, Assistant Professor English, FSH Ramapuram SRM Dr Shanmuga Priya, Assistant Professor SRMIST Trichirapalli Campus

Course Code	UBA23101T	Course Name	MANAGEMENT CONCEPTS	Course Category	C	Discipline Specific Course -Core-01					L	T	P	O	C
											2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration			Data Book / Codes/Standards	-

Course Learning Rationale (CLR):		The purpose of learningg this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Enable the students to analyze and understand the historical evolution of management theories.	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Develop an understanding of planning and Decision making.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning			
CLR-3 :	Evolve practical application of organizing and departmentation in an organization.																					
CLR-4 :	enable the students to practice leadership and motivation concepts in an organization																					
CLR-5 :	Exercise controlling techniques in an organization for measuring organizational performance and managerial actions.																					
CLR-6 :	Gain valuable insight into theory and practice of management																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLO-1 :	Understand the fundamental management concepts, management theories and philosophies.	3	90	70	M	H	M	-	L	H	M	-	L	M	-	L	M	-	-	-	L	M
CLO-2 :	Practice planning and rational decision-making.	3	90	80	M	H	M	-	L	H	M	-	L	M	-	L	M	-	-	-	L	M
CLO-3 :	Perform organizing and construct organizational structure.	4	85	70	M	H	M	-	L	H	M	-	L	M	-	L	M	-	-	-	L	M
CLO-4 :	Implement concepts related to leadership, motivation and communication.	4	95	75	H	L	M	-	L	-	M	-	L	L	L	L	L	-	-	-	L	H
CLO-5 :	Apply controlling techniques in business.	3	95	80	H	L	M	-	L	-	M	-	L	L	L	L	L	-	-	-	L	H
CLO-6 :	Get an insight into theory and practice of management.	4	85	75	M	H	M	-	L	H	M	-	L	M	-	L	M	-	-	-	L	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Management- definition	Planning- Definition	Organizing - Definition	Directing- Definition
	SLO-2	Nature and purpose	Nature & purpose of planning	Nature and characteristic of organizing	Features & Importance of Directing
S-2	SLO-1	Different levels of Management	Planning process	Process of Organizing	Elements of directing
	SLO-2	Management vs administration	Benefits of Planning	Principles of Organizing	Motivation -Meaning
S-3	SLO-1	Management science or Art	Pitfalls of planning	Importance of Organizing	Nature and Importance of motivation
	SLO-2	Management functions	Types of Plans- Missions, objectives	Classification of Organizations - Formal Organization, Informal Organization	Different Methods of Motivation
S-4	SLO-1	Kinds of managers	Types of Plans - procedures, rules	Line organization, Line and Staff Organization.	Theories or Models of Motivation
	SLO-2	Managerial roles	Types of Plans- programs, budgets	Organisational structure - Meaning	Abraham Maslow's need hierarchy theory
S-5	SLO-1	Managerial skills	Objectives - Setting objectives	Functional Organization Structure, Product Organizational Structure	Frederick Herzberg's motivation-hygiene theory
	SLO-2	The evolution of management thought	Management by objectives - MBO	Geographic Organizational Structure, Matrix Organizational Structure.	Victor vroom's expectancytheory
S-6	SLO-1	Pre-scientific Management Period	Process of MBO	Departmentation - Meaning	McGregor's theory x andtheory y
	SLO-2	Classical Theory - Scientific Management - F. W. Taylor	Advantages and disadvantages of MBO	Bases of Departmentation- Functions, Products	Leadership – Meaning, Importance of leadership

Duration (hour)		9	9	9	9	9
S-7	SLO-1	Administrative theory- Henry fayol	Decision making	Territory, Customers, Process or Equipment, Time and Numbers.	Leadership qualities	Modern Techniques -Responsibility accounting , Management audit
	SLO-2	Neo-classical management era - Elton Mayo	DecisionMakingProcess	Span of Managemnt ,Delegation of authority	Leadership styles	Modern Techniques - PERT
S-8	SLO-1	Modern management era - Contingency Theory	The importance of rational decision making	Centralization & Decentralization	Communication , Importance of effective communication	Modern Techniques - CPM , Management information system
	SLO-2	System Approach to Management	Limitations of rational decision making.	Staffing	The communication process	Challenges in controlling
S-9	SLO-1	Trends of Management in global scenario.	Typesofdecisions- TacticalandStrategic Decisions	Nature and importance of staffing	Kinds of communication	management by exception
	SLO-2	Challenges of Management in global scenario.	ProgrammedandNon-programmedDecisions	Functions of staffing	Barriers in communication, improving communication	Process of MBE

Learning Resource	1. Chuck. Tripathywilliams (manasranjan.), ManasTripathy , MGMT - A south Asian Perspective, Cengage South-Western .	6. Richard Daft, Principles of Management, Cengage Learning. 7. 7.https://lecturenotes.in/subject/62/principles-of-management-pom 8. 8.https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes
	2. Dr.J.Jayasankar, Principles of Management, MarghamPublications. 3. P.C Tripathi& P.N Reddy, Principles of Management, Tata Mcgraw Hill. 4. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India. 5. L.M.Prasad, Principles and Practice of Management, S.Chand Publishers.	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
Mr.Kani, Tech lead, CTS, Chennai.		Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai
		1. Dr. J. Rajalakshmi, SRMIST 2. Dr.A. Gajendran, SRMIST.

Course Code	UBA23102T	Course Name	FUNDAMENTALS OF FINANCIAL ACCOUNTING	Course Category	C	Discipline Specific Course -Core-02	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Enable the students to understand the meaning, scope, Branches of accounting, Accounting Concepts and techniques of book keeping systems.	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Facilitate the Cash book system and journal, ledger posting methods and Trial balance for preparation of final account	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	Help the students for preparing the final accounts with some adjustment entries	Expected Proficiency (%)	Application of Concepts
CLR-4 :	Familiarize the learners to know Bank Reconciliation statement and Fire Insurance claims	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	Enable the learners to prepare net worth method of single entry for calculation of profit and loss.		Procedural Knowledge
CLR-6 :	To facilitate the students to understand company's share issues and allotment of shares		Skills in Specialization
			Ability to Utilize Knowledge
			Skills in Modeling
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:		
CLO-1 :	1. Understand the basic accounting concepts and their application in the Business	3 80 70	H H H H L - - H M H - H - - -
CLO-2 :	2. Apply the dual-entry recording framework of cash book systems to a series of transactions that results in Trial balance	3 85 75	H H H M L - - H M H - H - - -
CLO-3 :	3. Gain knowledge on the preparation of final accounts with some adjustment entries.	3 75 70	H H H M L - - H M H - H - - -
CLO-4 :	4. Develop the skills needed to prepare the Bank Reconciliation statement and fire Insurance claim pattern effectively	3 85 80	H H M M L - - M M H - H - - -
CLO-5 :	5. Students will be exposed to find the profit under single entry system of book keeping system to be adopted	3 85 75	H H M H L - - M M H - H - - -
CLO-6 :	6. Attain knowledge about various kinds of shares and methods of allotment shares of the company	3 80 70	H H L M L - - M M M - H - - -

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to Accounting-meaning and Definition	Introduction about final Accounts	Depreciation: meaning, Definition and Concept	Single Entry System: Meaning and Definition
	SLO-2	Objectives, Advantages and Limitations of Accounting	Manufacturing account and features of manufacturing account	Characteristics, Causes and Objectives of Depreciation	Salient features or characteristics of single entry system
S-2	SLO-1	Branches of Accounting, Methods of Accounting	Trading account and preparation of Trading account	Necessity for providing depreciation, Methods of recording Depreciation	Advantages of single entry system
	SLO-2	Types of Accounts and Golden rules of Accounting	Items appearing on the Debit side of Trading account	Calculating Rate of depreciation	Limitations of single entry system
S-3	SLO-1	Accounting Concepts	Items appearing on the Credit side of Trading account	Straight line method/Fixed Installment method	Difference between double entry and single entry system
					(i)Receipt of share money in one instalment

Duration (hour)	9	9	9	9	9
	SLO-2	Accounting Conventions	Closing entries in respect of trading account	Diminishing Balance Method/written down value method	Ascertainment of profit under single entry system
S-4	SLO-1	Accounting Cycle and Accounting Equation	Items appearing on the Debit side of profit and loss account	Calculation of value of Depreciation under straight line method	Calculation profit under net worth method/ statement of affairs method
	SLO-2	Subsidiary Books	Items appearing on the Credit side of profit and loss account	Fire Insurance Claims: Meaning and Definition	Calculation profit under net worth method (i) Calculation of opening capital
S-5	SLO-1	List of Accounting Standards, GAAP, IFRS - IAS Standards	Preparation of Profit & Loss account	Need and importance of fire Insurance	Calculation profit under net worth method (ii) Calculation of closing capital
	SLO-2	Journal Entries	Balance sheet-Classification of assets and liabilities	Types of fire Insurance policies	(iii) Ascertainment of Drawings
S-6	SLO-1	Ledger Accounts Posting	Fixed Assets, Current Assets, Liquid Assets, Fictitious Assets, Contingent Assets	Loss on stock claims	(iv) Ascertainment of capital introduced during the year
	SLO-2	Trial Balance	Liabilities- Long term, Current, Contingent	Computation of claim to be lodged for loss of stock	Preparation of statement of profit
S-7	SLO-1	Cash Book - Single Column	Preparation of Balance sheet	Memorandum of Trading Account	Distinction between balance sheet and statement of affairs
	SLO-2	Double column cash Book T	Adjustment entries Closing stock Outstanding Expenses	Gross profit Ratio	Overview about conversion method
S-8	SLO-1	Three Column Cash Book	Prepaid Expenses Accrued Income	Abnormal items and gross profit ratio	Meaning and Definition of conversion method
	SLO-2	Bank Reconciliation Statement Meaning, Need and Causes Proforma of a Bank reconciliation statement	Income receivable in advance Depreciation of assets Interest on capital & drawings	Average clause	Need and importance of conversion method
S-9	SLO-1	Reconciliation from favorable cash book and Pass book balance	Bad debts & Doubtful debts Provision	Revision on Depreciation	Simple problems in conversion method
	SLO-2	Reconciliation from Overdrawn cash book and Passbook balance	Consolidated Problems- Trading, P&L and Balance sheet.	Revision on Fire insurance claims	Testing the students understanding

Learning Resources	1. Reddy, T.S and Murthy, A Financial Accounting, Eight Revised Edition Margham Publications, 2022 2. Rajasekaran, V and Lalitha, R, Financial Accounting, Second Impression, Pearson in south Asia, 2012 3. R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi-2015	4. Jain, S.P & Narang, K.L Revised edition, Financial Accounting, Kalyani publishers, 2017 5. https://similarweb.com/top-websites/category/finance/accounting-and-auditing 6. https://www.softwaresuggest.com/accounting-software
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CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers			Theory – 20% Problem – 80%	
Experts from Industry		Experts from Higher Technical Institutions		Internal Experts
				Dr. L. Jayanthi –SRMIST-KTR

Duration (hour)		9	9	9	9	9
						Maintaining Relevance, Extreme competition, and Standardization.
	SLO-2	Introduction to elements	Role of Project Management	Art of Innovation	Product planning	Design thinking to meet corporate needs
S-5	SLO-1	Principles of Design	Implementing the process of driving inventions	Innovation and Creativity	Product specifications	Design thinking for Startups
	SLO-2	Basics of design-dot, line shape	Implementing the process of driving inventions	Role of Innovation in an organization	Innovation towards product design	Defining Business Models
S-6	SLO-1	Basics of design-dot, line shape	Design thinking in social innovations	Role of creativity in an organization	Importance of modeling	Testing Business Models
	SLO-2	Form as fundamental design components	Design thinking in social innovations	Creativity to Innovation	Importance of modeling	Developing prototypes
S-7	SLO-1	Form as fundamental design components	Tools of design thinking -person, customer, journey map, brainstorming	Teams for innovation	How to set specifications	Testing prototypes
	SLO-2	Principles of design	Tools of design thinking -person, customer, journey map, brainstorming	Measuring the impact and the value of creativity	Assumption Testing	Principles that will help you to create your own ideas
S-8	SLO-1	Introduction to design thinking	Student Product Development Activity	Managing skills for sustaining a culture of Innovation	Customer co-creation	How to market our own product
	SLO-2	History of Design Thinking	Product development ideas	Debate on activity and innovation	Learning Launch	About maintenance
S-9	SLO-1	New materials in Industry	Present design Process	Flow and planning from idea to innovation	Design Thinking applied to product development	Reliability and plan for startup
	SLO-2	New materials in Industry	Flow Chart	Debate on value-based Innovation	Design your own product	Refine innovation ideas using design heuristics

Learning Resource	<ol style="list-style-type: none"> 1. Brown, T., Katz, B. M. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. HarperBusiness, 2009 2. Lewrick, M. et al. Design Thinking Playbook, Wiley, 2018 3. Tim Brown, Change by design, Harper Collins Publishers, 2009 4. Idris Mootee, Design Thinking for Strategic Innovation, John Wiley & Sons, 2013 5. David Lee, Design Thinking in the Classroom Ulysses press 6. Shrutin N Shetty, Design the Future, Norton Press 7. William Lidwell, Kritin Holden, Jill Butler, Universal principles of design, Rockport Publisher, 2010 8. Chesbrough, H., The era of open innovation, 2003 	<ol style="list-style-type: none"> 9. Jeanne Liedtka and Tim Ogilvie, "Designing for growth: A design thinking tool kit for managers", 2011 10. Michael Lewrick, Patrick Link, Larry Leifer, "The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems", 2018 11. Leo Frishberg and Charles Lambdin, "Presumptive design: Design provocations for innovation", 2016 12. "Systems thinking: Managing chaos and complexity: A platform for designing business architecture.", "Chapter Seven: Design Thinking", by Jamshid Gharajedaghi, 2011
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		Theory	Practice
	Understand										30%	-
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Dr.K.J.Vinothini- SRMIST- VDP

Duration (hour)	9	9	9	9	9
			decisions		
	SLO-2	Micro environment	Political Environment	Five Year Planning	Advantages of MNC
S-6	SLO-1	Macro environment	Directive Principles of State Policy	Financial Environment	Weakness of MNCs
	SLO-2	Competitive Structures of Industries	Centre – State Relations	Financial System	Foreign Capital and Collaboration
S-7	SLO-1	Competitor analysis	Function of State	Commercial banks	Trends in Indian Industry
	SLO-2	Environment - Business Relation	Classification of Functions of State	Financial Institutions	Foreign Exchange
S-8	SLO-1	Environmental analysis	Politico-Economic Synthesis	RBI	Export and Import
	SLO-2	Process of environmental analysis	Impact of Political Environment on Business	Stock Exchange	GATT
S-9	SLO-1	Importance of Environmental Analysis	Legal Environment of Business	IDBI	WTO
	SLO-2	Discussion	Corporate Governance	Non-Banking Financial Companies (NBFCs)	Discussion

Learning Resource	1. K. Aswathappa, 2021, "Essentials of Business Environment (Text, Cases & Exercises)", Himalaya Publishing House 2. Gupta CB, 2022, "Business Environment", Sultan Chand & Sons publishing house 3. WimHulleman, Ad Marijs, 2021, "Economics and Business Environment", Routledge, Taylor and Francis	4. Justin Paul, 2018, "Business Environment: Text & Case", McGraw Hill Education 5. Helen Kopnina and John Blewitt, 2017, "Sustainable Business; Key Issues", Taylor & Francis, Routledge 6. Michael Blowfield, 2019, "Business And Sustainability", OXFORD
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Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. T.N. Sekhar, CA, CIMA	3. Dr. Siva Sankaran, IIM Ranchi	Dr. N. KUMAR – SRMIST-KTR
2. Mr.Madhan Raj, General Manager (Audit), Hyundai Motors India Ltd., Chennai	4. Dr.Narasiman, IIM Bangalore	

Course Code	UCD23S01L	Course Name	QUANTITATIVE APTITUDE AND LOGICAL REASONING	Course Category	S	Skill Enhancement Course-01	L	T	P	0	C
							0	0	2	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Guidance Cell	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Demonstrate various principles involved in solving mathematical concepts	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Critically evaluate basic mathematical concepts related to profit, loss, interest calculations, average and interpret data		
CLR-3 :	Enable students to understand reasoning skills		
CLR-4 :	Use the basic mechanics of Grammar		
CLR-5 :	Acquire time management skills and expose students to the requirements of the job market		
CLR-6 :	Create awareness in students regarding the various concepts in quantitative aptitude and reasoning skills and also their importance in various competitive exams		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom) Expected Proficiency (%) Expected Attainment (%)	Fundamental Knowledge Application of Concepts Link with Related Disciplines Procedural Knowledge Skills in Specialization Ability to Utilize Knowledge Skills in Modeling Analyze, Interpret Data Investigative Skills Problem Solving Skills Communication Skills Analytical Skills ICT Skills Professional Behavior Life Long Learning
CLO-1 :	Understand the concepts of LCM, HCF, ratio and proportions, percentages and approach questions in a simpler and innovative method	3 80 70	M H M M M H L M M H M M L L M
CLO-2 :	Develop, solve, analyze, and use simple mathematical models that are relevant to daily life.	3 80 75	M H M M M H L M M H M M L L M
CLO-3 :	Solve problems on reasoning	3 85 70	M H M M M H L M M H M M L L M
CLO-4 :	Understand the different parts of speech and use them in sentences appropriately	3 85 80	M M M M M L M M M H M L H H
CLO-5 :	Instill confidence in students and develop skills necessary to face the audience	3 85 75	M M M M M L M M M H M L H H
CLO-6 :	Help students to take a variety of competitive exams	3 80 70	M H M M M H L M M H M M L L M

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Speed Maths and Simplification	Profit and Loss-Introduction	Number Series	Most Logical Choice	Self-Introduction - Introduction
	SLO-2 Simplification Techniques and Tricks	Profit and Loss- Basic Problems	Number Series – Solving Problems	Most Logical Choice – solving problems	Self-Introduction - Session 1
S-2	SLO-1 Divisibility	Simple Interest-Introduction, Formulas & Problems	Word Series	Logical Order	Self-Introduction - Session 2
	SLO-2 Power cycle, Reminder cycle	Compound Interest-Introduction,Formulas &Problems	Word Series – Solving Problems	Logical Order – tips and tricks	Self-Introduction - Session 3
S-3	SLO-1 Problems On H.C.F and L.C.M	Averages-Introduction& Basics	Odd man out	Synonyms	Self-Introduction - Session 4
	SLO-2 Problems On H.C.F and L.C.M Solving problems	Averages-Tricky Problems	Missing number and wrong number	Antonyms	Self-Introduction - Session 5
S-4	SLO-1 Linear and Simultaneous Equation	Algebra –Introduction	Image Based Problems- Introduction	Essential Part	Self-Introduction - Session 6

	SLO-2	Linear and Simultaneous Equation – solving problems	Algebraic Expressions Concepts	Image Based Solving Problems	Parts of Speech - Worksheets	Self-Introduction - Session 7
S-5	SLO-1	Ratio and Proportions-Introduction	Data Interpretation – Bar chart, Pie Chart	Inequalities	Spotting Error	Basics of Written Communication
	SLO-2	Ratio and Proportions-Basics Problems	Data Interpretation – Table, Line Graph	Inequalities - methods	Spotting Error –Concord, Prepositional usage, Usage of Articles	Basics of Written Communication Methods
S-6	SLO-1	Percentage -Introduction	Quadratic Equations	Coding – Decoding-Introduction	Sentence Correction – Vocabulary based	Time Management Skills
	SLO-2	Percentage- Basic problems	Quadratic Equations – Formulas and Methods	Coding – Decoding-Different types	Sentence Correction – Grammar Based	Time Management Skills - Activity

Learning Resources	<ol style="list-style-type: none"> 1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition 2. Dr. Agarwal R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition 3. Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018 4. Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition 5. Singh O.P., Art of Effective Communication in Group Discussion and Interview, S Chand & Company, 2014 6. Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016
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Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%)#
		Practice	Practice	Practice	Practice
Level 1	Remember	30%	30%	30%	10%
	Understand				
Level 2	Apply	30%	30%	30%	50%
	Analyze				
Level 3	Evaluate	40%	40%	40%	40%
	Create				
	Total	100 %	100%	100%	100%

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

#CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.M.Ponmurugan , Executive PMOSS, Cognizant Technology Solutions India Pvt.Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore	Dr.Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH, SRMIST

Course Code	UCD23V01T	Course Name	Universal Human Values – Understanding Harmony and Ethical Human Conduct	Course Category	V	Value Addition Course (V)-01	L	T	P	0	C
							2	0	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Guidance Cell	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	Help the students to understand need of value education, appreciate the essential complementarity between 'values' and 'skills' and to ensure sustained happiness and prosperity which are the core aspirations of all human beings,				Level of Thinking (Bloom)	1	2	3	Fundamental Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Help students initiate a process of dialog within themselves to know what they really want to be' in their life and profession.																							
CLR-3 :	Help students to understand the meaning of happiness and prosperity for a human being.understanding holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way.																							
CLR-4 :	Help students onrigh understanding of theHuman reality and the rest of existence, harmony at all the levels of human living, and live accordingly.																							
CLR-5 :	Highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Evaluate the significance of value inputs in formal education and start applying them in their life andprofession				3	80	70	M	M	M	H	M	M	M	M	M	M	L	L	M	L	M	H	H
CLO-2 :	Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.				3	80	75	M	M	M	H	M	M	M	M	M	M	L	L	M	L	M	H	H
CLO-3 :	Analyze the value of harmonious relationship based on trust and respect in their life and profession				3	85	70	M	M	M	H	M	M	M	M	M	M	L	L	M	L	M	H	H
CLO-4 :	Examine the role of a human being in ensuring harmony in society and nature.				3	85	80	M	M	M	H	M	M	M	M	M	M	L	L	M	L	M	H	H
CLO-5 :	Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession.				3	85	75	M	M	M	H	M	M	M	M	M	M	L	L	M	L	M	H	H

Duration (hour)		6	6	6	6	6
S-1	SLO	Right Understanding, Relationship and Physical Facility	Understanding Human being as the Co-existence of the Self and the Body	Harmony in the Family – the Basic Unit of Human Interaction	Understanding Harmony in the Nature	Natural Acceptance of Human Values
S-2	SLO	Understanding Value Education	Distinguishing between the Needs of the Self and the Body	Trust – the Foundational Value in Relationship	Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature	Definitiveness of (Ethical) Human Conduct
S-3	SLO	Self-exploration as the Process for Value Education	The Body as an Instrument of the Self	Respect – as the Right Evaluation	Exploring the Four Orders of Nature	A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order

S-4	SLO	Continuous Happiness and Prosperity – the Basic Human Aspirations	Understanding Harmony in the Self	Other Feelings, Justice in Human-to-Human Relationship	Realizing Existence as Co-existence at All Levels	Competence in Professional Ethics
S-5	SLO	Happiness and Prosperity – Current Scenario	Harmony of the Self with the Body	Understanding Harmony in the Society	The Holistic Perception of Harmony in Existence	Holistic Technologies, Production Systems and Management Models- Typical Case Studies
S-6	SLO	Method to Fulfill the Basic Human Aspirations	Programme to ensure self-regulation and Health	Vision for the Universal Human Order	Exploring Co-existence in Existence	Strategies for Transition towards Value-based Life and Profession

Learning Resources	1. Gaur R.R., Sangal R., Bagaria G.P., 2019 (2nd Revised Edition), A Foundation Course in Human Values and Professional Ethics, Excel Books, New Delhi. 2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.	3. A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak. 4. A N Tripathy, 2003, Human Values, New Age International Publishers.
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Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%)#
		Practice	Practice	Practice	Practice
Level 1	Remember	30%	30%	30%	30%
	Understand				
Level 2	Apply	40%	40%	40%	40%
	Analyze				
Level 3	Evaluate	30%	30%	30%	30%
	Create				
	Total	100 %	100%	100%	100%

CLA-1, CLA-2 and CLA-3 can be from any combination of these: MCQ Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
-	-	Dr. Supraja P, UHV University Coordinator, SRMIST
		Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		Dr. Sweety Bakyarani E, Department of Computer Science, FSH, SRMIST

Course Code	UBA23M01L	Course Name	GENDER AND SOCIO CULTURAL EXPERIENCES IN INDIA	Course Category	M	Mandatory Courses(M)-01	L	T	P	0	C
							0	0	0	2	0

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Explore the intersection of gender and sociocultural experiences in India			
CLR-2 :	Critically examines the social, cultural, and historical factors that shape gender roles, relationships, and identities in Indian society			
CLR-3 :	Provide students with a nuanced understanding of gender dynamics			
CLR-4 :	Provide students with a nuanced understanding of gender inequalities			
CLR-5 :	Understand transformative movements in India			
CLR-6 :				

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	80	70
3	90	80
3	90	70
3	95	75
3	80	80
3	85	75

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Introduction to gender studies in India; Understanding key concepts: Gender, sex, and sexuality	Gender concepts: Sex roles	Introduction to gender and education	Gender and political economy	Gendered aspects of health and healthcare
	SLO-2 Introduction to gender studies in the Indian context	Gender sensitization	Access to education for gender neutrality		
S-2	SLO-1 Introduction to historical perspectives on gender in India	Gender socialization	Gender experiences in educational institutions	Gender and socio-economic status	Reproductive rights, family planning, and contraception
	SLO-2 Gender in ancient Indian texts and mythologies	Media, culture, and Representation portrayal of gender in Indian cinema, literature, and media	Empowerment through education and skill development	Gender discrimination and economy	Challenges and progress in addressing gender-based health disparities
S-3	SLO-1 Gender experiences during colonial rule	Stereotypes and objectification in gender	Globalization and its impact on gender labor patterns	Intersectional experiences of Dalits, tribes, and religious minorities	Sexuality and LGBTQ+ rights
	SLO-2 Influence of social reform movements on gender roles	Changing dynamics of family structures	Gender and work		
S-4	SLO-1 Introduction to gender and Family Structures		Gender diversity and inclusion	Caste, class, and gender interplay in marginalization	LGBTQ+ rights movement in India
	SLO-2 Patriarchy and kinship systems in India	Changing dynamics of marriage	Gender and difference in career choice		

Duration (hour)	6	6	6	6	6
S-5	SLO-1	Patriarchy and sexism	Intersection of gender and religious practices	Gender discrimination in workplace	Empowerment and social justice movements
	SLO-2	Gender division of labor in households	Emerging issues for the gender non-conformity groups	Gender and literacy rates	Review and reflection
S-6	SLO-1	Case studies	Case studies	Case studies	Case studies

Learning Resources	1. Anagol, P., 2005. The emergence of feminism in India, 1850-1920. Ashgate Publishing, Ltd. 2. Chaudhuri, M., 2004. Feminism in India.	3. Chakravarti, U., 2018. Gendering caste: Through a feminist lens. Sage Publications Pvt. Limited.
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Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%)#
		Practice	Practice	Practice	Practice
Level 1	Remember	30%	30%	30%	30%
	Understand				
Level 2	Apply	40%	40%	40%	40%
	Analyze				
Level 3	Evaluate	30%	30%	30%	30%
	Create				
	Total	100 %	100%	100%	100%

CLA-1, CLA-2 and CLA-3 can be from any combination of these: MCQ Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
-	-	Dr. C. Praseedha, HoD/MBA, SRMIST, VDP

SEMESTER – II

Course Code	ULT23G02J	Course Name	TAMIL – II	Course Category	G	Generic Elective Courses (G)-02	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Tamil	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR -1:	சங்கஇலக்கியங்கள்வழிதொன்மைஅக, புறவாழ்வியலைஅறியச்செய்தல்																		
CLR -2:	தமிழ்ச்சமூகத்தின்அறவியல்குறித்துதெரியச்செய்தல்																		
CLR -3:	பக்திஇலக்கியங்கள்போதித்தமனிதமாண்புகளைஉணர்ச்செய்தல்																		
CLR -4:	பண்டைத்தமிழ்ச்சமூகத்தின்தொல்இலக்கியங்கள்வளர்ச்சிபெற்றவரலாற்றைப்புரியச்செய்தல்																		
CLR -5:	சிறுகதைகள்சொல்லும்வாழ்வியல்நெறி, மொழியின்நுட்பங்கள்ஆகியவற்றைத்தெரியச்செய்தல்																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO -1:	பண்டைத்தமிழ்ச்சமூகத்தின்அக, புறவாழ்வியல்இன்றையசமூகமேம்பாட்டிற்குவழிகாட்டிநிற்பதைஅறிந்துகொள்ளுதல்	2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
CLO -2:	தமிழ்ச்சமூகம்அறத்தைவலியுறுத்தியசமூகம்என்பதன்வழிமானுடஅறத்தைத்தெரிந்துகொள்ளுதல்	2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
CLO -3:	பக்திஇலக்கியம்மூலம்இறைத்தந்துவங்களைஅறிந்துமானுடஒற்றுமைமேம்பாட்டைஅறிந்துகொள்ளுதல்	2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-
CLO -4:	தொல்தமிழ்ச்சமூகம்இலக்கியம், அரசியல், அறம், பக்திஆகியவற்றில்தழைத்தோங்கியதைத்தெரிந்துகொள்ளுதல்	2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
CLO -5:	வாழ்வியலின்நெறிகளைச்சொல்லும்கதைகளைப்படைக்கும்திருனோடுமொழிஆளுமையையும்அறிந்து கொள்ளுதல்	2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-

Duration (hour)	12	12	12	12	12
S-1	SLO-1	காலந்தோறும்தமிழ்அகத்திணைமரபு	சங்கமருவியகாலம்	பல்லவர்காலம்	பண்டைக்காலத்தமிழகம்
	SLO-2	அகஇலக்கியத்தின்கட்டமைப்பு/ உள்ளடக்கம்	அறமும்வாழ்வியலும்	பல்லவர்காலஇலக்கியங்கள்	சங்ககாலமக்களின்வாழ்வியல்
S-2	SLO-1	எட்டுத்தொகைநூல்களும்	உலகப்பொதுமறை -	பக்தியும்தமிழும்	முச்சங்கம் - அறிமுகம்
					புதுமைப்பித்தன் -

Duration (hour)	12	12	12	12	12
	பகுப்புமுறையும்	திருக்குறள்			சங்குத்தேவனின்தர்மம்
	SLO-2 ஐங்குறுநூறு (375)	திருக்குறளின்கட்டமைப்பு	பக்திஇலக்கியத்தோற்றநிலை	முச்சங்கவரலாறு	கள்வனின்தர்மம்
S-3	SLO-1 உடன்போக்கும்நற்றாய்புலம்பலும்	திருக்குறள்வான்சிறப்பு (2)	சைவசமயஇலக்கியங்கள்	பத்துப்பாட்டுமட்டுத்தொகையும்	ந.பிச்சமூர்த்தி - வேப்பமரம்
	SLO-2 ஐங்குறுநூறு (391)	மழையும்வாழ்வும்	சைவக்குரவர்நால்வர்	சங்ககாலமக்களின்வாழ்வியல்	மரபும்நம்பிக்கைகளும்
S-4	SLO-1 உடன்போக்கும்தமிழ்ப்பறவையியல்அறிவும்	திருக்குறள் - புலவிநுணுக்கம்	தேவாரம் - திருஞானசம்பந்தர் - பாடல் - 2834	எட்டுத்தொகைநூல்களின்வரலாறு	தமிழருவிமணியன் - ஒற்றைச்சிறகு
	SLO-2 குறுந்தொகை (02)	ஊடலின்அழகியல்	தேவாரம் - திருநாவுக்கரசர் - பாடல் - 4262	எட்டுத்தொகைநூல்களின்கட்டமைப்பு	உறவின்மேன்மை
S-5	SLO-1 இயற்கைப்புணர்ச்சியும்தலைநிலம்பாராட்டலும்	நீதிஇலக்கியங்கள்	திருவாசகம்அறிமுகம்	பத்துப்பாட்டுநூல்களின்வரலாறு	ஆர். சூடாமணி - மூடநம்பிக்கை
	SLO-2 குறுந்தொகை (03)	நாலடியார்	மாணிக்கவாசகர்பாடல் - ஆனந்தபரவசம் - பாடல் 10	பத்துப்பாட்டும்தமிழர்வாழ்வியலும்	சமூகத்தில்மூடநம்பிக்கைகள்
S-6	SLO-1 தலைவனின்மேன்மைத்தன்மையும்இயற்கையும்	வைகலும் - பாடல் (39)	வைணவசமயம்	பதினெண்கீழ்க்கணக்குநூல்கள்	மூடநம்பிக்கைகளின்சிக்கல்கள்
	SLO-2 அகநானூறு (238)	நிலையாமையும்அறமும்	வைணவசமயவளர்ச்சிப்போக்கு	பதினெண்கீழ்க்கணக்கும்தமிழர்அறமரபும்	கிருஷ்ணாடாவின்ஸி - காலாஅருகேவாடா
S-7	SLO-1 இயற்கையும்அகவாழ்வுச்சித்திரிப்பும்	தமிழர்மருத்துவம்	நாலாயிரத்திவ்யப்பிரபந்தம்	நீதிஇலக்கியங்கள்	மனிதவாழ்விலம்ருத்துவம்
	SLO-2 நள்ளியின்கொடைத்திறம்	நீதிஇலக்கியத்திலம்ருந்துநூல்கள்	குலசேகராழ்வார்பாடல்- 678	நீதிஇலக்கியங்களின்பன்முகத்தன்மைகள்	பாரம்பரியமருத்துவம்
S-8	SLO-1 கலித்தொகைப்பாடல் -(11)	சிறுபஞ்சமூலம் (64)	ஆண்டாள்பாடல் - 574.	காப்பியஇலக்கணம்	மொழிப்பயிற்சி
	SLO-2 அறம்பொருள்இன்பம்சிறப்பு	ஈகையின்சிறப்பு	திருமழிசைஆழ்வார்பாடல் - கணிகண்ணன்	காப்பியத்தின்போக்குகள்	சொற்களைஉருவாக்குதல்
S-9	SLO-1 சூழலியலும்மனிதவாழ்வு	பழமொழிநானூறுஅறிமுகம்	தமிழில்இஸ்லாமியஇலக்கியங்கள்	காப்பியங்களின்வகைமை	எழுத்துகளில்இருந்துசொற்களைக்கண்டுபிடித்தல்
	SLO-2 தமிழர்புறமரபு	பழமொழிநானூறு - தனித்தன்மைகள்	இஸ்லாமியஇலக்கியங்களின் கொடை	ஐம்பெருங்காப்பியங்களின்தனித்தன்மைகள்	படம்பார்த்துக்கதைஎழுதுதல்
S-10	SLO-1 புறநானூறு (107) பாரியும்மாரியும்	பழமொழிநானூறு (184)	சீறாப்புராணத்தின்அமைப்பு	தமிழ்ச்சமூகமும்சமயத்தத்துவங்களும்	படம்பார்த்துக்கவிதைஎழுதுதல்
	SLO-2 புறநானூறு (110) பாரியின்வள்ளத்தன்மை	பழமொழியும்அறிவுரையும்	விடமீட்டப்படலம் (10 பாடல்கள்)	சமயத்தத்துவங்களும்வாழ்வியல்விழுமியங்களும்	கற்பனைத்திறன் - வளர்த்தல்
S-11	SLO-1 புறநானூறு (112) கையறுநிலை	பண்டைக்காலப்போரும்வாழ்வும்	கிறித்தவசமயஇலக்கியங்கள்	சைவத்திருமுறை - அறிமுகம்	கற்பனையும்படைப்பும்
	SLO-2 சிறுபாணாற்றுப்படை (84-115)	புறஇலக்கியங்கள்	கிறித்தவஇலக்கியங்களின்தமிழ்க்கொடை	பன்னிருதிருமுறை - வரலாறு	தமிழில்வாசகம்

Duration (hour)		12	12	12	12	12
S-12	SLO-1	கடையெழுத்துவளக்களின் சிறப்புகள்	களவழிநாற்பது (40)	கிறித்துவின் அருள்வேட்டல் - திரு.வி.க	நாலாயிரத்திவ்வியப்பிரபந்தம் - அறிமுகம்	விளம்பரத்திற்குவாசகம்எழுதுதல்
	SLO-2	பட்டினப்பாலை (40-50) அட்டில்சாலைகளின்நிலை	போர்க்களமும்யானைப்படையும்	அலகிலொளி - 5 பாடல்கள்	வைணவஆழ்வார்கள்வரலாறு	வாசகம்எழுதுமுறைகள்

Learning Resources	1.	கொன்றை, தொகுப்பும்பதிப்பும் - தமிழ்த்துறைஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல்மற்றும்தொழில்நுட்பக்கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023
	2.	தமிழண்ணல், புதியநோக்கில்தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை, 2017
	3.	மு. அருணாசலம், தமிழ்இலக்கியவரலாறு, நூற்றாண்டுமுறை (9ஆம்நூ. முதல் 16 வரை), திபார்க்கர், சென்னை, 2005
	4.	தமிழ்இணையக்கல்விக்கழகம் - http://www.tamilvu.org/
	5.	மதுரைதமிழ்இலக்கியமின்தொகுப்புத்திட்டம் - https://www.projectmadurai.org/

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvannamiyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23G02J	Course Name	HINDI-II	Course Category	G	Generic Elective Courses (G)-02	L 2	T 0	P 2	O 2	C 3
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Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	HINDI	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	They get to learn Ancient ,Medieval,and Modern poetry	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To understand the Significance of poems of great poets like Kabir,Tulsidas,Bihari and Dhananand	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3 :	To Enhance and Enrich their knowledge through poetry																		
CLR-4 :	Media based understanding for employability																		
CLR-5 :	Job Oriented writing skills																		
CLR-6 :																			

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :	To provide a brief Introduction of Hindi poetry(Bhaktikal,Reetikal and Aadhunikkal)	2	75	60	H	H	H	H	H	H	H	H	H	M	H	H	-	-	-
CLO-2 :	To Discuss the origin and development of various forms of poetry in Hindi	2	80	70	H	H	H	H	H	H	H	H	H	M	H	H	-	-	-
CLO-3 :	Focus on Evaluating the social changes through poetry	2	70	65	H	H	H	H	H	H	H	H	H	M	H	H	-	-	-
CLO-4 :	To Examine Transcreation in advertisement	2	70	70	H	H	H	H	H	H	H	H	H	M	H	H	-	-	-
CLO-5 :	To guide the students in the learning of the technical aspect of the Hindi Language,this would help them in the field administration	2	80	70	H	H	H	H	H	H	H	H	H	M	H	H	-	-	-
CLO-6 :																			

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Bhakti Kalin Kavita	Riti Kalin Kavita	Adhunik Kavita	Vigyapan	Patra Lekhan&Paribhashik Shabdavali
S-1	SLO-2 Bhakti Kalin Kavita Ki Avadharna	Avadharna	Avadharna	Avadharna	Avadharna
S-2	SLO-1 Swarup	Swarup	Swarup	Arth	Arth
S-2	SLO-2 Mahatva	Riti Kal Vibhajan	Mahatva	Paribhasha	Swarup
S-3	SLO-1 Uddeshya	Mahatva	Uddeshya	Swarup	Paribhasha
S-3	SLO-2 Bhaktikal Ki Prasangikta	Uddeshya	Mathli Sharan Gupt- Nar Ho Na Nirash Karo Man Ko	Vigyapan Ke Prakar	Prayogan
S-4	SLO-1 Dohe- Kabirdas	Dohe- Bihari	Kavi Parichaya	Vigyapan Ki Visheshatayen	Prayog
S-4	SLO-2 Sant Parichay	Kavi Parichaya	Kavita Ka Visleshan	Vigyapan Mang	Mahatva
S-5	SLO-1 Dohe Ka Visleshan	Dohe Ka Visleshan	Ashavadi Drishtikon	Vigyapan Ka Prabhav	Patralekhan Kala
S-5	SLO-2 Guru Ka Mahatva	Kanak Ka Mahatva	Sangharsh Ki Aor Prerna	Vigyapan Mahatva	Prakar
S-6	SLO-1 Gurutva Se Ishvaratva Ki Aor	Viprit Swabhav Ki Charcha	Suryakant Tripathi Nirala- Var De	Vigyapan Ki Bhasha	Vyaktigat Patra
S-6	SLO-2 Gurutva Se Ishvaratva Ki Aor	Prakriti Ka Atal Rup	Kavi Parichaya	Vigyapan Aur Bazar	Aupcharik Patra
S-7	SLO-1 Bahya Adambar Ka Virodh	Yamak Alankar Ka Prayog	Kavita Ka Visleshan	Vigyapan Aur Rozgar	Sarkari Patra

	SLO-2	Murti Pooja Ka Virodh	Sneh Ke Mahatva Ki Charcha	Sarshwati Ke Patri Samarpan	Print Vigyapan	Ardha Sarkari Patra
S-8	SLO-1	Gharelu Vashuon Ki Upyogita	Bihari Ki Kavya Shaili Ka Mahatva	Bhakti Ki Bhavana	Electronic Vigyapan	Paribhashik Shabdavali
	SLO-2	Ahnkar Ka Parityag	Dohe- Ghananand	Nagarjun-- Akal Aur Uske Bad	Vigyapan Pariyojana	Avadharna
S-9	SLO-1	Dohe- Tulshidas	Kavi Parichaya	Akal Ka Vashtavik Chitran	Vigyapan Aur Samaj	Shabdavali Ki Avshyakta
	SLO-2	Paropkar Ki Bhavana	Dohe Ka Visleshan	Akal Ke Purva Ka Chitran	Vigyapan Ki Vyapakta	Karyalyin Shabdavali
S-10	SLO-1	Daya Ka Mahatva	Sneh Ki Sarita Ka Varnan	Akal Ke Bad Ka Chitran	Vigyapanlekhan Kala	E Ek Din Ek Shabd
	SLO-2	Ishvar Ki Mhatta	Prem Ka Mahatva	Kattis- Badrinarayan	Vigyapan Aur Jagrupta	Hindi Se Angreji Shabd
S-11	SLO-1	Madhur Vahan Ki Upyogita	Nayika Ke Prati Smarpan	Samband Vicched Ki Paricharcha	Uddeshya	Angrej Se Hindi Shabd
	SLO-2	Ram Ki Mahima	Ghananand Ki Kavya Shaili Ka Mahatva	Swarth Nihit Bhavana	Vigyapan Ki Spastta	Abhyash Karya
S-12	SLO-1	Dhoha Paricharcha	Dhoha Paricharcha	Kavya Paricharcha	Vigyapanparicharcha	Paricharcha
	SLO-2	Prashnaabhyash	Prashnaabhyash	Prashnaabhyash	Prashnaabhyash	Prashnaabhyash

Learning Resources	Edited Book: “SAMANYA HINDI”, SRIJONLOK PUBLICATION, 2023, New Delhi.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Alumni	Student	2. Dr. Md.S. Islam Assistant Professor, SRMIST
Ananya Singh, Trainee Associate (Finance Operations) Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka	Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology	3.Dr. S. Razia Begum, Assistant Professor, SRM IST
		4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23G02J	Course Name	FRENCH-II	Course Category	G	Generic Elective Courses (G)-02	L 2	T 0	P 2	O 2	C 3
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Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		French	Data Book / Codes/Standards		Nil

Course Learning Rationale (CLR): The purpose of learning this course is to:

CLR-1 :	Strengthen the language of the students both in oral and written
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations
CLR-3 :	Make them learn the basic rules of French Grammar.
CLR-4 :	Develop strategies of comprehension of texts of different origin
CLR-5 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French

Learning

Program Learning Outcomes (PLO)

Course Learning Outcomes (CLO): At the end of this course, learners will be able to:

CLO-1 :	To acquire knowledge about French language
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French
CLO-3 :	To develop content using the features in French language
CLO-4 :	To interpret the French language into other language
CLO-5 :	To improve the communication, intercultural elements in French language

1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	75	80
2	80	90
2	75	80
2	75	90
2	80	75

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Temps libre	Le pronom indéfini on	Vendre	Il faut	Les gallicismes
	SLO-2	Les activités quotidiennes	Les activités	Les exemples	C'est / Il est	Les activités
S-2	SLO-1	Les exemples	Les adjectifs interrogatifs	Acheter	Le verbe devoir	Les pronoms personnels COI
	SLO-2	Les activités	Les activités	Les exemples	Les activités	Les exemples
S-3	SLO-1	Les moments de la journée	Les prépositions avec les noms géographiques	Les aliments	Le verbe pouvoir	Le pronom y
	SLO-2	Les exemples	Les activités	Les exemples	Le verbe savoir	Les exemples
S-4	SLO-1	Les matières scolaires	Les verbes prendre et sortir	Les emballages	Le verbe vouloir	Des pronoms compléments
	SLO-2	Les exemples	Les activités	Les exemples	Les sons	Les activités
S-5	SLO-1	Les activités	Les sons	Les quantités	Demander et dire le prix	Les nombres ordinaux
	SLO-2	Les loisirs	Les activités	Les exemples	Les activités	Les exemples
S-6	SLO-1	Les exemples	Parler de ses goûts	Les commerces	Faire des achats	Les verbes écrire et voir
	SLO-2	Les activités	Les activités	Les activités	Expliquer une recette de cuisine	Les activités
S-7	SLO-1	La fréquence	Parler de ses préférences	les commerçants	Les activités	Le E caduc ou instable

Duration (hour)		12	12	12	12	12
	SLO-2	Les exemples	Les activités	Les exemples	Les courses	Les exemples
S-8	SLO-1	Les activités	Parler de sa routine	L'impératif	Les activités	Présenter ses vœux
	SLO-2	Les verbes pronominaux	Les activités	Les activités	Vendre et acheter	Présenter ses souhaits
S-9	SLO-1	Les exemples	A la recherche d'un cadeau –.	Les articles partitifs	Mots et expressions	Présenter ses félicitations
	SLO-2	Les activités	Les activités	Les exemples	Grammaire	inviter à une invitation
S-10	SLO-1	Les pronoms personnels COD	Temps libre	Très ou beaucoup (de)	Communication	répondre à une invitation
	SLO-2	Les exemples	Les activités	Les exemples	Tout le monde s'amuse	Les exemples
S-11	SLO-1	Les activités	Mots et expressions	Le pronom en (la quantité)	Les sorties	Écrire un message amical
	SLO-2	Les adjectifs démonstratifs	Les activités	Les exemples	Les saisons	Les exemples
S-12	SLO-1	Les exemples	Grammaire –Communication	La phrase négative (2	Les fêtes	Parler au téléphone
	SLO-2	Les activités	Les activités	Les exemples	Les messages	Un coup de fil

Learning Resources	Theory:
	1. “ Nouvelle Génération-AI ” Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018.
	2. Cahier d'activités avec deux discs compacts.
	3. https://www.fluentu.com/blog/french/french-grammar
	4. https://www.elearningfrench.com/learn-french-grammar-online-free.html
	5. https://www.lawlessfrench.com/grammar
	6. https://blog.gymglish.com/2022/12/15/basic-french-grammar

		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (5%)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigail, Assistant Professor, SRMIST, VDP

Course Code	UEN23VA1L	Course Name	COMMUNICATION SKILLS	Course Category	V	Value Addition Course (V)-02	L	T	P	O	C
							0	0	4	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Department of English, FSH, SRMIST			Data Book / Codes/Standards	Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Develop fluency in spoken English by practicing and engaging in various speaking activities.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Improve pronunciation and intonation to enhance clarity and effectiveness in oral communication.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3 :	Expand vocabulary and idiomatic expressions to communicate more accurately and expressively.																		
CLR-4 :	Enhance listening skills to understand and respond appropriately to spoken English in different situations.																		
CLR-5 :	Employ effective communication strategies, such as active listening, summarizing, paraphrasing, and asking clarifying questions, to enhance interpersonal and intercultural communication.																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :	Demonstrate improved fluency in spoken English by expressing ideas and thoughts confidently and coherently.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-2 :	Pronounce English words and phrases accurately, using appropriate intonation and stress patterns.																		
CLO-3 :	Expand and effectively use a range of vocabulary and idiomatic expressions to enhance communication.																		
CLO-4 :	Understand and comprehend spoken English in various contexts, including informal conversations, lectures, and presentations.																		
CLO-5 :	Deliver well-structured and engaging oral presentations, incorporating effective body language and visual aids.																		

Duration (hour)	12	12	12	12	12	12
S-1	SLO-1	Introduction to Listening Skills.	Introduction to Reading Skills. Discussion of techniques of Reading Skill	Introduction to Speaking Skills. Explaining the importance of phonetics and vocabulary	Introduction to Writing Skills Importance of writing skills	Introduction to appreciation of texts.
	SLO-2	Exploring Effective Ways of Listening. Barriers of Listening. Active and Passive Listening.	Identifying common reading problems in students after making them read a few passages.	Explaining the usage of the Oxford Learner's Dictionary to learn phonetics of the words at the fundamental level.	Explaining various forms of writing with examples:.	Encouraging the students to share a few of their favourite lines from any sources they have read or sharing a few lines from paditthadhil piditthadhu.
S-2	SLO-1	Introduction to Digital language lab/ usage of mobile applications	Learners are enabled to record their speech and listen to it in order to correct their problematic areas	The right enunciation of certain words to be taught through phonetic representation and decoding the phonetic symbols by learning to use the dictionary..	Introduction to letter writing. Types of letters- Formal and Informal letters with examples. Learning E-mail etiquette.	Explaining why appreciating texts creates a good reader.
	SLO-2	Equipping the listening skill of the learners	repetitive practices of reading select paragraphs from web resources, their standard will be measured.	Observe and repeat and learn the phonetic pronunciation of words by practicing continuously.	Class Assignment - write a formal letter and informal letter and check for e-mail etiquettes in writing.	Enabling the students to reflect in the classroom about any of their favourite books/ articles or magazines.
S-3 – S-4	SLO-1	Introducing google podcasts.	The speed, fluency, pronunciation, comprehension of the words in the paragraph	Teaching the usage of Thesaurus to understand and develop various words and improve vocabulary.	Enabling the students to unleash their potentials in creative writing through writing transcripts for advertisements of	Introducing the text of Letters by Mathrubootham published in the Hindu.

					any product.	
	SLO- 2	Task to write down the words from the audio they have listened to. This activity should be done in two steps. 1. Jotting down the words simultaneously as they listen to the speaker. 2. Writing the transcript of the audio through repetitive play and pause.	hints and tricks to follow where the pauses are to be followed.	Identifying common errors in concord, preposition, direct speech and indirect speech.	write a review of any book or a movie or an interview or a debate.	Reading and recitation of the text of the first letter-Enjoy within limits, says Mr. Mathrubootham Understanding characters by analyzing the usage of their style of language
S-5	SLO-1	Imitating the speakers by listening to them and attempting to learn the pronunciation of the words uttered in the audio.	Students group 1- reads – group 2 identifies the flaws in reading.	Identifying common errors in tenses, punctuation, and syntactical errors..	Mechanics of writing like capitalization, punctuation, spelling, correct pronoun, preposition, concord usage can be taught.	Reading of the second letter- Nobel? What Nobel, asks Mr. Mathrubootham.
	SLO- 2	Repetitive listening to enhance pronunciation skills	The roles have to be exchanged between the two groups and the activity should be practiced.	Rectifying the common errors and instructing the learners about the right usage in order to avoid common errors.	meachnaics of writing - assessed and evaluated.	Mathrubootham's humour and the language of code switching from Tamil to English and vice –versa.
S-6	SLO-1	Introducing to the audios of TED TALK American Speakers. Listening to the native speakers of English Language through TED TALKS.	Identify the key arguments in a passage - introductory point, lead point, supportive argument statement, concluding point and the common connecting word between all the key words in the passage.	Practicing how to avoid common errors.	Teaching effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Reading of the third letter -Mr. Mathrubootham is fully supporting all new technologies
	SLO- 2	Introducing to the audios of TED TALK British Speakers. Listening to the native speakers of English Language through TED TALKS.	encouraged to identify the key arguments in other passages on their own.	The learners are introduced to collocations for quick choice of learning how to speak in short time and how to speak effectively.	Practicing effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Mathrubootham's frustration over the failure of technologies and the language that he positively uses to denote hopelessness over technologies.
S-7 – S-8	SLO-1	American and British styles can be differentiated.	Guiding the act of reading through scanning and skimming by model reading of the passages by the instructor.	Practice collocations	common errors in tenses, direct and indirect speech and syntax structure.	Reading of the fourth letter in the classroom and discussion Pizza maavu: Welcome to Mr. Mathrubootham food recipe website,
	SLO- 2	The recognition of different accents should be practiced by speaking after listening.	scanning and skimming activities	Idioms and phrases	Practicing effective writing by learning to avoid common errors in tenses, direct and indirect speech and syntax structure.	Mathrubootham's love for food and the miscommunication about food.
S-9	SLO-1	Learning advanced pronunciation and vocabulary through various computer applications like Woodpecker.	Loud reading and slow mind reading	A speaking task to learn- collocations, idioms and phrases, vocabulary and phonetic pronunciation	Teaching how to write statement of purpose for admission to higher educations, and practicing the same.	Analysing the text for regional relevance and National significance.
	SLO- 2	imitate the different sounds and accents - repeat it after listening to any of the videos from the library based on individual interest.	Pauses, pronunciation, comprehension and fluency can be checked for improvement at this stage through repetitive practices.	Their speaking activity is to be recorded and played again to rectify the errors and highlight the problematic areas in speaking.	Teaching how to write a story by looking at a picture. Developing the writing skill through word ladders.	Appreciating the aesthetics of the comic element and the embodiment of humour in the narrative in the letter
S-10	SLO-1	Repeat listening to the same time	Students -groups -checking the	Automating vocabulary through engaging	Introduction to blog writing and steps to	importance of bringing in the Indianized way of

		frames and move from 02.01 to 03.00	comprehension skills. Analyse the text of a passage.	the students in various activity games like solving crossword puzzle and playing scattergories.	become an effective blog writer.	speaking the English Language in order to depict the character called Mathrubootham.
	SLO- 2	Choosing any particular time frame and practicing it.	Brainstorming the comprehension skills- questioning the key points in the passage.	Engaging the students to play the games in order to learn the vocabulary.	Encourage the readers to create their own blogs and post articles on a regular basis.	relatable characters of both formal and informal everyday life experiences.
S 11 - S 12	SLO-1	Interested students can complete listening and reflecting the complete audio listening practice and speaking.	Cross check with misunderstanding if any and rectify- match the question and answers.	Spur of the moment speech.:	Selecting any news article and learning the writing style in it.	Talk about their favourite letter from the letters of Mathrubootham by recollecting the appreciation of the text according to their perception and understanding.
	SLO- 2	Group activities and games can be conducted to test the listening skills by responding to the speech given by other students	Passages for reading comprehension are to be given for practice that tests their reading skills.	Prepared speech : Giving a speaking task to the students to speak on their own choice	Students are given chances to write reports on various topics.	Enabling the students to share their appreciation of any of their favourite lines from the books they have read.

Learning Resources	<ol style="list-style-type: none"> 1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020 2. English Grammar in Use by Raymond Murphy 3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007 4. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition, 2016 5. http://www.aptitudetests.org/verbal-reasoning-test 6. https://www.assessmentday.co.uk/aptitudetests_verbal.htm
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Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%) #
		Practice	Practice	Practice	Practice
Level 1	Remember Understand	10%	10%	30%	15%
Level 2	Apply Analyze	50%	50%	40%	50%
Level 3	Evaluate Create	40%	40%	30%	35%
	Total	100 %	100 %	100 %	100 %

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishna Raj Sutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English Ethiraj College for Women	1. Dr. Shanthichitra, Professor, & Head, Department of English, FSH,SRMIST

	Chennai jmbwilson97@gmail.com	
Ann Mariya Thomson RA2232105010015 II M.A English Literature CSH, SRM IST az1160@srmist.edu.in	Dr. K S Antonysamy Associate Professor and Head, Dept. of English Loyola College Chennai antonysamyks@loyolacollege.edu	2.Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST 3.Dr Anchal Sharma, Prof & Hod EFL SRMIST NCR Campus 4.Dr T Sridevi, Assistant Professor English, FSH Ramapuram SRM 5.Dr Shanmuga Priya, Assistant Professor SRMIST Trichirapalli Campus

Course Code	UBA23201T	Course Name	HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	Course Category	C	Discipline Specific Course -Core-05	L 2	T 0	P 2	O 2	C 3
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Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning		
CLR-1 :	This course develop Human resource skills for students				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLR-2 :	The students will get awareness about the techniques used in employment planning, forecasting and concepts of Training and Development						
CLR-3 :	To study the process of job analysis, including why it is important and new methods of selection and understand their implications						
CLR-4 :	To study about Management development programme and Performance Appraisal						
CLR-5 :	Understand concepts and characteristics of the discipline of Organisational Behaviour and factors affecting an individual's behaviour						
CLR-6 :	Learn about individual behavior including attitudes, personality, values, perception						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:					
CLO-1 :	Understand the concept of Managing Human Resources in organisation				3	80	70
CLO-2 :	Understand the importance of HPR, Training and performance appraisal				3	85	75
CLO-3 :	To understand how performance management process passes through different stages.				3	75	70
CLO-4 :	Identify the different terminologies and interpret concepts in Organisational Behaviour				3	85	80
CLO-5 :	Apply the concepts involved in management of Individual Behavior in the organisation				3	85	75
CLO-6 :	Integrate the knowledge of motivational concepts in real time environment.				3	80	70

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behaviour	Life Long Learning
H	M	M	H	L	L	-	-	L	L	-	H	-	-	-
M	H	L	M	L	-	-	-	M	L	-	H	-	-	-
M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
H	H	M	H	L	-	-	-	M	L	-	H	-	-	-
L	H	-	H	L	-	-	-	L	L	-	H	-	-	-

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction to HRM	Human Resource Planning	Recruitment	Job evaluation & Objectives	Framework of OB
	SLO-2	Nature Of HRM	Nature and Importance of HRP	Objectives of Recruitment	Procedure of job Evaluation	personality, Types of personality
S-2	SLO-1	Features Of HRM	Objectives of HR Planning	Recruitment policy	Job Evaluation Methods / Techniques	Perception - Definition
	SLO-2	Objectives of HRM	Benefits Of Human Resources Planning	Sources of Recruitment	Performance Appraisal	Nature of perception
S-3	SLO-1	Scope and Importance of HRM	Factors affecting HR Planning	Factors affecting Recruitment	Importance of Performance Appraisal	Importance of Perception
	SLO-2	Personnel Management Verses HRM	Process of HR Planning	Recruitment Process	Objectives of Performance Appraisal	Factors influencing perception
S-4	SLO-1	Function of HRM	Problems of Human Resource Planning	Centralised & Decentralised Recruitment	Methods of Performance Appraisal	Nature of learning
	SLO-2	Managerial Function	Recent trend in HR Planning	Selection	Introduction- Career Planning	Theories of learning & learning

Duration (hour)		9	9	9	9	9
						styles
S-5	SLO-1	Operative Function	Barriers of workforce Planning	Selection Procedure	Objectives of Career Planning	Learning Theory and OB Modification
	SLO-2	Skills for HR Professionals	Environmental Scanning	Placement & Orientation	Career development	The Learning Process
S-6	SLO-1	HRM and its Environment	HR Demand & HR Supply forecast	Training	Characteristic of career development	Attitude and Values
	SLO-2	New Role of Human Resource Management	HR Forecasting Techniques	Objectives of Training	Career Development Process	Attitude and Belief
S-7	SLO-1	Evolution of HRM	Job analysis	Steps in Designing a Training Programme	Organisational Behaviour	Group Development
	SLO-2	HRM Model-The Harvard Model	Job Description & Job Specification	Techniques Of Training	Process of Behaviour	Stages of group development
S-8	SLO-1	The Guest Model	Purposes and Uses of Job Analysis	Training Procedure	Model of OB	Steps in group decision making
	SLO-2	The Warwick Model	Techniques of job Analysis	Evaluation of Training Programme	Challenges and Opportunities in OB	Conflict Management
S-9	SLO-1	Strategic Human Resource Management	Process of job Analysis	Management Development Programme	Individual Behaviour - Introduction	Functional and Dysfunctional conflict
	SLO-2	Benefits of Strategic HRM	Job Design, & Techniques for Designing Job	Method of Management Developmental programs	Biographical characteristics	Causes of conflict

Learning Resources	1. K.Asathapp-Human Resource Management -9 th edition-McGraw Hill Education-2021 Gary Dessler and BijuVarkkey,-Human Resource Management-14 th Edition-edition- Pearson-2021 3.J.Jayasankar-Human Resource Management —Margham Publications-2021 4.L M Prasad, Organisational Behaviour, 5th Edition, Sultan Chand & Sons 5. Stephen P. Robbins & Timothy A. Judge, Organizational Behavior, Sixteenth Edition, Pearson Education, 2021
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Learning Assessment

		Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
			CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
			Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-	
	Understand												
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-	
	Analyze												
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-	
	Create												
	Total	100 %		100 %		100 %		100 %			100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
1. Dr.Nirmal Raj, Manager- HR, Ford, Sohlinganallur, Chennai 600119		1. Dr.Jayasanker,D.G Vaishnav college, Arumbakkam, Chennai
		2. Dr.S.Chandrasekaran. Assistant Professor, Allagapa govt art and Science College , Karaikudi
		2. Mr.M.Anand-, SRMIST

Course Code	UBA23202T	Course Name	PRINCIPLES OF MARKETING	Course Category	C	Discipline Specific Course -Core-06				
						L	T	P	O	C
						2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learningg this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Demonstrate a clear understanding of the marketing concepts.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	Focus on marketing decisions in a globally competitive environment concerning market segmentation, targeting, and positioning.				Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning		
CLR-3 :	Understand an overview of Product.				M	H	M	-	L	H	M	-	L	M	-	-	-	L	M		
CLR-4 :	Understand an overview of Pricing and Physical distribution.				M	H	M	-	L	H	M	-	L	M	-	-	-	L	M		
CLR-5 :	Understand an overview of integrated marketing communication.				M	H	M	-	L	H	M	-	L	M	-	-	-	L	M		
CLR-6 :	Demonstrate analytical skills in identification and resolution of problems pertaining to marketing.				H	-	L	-	L	M	L	-	L	L	M	L	-	-	H		
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-1 :	Apply contemporary marketing concepts to the demands of business and management practice.	M	H				M	-	L	H	M	-	L	M	-	-	-	L	M		
CLO-2 :	Apply market segmentation, target marketing, and market positioning.	M	H				M	-	L	H	M	-	L	M	-	-	-	L	M		
CLO-3 :	Explore the concepts of product life cycle, New product development and product	M	H				M	-	L	H	M	-	L	M	-	-	-	L	M		
CLO-4 :	Formulate pricing and distribution strategies	H	-				L	-	L	M	L	-	L	L	M	L	-	-	H		
CLO-5 :	Formulate promotion strategies	M	H				M	-	L	H	M	-	L	M	-	-	-	L	M		
CLO-6 :	Apply the conceptual knowledge and analytical tools to systematically analyze and solve marketing problems. Make both strategic and tactical marketing decisions	4	90	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M		

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Marketing - Definition	The Nature and Contents of a Marketing Plan.	Product - Meaning	Pricing – Meaning	Promotion- Meaning
	SLO-2	Scope and Importance of Marketing	Analyzing the Macroenvironment	Classisification of goods, Product Vs Service.	Pricing objectives	Marketing Communications Mix
S-2	SLO-1	What Is Marketed?	Marketing Intelligence, Marketing Research	Levels of Product	Importance of Pricing	Advertising - Meaning
	SLO-2	Core Marketing Concepts - Needs, Wants, and Demands.	Demand Forecasting Techniques	Product Mix, Product line - Meaning	Factors influencing pricing decisions	Sales promotion , Events and experiences - Meaning
S-3	SLO-1	Core Marketing Concepts - Target Markets, Positioning and Segmentation, Offerinas and Brands. Marketing	Consumer Behavior - Meaning	Product diversification and differentiation	Setting the Price - steps	Public relations and publicity- Meaning

Duration (hour)		9	9	9	9	9
		Channels, Paid, Owned and Earned Media.				
	SLO-2	Core Marketing Concepts - Impressions and Engagement , Value and Satisfaction ,Supply Chain, Competition Marketing Environment	Factors Influences Consumer Behavior - Cultural Factors, Social Factors	New Product Development process	Pricing Methods and Strategies	Online and social media marketing - Meaning
S-4	SLO-1	The New Marketing Realities – Technology, Globalization	Factors Influences Consumer Behavior - Personal Factors, Psychological factors.	New Product Development process	Pricing Methods and Strategies	Mobile marketing ,Direct and database marketing , Personal selling - Meaning
	SLO-2	The New Marketing Realities – Social Responsibility, New Consumer Capabilities.	The Buying Decision Process	Product Life Cycle –Stages & features	Responding to Competitors' Price Changes.	Developing Effective Communications - Steps
S-5	SLO-1	The New Marketing Realities – New Company Capabilities	Classification of Markets	Product Life-Cycle & Marketing Strategies.	Physical Distribution - Meaning	Developing Effective Communications - Identify the Target Audience
	SLO-2	The New Marketing Realities -Changing Channels, Heightened Competition.	Market Segmentation – Meaning	Product Life-Cycle & Marketing Strategies.	Importance of distribution Channels.	Developing Effective Communications - Set the Communications Objectives
S-6	SLO-1	Company Orientation toward the Marketplace - The Product Concept, The Selling Concept.	Bases for Segmentation - Geographic Segmentation , Demographic Segmentation	Branding - Meaning	Factors influencing choice of Distribution channels.	Developing Effective Communications - Design the Communications
	SLO-2	Company Orientation toward the Marketplace - The Marketing Concept, The Holistic Marketing Concept.	Bases for Segmentation - Psychographic Segmentation, Behavioral Segmentation	Brand loyalty & Brand equity - Meaning	Various types of marketing Channels.	Developing Effective Communications - Select the Communications Channels
S-7	SLO-1	Marketing mix	Effective Segmentation Criteria	Packaging – Meaning	Challenges in distribution.	Developing Effective Communications - Marketing Communications Budget
	SLO-2	Marketing Management Tasks- Developing Marketing Strategies and Plans.	Market Targeting - Meaning	Packaging – Types, Functions	Retailing - Meaning	Developing Effective Communications - Selecting the Marketing Communications Mix
S-8	SLO-1	Marketing Management Tasks- Capturing Marketing Insights, Connecting with Customers.	Market targeting strategies – Single Segment Concentration, Selective Specialization	Labelling – Meaning	Types of Retailing - Store Retailing, Nonstore Retailing.	Developing Effective Communications - Measuring Communication Results.
	SLO-2	Marketing Management Tasks- Building Strong Brands, Creating Value	Market targeting strategies – Product, Market Specialization, Full Market Coverage.	Labelling - Types, Functions	Franchising	Developing Effective Communications - Managing the Integrated Marketing Communications Process
S-9	SLO-1	Marketing Management Tasks- Delivering Value, Communicating Value.	Positioning - Meaning	Warranties &Guarantees- Meaning	Wholesaling - Meaning	B2C Marketing, B2B Marketing - Meaning
	SLO-2	Marketing Management Tasks- conducting marketing responsibly for long-term success.	Establishing a Brand Positioning	Warranties Vs Guarantees	Market-Logistics Decisions	C2C Marketing- Meaning

Learning Resource	1. Philip Kotler, Kevin Lane, Abraham Koshy - Marketing Management – A South Asian Perspective- Pearson/Prentice Hall India Ltd.	3. RajanSaxena – Marketing Management-Tata McGraw Hill.
	2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, MithileshwarJha," Principles of Marketing", Prentice Hall.	4. Ramaswamy&Nmakumary-MarketingManagement-GlobalPerspective-Indian Context- Mac Millon India Ltd. 5. Lamb, Hair, Sharma,McDaniel, Principles of marketing-Cengage learning.

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
Mr.Kani , Tech lead, CTS, Chennai.		Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai
		1. Dr. J. Rajalakshmi, SRMIST 2. Dr.A. Suganya, SRMIST.

Course Code	UBA23203T	Course Name	BASICS OF PROGRAMMING	Course Category	C	Discipline Specific Course -Core-07	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learningg this course is to:		Learning			Program Learning Outcomes (PLO)																	
CLR-1 :	To understand Computer Programming Basics			Level of Thinking (Bloom)	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To familiar working with variables and arrays in basic programming						Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning	
CLR-3 :	To practice make decisions with condition logic																							
CLR-4 :	To learn using loops to process data																							
CLR-5 :	To learn improving program organization with functions and subroutines																							
CLR-6 :	To familiarise working with text files and sound files																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		3	80	70	H	H	L	L	L	M	L	L	L	L	M	L	L	L	L	H		
CLO-1 :	Write and exuteBaisc program			3	90	80	M	M	L	L	L	H	L	L	L	M	M	L	L	L	L	M		
CLO-2 :	Use and verify the varaible and arrays in programming language			3	90	70	H	M	M	M	M	M	M	M	L	L	M	M	M	M	M	M		
CLO-3 :	Make decisions with conditional logic			3	95	75	M	H	M	M	L	H	M	M	L	M	H	M	M	M	M	M		
CLO-4 :	Use loops solve important problems in programming			3	80	80	H	L	M	M	L	H	M	M	L	L	L	M	M	M	M	H		
CLO-5 :	Use functions and Subrouting in programming languages			3	85	75	H	L	L	L	L	M	L	M	L	M	H	L	L	L	L	M		
CLO-6 :	Design sound and Graphics file .																							

Duration (hour)	9 INTRODUCTION TO COMPUTER PROGRAMMING	9 WORKING WITH VARIABLES AND ARRAYS	9 Making Decisions with Conditional Logic	9 Using Loops to Process Data&Improving Program Organization with Functions and Subroutines	9 Working with Text Files & Working with Sound and Graphics
S-1	SLO-1	Programming Overview	Exploring Different Ways of Storing Data	Using Loops to Repeat Statement Execution	Working with Files and Folders
	SLO-2	Deciding What Programming Language to Learn and Use .	Working with Different Types of Data	The do...while Loop	Retrieving Drive Information
S-2	SLO-1	Mastering the Art of Program Logic	Learning How to Work with Variables	Working with the if...then Statement	Retrieving Information About the Current Working Directory
	SLO-2	Machine Language	Declaring Variables	Understanding if...then Syntax	Collecting Data About Files and Folders
S-3	SLO-1	Assembly Language .	Storing Data in Variables	The for...next Loop	Working with Files
	SLO-2	Fortran and COBOL	Understanding Scope	The while...wend Loop	Opening Files, Closing Files
S-4	SLO-1	C, C++, Basic , Java	Variable Naming Rules	Creating Multiple-Line if...then Statements	Looking Out for Endless Loops
					Reading from Files, Writing to Files

Duration (hour)	9 INTRODUCTION TO COMPUTER PROGRAMMING	9 WORKING WITH VARIABLES AND ARRAYS	9 Making Decisions with Conditional Logic	9 Using Loops to Process Data&Improving Program Organization with Functions and Subroutines	9 Working with Text Files & Working with Sound and Graphics
	SLO-2	Scripting Languages	Converting Variables		File and Folder Administration
S-5	SLO-1	Embedded Application Languages	Working with Numeric Variables	Checking for Alternative Conditions	Busting Out of Loops
	SLO-2	Web Development Languages	Functions That Manipulate Strings	Exploring the Power of Nesting if...then Statements	Working with Subroutines and Functions
S-6	SLO-1	Database Languages	Storing Data in Arrays	Working with the select...case Statement	Defining Subroutines
	SLO-2	Finding the Right Programming Language	Creating an Array.	Performing Different Types of Comparison Operations	Prematurely Terminating a Subroutine
S-7	SLO-1	Getting Started with Just BASIC	Retrieving Data from an Array	Performing Mathematic Calculations	Defining Functions
	SLO-2	Installing Just BASIC		Order of Precedence	Different Ways to Pass Arguments to Procedures
S-8	SLO-1			Passing Arguments by Value	Working with the Graphics Window
	SLO-2	Setting Up Just BASIC Help	Resizing an Array	Overriding the Rules of Precedence	Passing Arguments by Reference
S-9	SLO-1	Creating and Executing Your First BASIC Program	Reserved Words	Combining and Negating Comparison Operations	Taking Advantage of Built-In Function Libraries
	SLO-2				

Learning Resource	1. 1.Jerry Lee Ford (Jr.),Programming for the Absolute Beginner For the Absolute Beginner Series, Edition 2, illustrated, reprint. Cengage Learning, , ISBN:1305504437, 9781305504431, 2022 2. 2. Ramsey, N. Programming Languages: Build, Prove, and Compare.United Kingdom: Cambridge University Press..ISBN:9781107180185, 110718018X, 2022.	3. Gordon Hurley, Computer Programming Languages, WILLFORD Press, UnitedStates,ISBN: 9781647280246, 1647280249, 2022 4. 4. Wang, Wallace. Beginning Programming All-in-One For Dummies. United Kingdom, Wiley, 2022
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.Milan Kumar. Global Chief Information Officer, WABCO	Dr. Saji K Mathew , Professor, Department of Management Studies, IIT Madras.	Dr. YaseenMaswood. Associate Professor, College of Management
Mr. Rajesh ,Software Architect, Secure W 2	Dr. N. Thamaraiselvan , Professor, Department of Management Studies, National Institute of Technology, Tiruchirappalli	Dr.J.Dinesh Assistant Professor, College of Management

Course Code	UBA23204T	Course Name	BASICS OF PRODUCTION AND OPERATION MANAGEMENT	Course Category	C	Discipline Specific Course -Core-08					L	T	P	O	C
											2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration		Data Book / Codes/Standards	-	

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																										
CLR-1 :	Understand the various production and operations design decisions and how they relate to the Overall strategies of organizations.											1	2	3	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Critically evaluate plant location and layout decisions.											Fundamental Knowledge	Application of Concepts	Link with Related Disciplines				Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning			
CLR-3 :	Anticipate various issues in purchase and stores management and ready to face them.																															
CLR-4 :	Understand the roles of inventories and basics of managing inventories in various demand Settings, Develop practical application of Materials H and ling System.																															
CLR-5 :	Obtain an understanding of Maintenance Management and statistical Quality Control to facilitate organizational effectiveness.																															
CLR-6 :	Recognize, appreciate, and perform the job of a competent production or operation manager																															
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:											3	85	85	H	M	M	-	-	M	M	-	L	L	M	-	-	-	L	M	
CLO-1 :	Identify the elements of production and operations management and various transformation processes to enhance productivity and competitiveness.											4	90	80	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M			
CLO-2 :	Analyze and evaluate various facility and layout alternatives											3	95	75	H	M	M	-	-	L	M	-	L	L	L	-	-	L	M			
CLO-3 :	Practice a sustainable purchase and stores management methods.											4	90	85	M	H	M	-	M	M	-	L	M	-	-	-	L	M				
CLO-4 :	Implement suitable inventory and materials handling principles and practices in the operations.											3	90	85	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M			
CLO-5 :	Plan and implement suitable statistical quality control measures to ensures Quality and implement maintenance management											3	85	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M			
CLO-6 :	Get insights of the roles & functions of production management in the context of business enterprise																															

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Production – Meaning	Plant location - Definition	Purchase management - Meaning	Inventory - Meaning	Maintenance management -meaning
	SLO-2	Nature and characteristics of POM	Need for Selecting a Suitable Location	Importance of Purchase Management	Inventory Management - Meaning	Maintenance management - objectives
S-2	SLO-1	Production as a system	Specific Locational Factors for Manufacturing Organisation	Objectives of Purchasing	Reasons for Keeping Inventories	Types of Maintenance -Breakdown (Reactive) Maintenance
	SLO-2	Production vs Manufacturing	Specific Locational Factors for Service Organisation.	Parameters of Purchasing	Inventory Management - Objectives	Preventive Maintenance
S-3	SLO-1	Production management vs Operation Management	Steps in Plant location decision.	Purchasing Procedure	Different Types of Inventory	Predictive Maintenance
	SLO-2	Importance of production and operation Management	significance of plant location decisio	Purchase Policies	Importance of Inventory Management	Maintenance Planning -Meaning
S-4	SLO-1	Role of production Manager.	Location Models :	Purchasing cycle	Costs of Inventory	Maintenance Scheduling - Meaning
	SLO-2	Relationship of POM with other discipline.	Factor Rating Method Method	Vendor Rating Methods and decisions	Techniques of Inventory Control - ABC analysis	Inspection - Meaning

Duration (hour)		9	9	9	9	9
S-5	SLO-1	Functions of production and operations management.	Weighted Factor Rating Method	Categorical plan	HML analysis, VED analysis	Objectives of Inspection
	SLO-2	Manufacturing system-Meaning, Types	Load-distance Method	Weighted point plan	FSN analysis, GOLF analysis, SOS analysis.	Purpose of Inspection
S-6	SLO-1	Intermittent Manufacturing system	Centre of Gravity Method.	Critical incident method	Inventory Model - Economic Order Quantity (EOQ)	Quality control -Meaning
	SLO-2	Continuous Manufacturing system	Plant layout - Definition	Checklist method	Materials management - Meaning	Need for Controlling Quality
S-7	SLO-1	Flexible Manufacturing system	Importance of Plant Layout	Stores management - Meaning	Functions of materials management	Steps in Quality Control
	SLO-2	Job shop Manufacturing system	Essentials of Good Plant Layout	Need and Importance of Stores Management	Material handling - Meaning	Objectives of Quality Control
S-8	SLO-1	Batch Manufacturing system	Types of Layout - Process Layout	Functions of stores management	Objectives of Material Handling	statistical quality control - Definition
	SLO-2	Suitability of various manufacturing systems.	Product Layout , Fixed Position Layout	Stores Layout – Meaning , Types	Principles of Material Handling	objectives and benefits of using control charts
S-9	SLO-1	Manufacturing Vs Service operations	Group Layout , Cell Layout, Service Layout	Stores Layout – Types	Selection of Material Handling Equipments	Types of control charts for variables
	SLO-2	Trends in modern manufacturing system	Suitability of various Plant layouts.	Factors determining Stores Layout decision	Types of Material Handling Equipments	Types of control charts for attributes

Learning Resource	1. K.Aswathappa,K.ShridharaBhat.,ProductionandOperations Management, Himalaya Publishing House Pvt. Ltd.	4. Mahadevan, B, Operations Management: Theory & Practice, Pearson Education India.
	2. ShailendraKaleProductionandOperationsManagement,McGraw Hill Education.	5. Production and Operations Management, S N Chary, TMH Publications.
	3. R.Paneerselvam,ProductionandOperationsManagement,PHI	6. http://dl4a.org/uploads/pdf/Ebook%20for%20PRODUCTION%20AND%20OPERATIONS%20MANAGEMENT.pdf
		8. http://ebooks.lpu.de.in/management/bba/term_4/DMGT206_PRODUCTION_AND_OPERATIONS_MANAGEMENT.pdf

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.Kani, Tech lead, CTS, Chennai.	Dr.Ajay , S .A Engineering College .Avadi, Chennai	Dr.J.Rajalakshmi, SRMIST.
		Dr.M. Srinivasn, SRMIST.

Course Code	UBA23G01T	Course Name	MANAGERIAL ECONOMICS	Course Category	G	Generic Elective Courses (G)-03	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learningg this course is to:		
CLR-1 :	To understand the fundamentals of Managerial economics			
CLR-2 :	To apply managerial economic theories on managerial decisions and rationale choice to business decision making for modern managers			
CLR-3 :	To empower the students to determine various types of cost involved in the production and markets			
CLR-4 :	To build a solid understanding of the operation of markets and the macro-economic environment with real-world examples			
CLR-5 :	To identify potential market opportunities based on macroeconomic indicators			
CLR-6 :	Economics as a field of study, to explore ongoing issues and problems, which confront all of us in our daily lives as producers, consumers, and citizens			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				
CLO-1 :	Apply the economic way of thinking to individual decisions and business decisions			3	80	70
CLO-2 :	Measure the responsiveness of consumers' demand and supply to changes in the price of a good and service and income			3	90	80
CLO-3 :	Understand the different costs of production and how they affect short and long run decisions			3	90	70
CLO-4 :	Understand the four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model			3	95	75
CLO-5 :	Allocate optimal resources to meet organizational objectives efficiently			3	80	80
CLO-6 :	Understand economic Income, different types of inflation and financial and monetary instruments			3	85	75

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning

H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Definitions Economics and Managerial Economics	Introduction to Demand	Factors of Production Function	Introduction to Market
	SLO-2	Natural of Managerial Economics, Scope of Managerial Economics	Determinants of Demand	Production Function	Classification of Market Structure
S-2	SLO-1	Characteristics of Managerial Economics, Importance of Managerial Economics	Tools for Analysis of Demand	Law of Diminishing Return	Perfect Competition, Nature of perfect competition
	SLO-2	Significance of Managerial Economics	Demand Schedule, Demand Curve	Law of return to scale	Price and output under perfect competition in short run in Long run
S-3	SLO-1	Managerial Economics with other Discipline	Shift in Demand and Movement in Demand	Iso quant curves	Consequences of pure competition
					Employment

Duration (hour)		9	9	9	9	9
	SLO-2	Managerial Economics in Decision Making	Types of Demand	Cob douglas production function	Monopoly Market, Nature of Monopoly	Types of Unemployment
S-4	SLO-1	Steps in Decision Making	Law of Demand	Introduction to cost, Types of Cost	Price and output under monopoly in short run	Employment Vs Unemployment
	SLO-2	Wealth, Welfare, Scarcity and its Features	Exceptions to law of Demand	Determinants of short run cost	Price and output under monopoly in long run	Business cycle , Characteristics of Business cycle
S-5	SLO-1	Growth and Modern definition	Elasticity of Demand	Short run cost output relationship	Consequences of Monopoly	Phases of Business cycle
	SLO-2	Micro Economics - Macro Economics	Types of Elasticity of Demand	Cost schedule	Difference between Perfect and Monopoly	Inflation, Inflation Types, Demand Pull Inflation , Cost Push Inflation
S-6	SLO-1	Economic System	Price elasticity, types of price elasticity and determinants price elasticity	Relationship between marginal cast and average cost curve	Price Discrimination, Degree of Price Discrimination	Effects of Inflation
	SLO-2	Fundamental concepts: Opportunity cost Principle, Principle of Time Perspective	Income Elasticity	Optimum output at minimum cost	Monopolistic Competition, Nature of monopolistic competition	Methods to control Inflation
S-7	SLO-1	Incremental Principle, Discounting Principle	Cross Elasticity	Cost output in long run	Price and output under monopolistic competition in short run in Long run	Monetary Policy, Instruments of Monetary Policy
	SLO-2	Marginal Principle, Scarcity Principle	Significance of Elasticity of Demand	Break Even Analysis	Oligopoly, nature of oiligopoly, types of oiligopoly	Fiscal Policy, Objectives of Fiscal Policy
S-8	SLO-1	Equi-marginal Principle, Risk and Uncertainty	Demand Forecasting, Demand forecasting method	Economies of scale	Kinked Demand Curve	Recent Fiscal Policy
	SLO-2	Production Possibility Frontier	Introduction to supply analysis	Factors causing Economies of scale	Pricing Policy	Sources of Economic Growth and Development
S-9	SLO-1	Circular Flow of economic activity	Determinants of supply	Factors causing Diseconomies of scale	Pricing Methods, Pricing Approaches	LPG
	SLO-2	Nature of the Firm	Elasticity of supply	Expansion Path, Managerial use of production function	Product Line Pricing, Price Forecasting	Managerial Economics in the Context of Globalization

Learning Resource	1. P.M. Salwan, 2022, Priyanka Jindal, "Business Economics – Second Edition", TAXMANN	4. P.L. Mehta, 2019 "Managerial Economics- Analysis, Problems & Cases", Sultan Chand & Sons, 21st Edition,
	2. J.P. Mishra, 2022 "Business Economics", SahityaBhavan Publications, Agra	5. M.L Jhingan, 2017, Macro Economic Theory, 13th Edition, Vrinda Publication
	3. H.L. Ahuja, 2022, Modern Microeconomic Theory and Applications, Nineteenth edition, S Chand And Company Ltd	6. D N Dwivedi, 2021, Managerial Economics, Ninth Edition, S Chand And Company Ltd

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. T.N. Sekhar, CA, CIMA	Dr. Siva Sankaran, IIM Ranchi	Dr. N. KUMAR
2. Mr.Madhan Raj, General Manager (Audit), Hyundai Motors India Ltd., Chennai	Dr. Narasiman, IIM Bangalore	

Course Code	UES23AE1T	Course Name	ENVIRONMENTAL STUDIES	Course Category	A	Ability Enhancement Courses (AE)-02	L	T	P	O	C
							3	0	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Computer Applications	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):		The purpose of learning this course is to:					Learning		Program Learning Outcomes (PLO)										
CLR-1 :	To create awareness on Environment and Renewable and Non-renewable resources	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To understand about ecosystem and Biodiversity																		
CLR-3 :	To understand the natural and anthropogenic impact of the environmental pollution																		
CLR-4 :	To create awareness on different environmental problems																		
CLR-5 :	To create awareness onvarious Environment Protection acts and the impact of human population on environment																		
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																	
CLO-1 :	Applying knowledge on Renewable and Non-renewable resources	2	80	65	L	H	L	M	L	H	L	L	L	H	L	M	-	-	M
CLO-2 :	Understanding about ecosystem and Biodiversity	2	80	70	M	H	L	M	L	H	L	L	L	H	L	M	-	-	M
CLO-3 :	Gathering knowledge on impact of environmental pollution	2	80	70	L	H	L	M	L	H	M	M	M	H	L	M	-	-	M
CLO-4 :	Understanding of different environmental problems	2	80	70	M	H	L	M	L	H	M	M	M	H	L	M	-	-	M
CLO-5 :	Having knowledge on various Environment Protection acts and the impact of human population on environment problems	2	80	65	M	H	L	M	L	H	L	M	L	H	L	M	-	-	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Multidisciplinary nature of environmental studies	Energy flow in the ecosystem	Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity	Disaster management- Nature Floods, Earthquakes
	SLO-2	Definition, Scope and Importance of Environmental Studies	Energy flow in the ecosystem	Environmental Pollution- Definition	
S-2	SLO-1	Need for public awareness.	Ecological succession	Causes, Effects and Control Measures of Air Pollution	Cyclones Landslides
	SLO-2	Institutions in Environment	Food chains, Food webs and Ecological pyramids		
S-3	SLO-1	People in Environment	Ecosystem, Introduction, Types, Characteristic features, Structure and functions	Causes, Effects and Control Measures of Water Pollution	Social Issues and the Environment: From Unsustainable to Sustainable Development
	SLO-2	Introduction to natural resources- Associated Problems	Forest ecosystem		
					Environment Protection Act
					Air (Prevention and Control of Pollution) Act
					Water (Prevention and control of Pollution) Act
					Wildlife Protection Act
					Forest Conservation Act
					Issues involved in enforcement of environmental legislation

S-4	SLO-1	Renewable and Nonrenewable resources	Grassland ecosystem	Causes, Effects and Control Measures of	Urban problems related to energy	Public awareness
	SLO-2	Forest resources	Desert ecosystem	Soil Pollution	Water Conservation	
S-5	SLO-1	Water Resources	Aquatic ecosystems (ponds, lakes, streams)	Causes, Effects and Control Measures of Marine pollution	Rain Water Harvesting, Watershed	Human Population and the Environment: Population growth, variation among nations
	SLO-2	Mineral Resources	Aquatic ecosystems (rivers, estuaries, oceans)			
S-6	SLO-1	Food Resources	Biodiversity and its conservation-genetic, species and ecosystem diversity	Causes, Effects and Control Measures of Noise Pollution	Environmental Ethics: Issues and Possible Solutions	Population explosion – Family Welfare Programme
	SLO-2	Energy Resources	Biogeographical classification of India			Environment and human health
S-7	SLO-1	Land Resources	Value of Biodiversity	Causes, Effects and Control Measures of Thermal Pollution	Climate change & Global warming	Human Rights
	SLO-2	Role of an individual in conservation of natural resources	Biodiversity at Global, National and Local Levels			Value Education
S-8	SLO-1	Equitable use of resources for sustainable lifestyles	India as a Mega Diversity Nation	Causes, Effects and Control Measures of Nuclear hazards	Acid rain & Ozone layer depletion	HIV/AIDS
	SLO-2	Concept of an ecosystem	Hot-spots of biodiversity			
S-9	SLO-1	Structure and Functions of an ecosystem	Threats to biodiversity: habitat loss, poaching of wildlifeman-wildlife conflicts	Solid Waste Management Causes, Effects and Control Measures of Urban and Industrial Waste	Nuclear Accidents and Nuclear Holocaust	Women and Child Welfare
	SLO-2	Producers, consumers and decomposers	Endangered and endemic species of India	Role of Individuals In Pollution Prevention	Wasteland Reclamation	Role of Information Technology in Environment and human health

Learning Resources	Theory:										
	1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan. 2. BasuMahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press 3. R.Jeyalakshmi (2014), Text book of Environmental Studies, Devi publications, Chennai. 4. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)										

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	30%	40%	40%	40%	40%	40%	40%	40%	-
	Understand										
Level 2	Apply	30%	45%	30%	30%	30%	30%	30%	30%	30%	-
	Analyze										
Level 3	Evaluate	30%	25%	30%	30%	30%	30%	30%	30%	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA-1, CLA-2 and CLA-3 can be from any combination of these: MCQ Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc

Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
Dr.ArumugamPerumal, Director ARMATS BIOTEK Training and Research Institute, Chennai	Dr.N.Banu, Assistant Professor BharathiWomens College (Autonomous), Chennai	1. Dr. P. Parthipan, Assistant Professor, Department of Biotechnology, FSH, SRMIST

		2.Dr. D. Sankari, Professor and Head, Department of Biotechnology, FSH, SRMIST
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Course Code	UCD23S02L	Course Name	VERBAL ABILITY AND SKILL DEVELOPMENT	Course Category	S	Skill Enhancement Courses(S)-02	L	T	P	O	C
							2	0	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Guidance Cell	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Critically evaluate basic mathematical concepts related to mixtures and alligations, Numbers, time and work	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Use their logical thinking and analytical abilities to solve reasoning problems	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	Develop soft skills relating to the need for job recruitment	Expected Proficiency (%)	Application of Concepts
CLR-4 :	Provide students with the necessary skills to generate and interpret data sufficiency, problems on Chain Rule, Pipes and Cisterns, Boats and streams,	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	Enable students to understand problems on graphs and also increase their ability in language skills		Procedural Knowledge
CLR-6 :	Create awareness in students regarding the various concepts in verbal ability and skill development and also its importance in various competitive exams		Skills in Specialization
			Ability to Utilize Knowledge
			Skills in Modeling
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:		
CLO-1 :	Understand the concepts of mixtures and alligations, Numbers, time and work and to approach questions in a simpler and innovative method	3 80 70	M H M M M M L M M H M H M M M
CLO-2 :	Establish a student's interest and awareness in seating arrangements, mathematical operations, logical reasoning	3 80 75	M H M M M M L M M H M H M M M
CLO-3 :	Acquire soft skills that will help for applying jobs	3 85 70	M M M M M H L M M M H M M M H
CLO-4 :	Demonstrate various principles involved in aptitude problems	3 85 80	M M M M M M L H M H M H M M M
CLO-5 :	Ability to solve problems on reasoning and to interpret english language	3 85 75	M H M M M H L M M M M H M M M M
CLO-6 :	Able to face different competitive exams	3 80 70	M M M M M H L M M M H M H M M M

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Time and Distance – Introduction	Seating Arrangements (Circular and table) Introduction	Resume Building - Introduction	Chain Rule, Pipes and Cistern – Introduction	Functions and Graphs Introduction
	SLO-2 Time and Distance – Problems	Seating Arrangements (Circular and table) – Problems	Resume Building	Chain Rule, Pipes and Cistern – Problems	Functions and Graphs – Problems
S-2	SLO-1 Time & Work- Introduction	Mathematical Operations – Basic Problems	Group Discussions - Introduction	Data Sufficiency – Introduction	Comprehension
	SLO-2 Time & Work – Problems	Mathematical Operations – Tricky Problems	Group Discussions – Mock GD	Data Sufficiency – Problems	Comprehension – Practise session
S-3	SLO-1 Alligation or Mixture – Introduction	Data Arrangements - Introduction	Group Discussions - Activity 1	Logarithms – Introduction	Idioms and Idiomatic Expressions – Introduction
	SLO-2 Alligation or Mixture - Problems	Data Arrangements – Problems	Group Discussions - Activity 1	Logarithms – Problems	Idioms and Idiomatic Expressions – Practise Session

S-4	SLO-1	Numbers – Basic Problems	Logical Deductions – Introduction	Group Discussions - Activity 2	Boats and Streams – Basic Problems	Cause and Effect - Introduction
	SLO-2	Numbers – Tricky Problems	Logical Deductions – Problems	Group Discussions - Activity 2	Boats and Streams – Tricky Problems	Cause and Effect – Practise Session
S-5	SLO-1	Problems on Trains – Introduction	Letter and Symbol Series – Basic Problems	Leadership Skills Introduction	True Discount – Introduction	Theme detection – Introduction
	SLO-2	Problems on Trains – Problems	Letter and Symbol Series – Tricky Problems	Leadership Skills	True Discount – Problems	Theme detection – Activity
S-6	SLO-1	Races and Games – Basic Problems	Input Output Tracing Introduction	How to Handle Criticism and Feedback	Geometry and Mensuration Introduction	Ordering of words _ Introduction
	SLO-2	Races and Games – Tricky Problems	Input Output Tracing – Problems	How to Handle Criticism and Feedback	Geometry and Mensuration – Problems	Ordering of words – Practise Session

Learning Resources	1. James Barrett & Tom Barrett - Ultimate aptitudetests: over 1000 practice questions for abstract visual, numerical, verbal, physical, spatial and systems tests, Kogan Page, London, 2018. Fourth edition	4. David Bartlett, The art of general practice: soft skills to survive and thrive, Scion, Banbury, 2018, eBook, 2018 5.Zsolt Nagy,Soft skills to advance your developer career: actionable steps to help maximize your potential,Apress, Berkeley, CA, 2019, eBook, 2022
	2.Kathy A. Zahler & OverDrive, Inc (Distributor) Conquering GRE verbal reasoning and analytical writing, McGraw-Hill Education, New York, 2020 Second Edition 3. Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018	

Learning Assessment					
Level	Bloom'sLevel of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%)#
		Practice	Practice	Practice	Practice
Level 1	Remember	30%	20%	30%	30%
	Understand				
Level 2	Apply	30%	50%	30%	30%
	Analyze				
Level 3	Evaluate	40%	30%	40%	40%
	Create				
Total		100%	100%	100%	100%

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.
CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt.Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore	Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance, FSH, SRMIST

Course Code	UNS23201L/UNC23201L /UNO23201L/UYG23201L	Course Name	NSS/NCC/ NSO/ YOGA	Course Category	M	Mandatory Courses(M)-01	L	T	P	C	C
							0	0	0	0	0

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	NSS/NCC/ NSO/ YOGA	Data Book / Codes/Standards	Nil		

Assessment is fully Internal

Learning Assessment	
Assessment Tools	Marks
Continuous Learning Assessment-I (CLA-I)	20 marks
Continuous Learning Assessment-II (CLA-II)	30 marks
Continuous Learning Assessment-III (CLA-III)	30 marks
Continuous Learning Assessment-IV (CLA-IV)	20 marks
Total Marks	100 marks

SEMESTER – III

Course Code	UBA23301T	Course Name	LEGALASPECTSOFBUSINESS	Course Category	C	Discipline Specific Course -Core-09	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
CourseOfferingDepartment	BusinessAdministration	DataBook/Codes/Standards			

Course Learning Rationale (CLR): The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	Learn about important laws affecting conduct of business in India	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Scientific Knowledge	Fundamental Knowledge	Problem Analysis	Link with Related Disciplines	Design and Development	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Analytical Skills	Individual and Teamwork	Life-long Learning
CLR-2:	Examine the various legal instruments used in forging business transactions																		
CLR-3:	Understand legal procedures in information and administration of companies																		
CLR-4:	Basic understanding about the law on Foreign Exchange, Consumer Protection and Negotiable Instruments																		
CLR-5:	Explore the Indian laws governing the protection of Intellectual properties																		
CLR-6:	Analyse Indian cyber laws and its impact on major civil and criminal laws																		
Course Learning Outcomes (CLO): At the end of this course, learners will be able to:		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Scientific Knowledge	Fundamental Knowledge	Problem Analysis	Link with Related Disciplines	Design and Development	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Analytical Skills	Individual and Teamwork	Life-long Learning
CLO-1:	Identify the different types of contracts, Indemnities, Guarantees, Bailment and Pledges	3	80	70	M	H	H	M	H	M	M	H	L	H	M	H	M	H	H
CLO-2:	Apply the concepts involved in Sale of Goods and Transfer of Property agreements	3	85	75	M	M	H	H	H	H	H	M	L	L	M	H	L	L	H
CLO-3:	Acquire the knowledge and practice of protection of Intellectual Property Rights	3	75	70	M	H	H	M	L	M	L	M	M	L	M	H	H	M	H
CLO-4:	Acquire the knowledge of laws relating to Foreign Exchange Management, Consumer Protection and Negotiable Instruments.	3	85	80	M	H	H	H	L	M	H	H	M	L	M	H	H	M	M
CLO-5:	Acquire an understanding about impact of Cyber law on Indian legal system	3	85	75	H	H	M	H	L	H	H	M	M	L	L	H	M	H	H
CLO-6:	Identify the different types of contracts, Indemnities, Guarantees, Bailments and Pledges	3	80	70	L	H	H	H	L	H	M	L	L	L	H	H	M	H	H

Duration (hour)					
S-1	SLO-1	Introduction, Need, Significance of Law	Contract of Sale-Definition	Company-Definition	Intellectual Property Rights
	SLO-2	Classification of Law	Essential of Contract of Sale	Characteristics of Company	Cyber Law-Introduction
S-2	SLO-1	Sources of Business Law	Two parties, Goods	Kind of companies	Rationale behind IPP
	SLO-2	Defining of Contract	Transfer of ownership, price	Lifting the corporate Veil	Categories of IPR
S-3	SLO-1	The Process of making contract	All essential of valid contract of sale	Formation of Company	Copyright
	SLO-2	Elements of contract	Contract to include both a 'sale' and an 'agreement to sell'	Promotion	The Patents Act
S-4	SLO-1	Types of Contract	Goods: Meaning	Promoter Legal position and roles	Industrial Design Rights
	SLO-2	Defining an Offer	Classification of goods	Incorporation	Trademarks
					Trade Dress
					Role of RBI

Duration (hour)					
S-5	SLO-1	Characteristics of a valid Offer	Price, Modes of fixing the price	Certification of	Trade Secrets
	SLO-2	Types of Offer	Condition	Corporate Identity Number	Enforcement of IPRs
S-6	SLO-1	Acceptance	Kind of Conditions	Memorandum of Association-Definition	Geographical Indications
	SLO-2	Legal Rules of Governing a valid Acceptance	Warranties	Contents of the Memorandum	TRIPs
S-7	SLO-1	Capacity of parties, Minor	Kind of Warranties	Doctrine of Ultra Vires	FEMA Act 1999
	SLO-2	Person of unsound mind	Doctrine of Caveat Emptor	Alteration of Memorandum	Major concepts of FEMA
S-8	SLO-1	Person disqualified by law	Exception to the Doctrine of Caveat Emptor	Articles of Association-Definition	Important provisions
	SLO-2	Consideration-definition	Transfer of Ownership and Delivery	Contents of Articles	Holding of Foreign Exchange
S-9	SLO-1	Rules governing Consideration	Significance of Transfer of Ownership	Model form of Articles	Capital Account
	SLO-2	Stranger to a contract	Rules regarding transfer of property	Alteration of Articles	Current account
S-10	SLO-1	Free Consent-Meaning, Concepts	Rules regarding transfer of title on sale	Prospectus-Meaning and kinds	Consumer Protection Act, 1986
	SLO-2	Free Consent-Definition	Exception to the rule	Contents of the Prospectus	Salient features of the act
S-11	SLO-1	Flaws in consent and their effect on contract validity	Delivery of Goods	Procedure of online Incorporation of Company in India	Major concepts of Consumer Protection Act
	SLO-2	Legality of Object	Modes of delivery	Steps for online Registration of Company	Consumer-definition
S-12	SLO-1	Discharge of Contract	Rules regarding delivery of goods	Share Capital	Rights of Consumer
	SLO-2	Quasi contract	Acceptance of Delivery by Buyer	Kind of Shares	Restrictive Trade practice, Unfair Trade Practice
S-13	SLO-1	Contract of Indemnity	Unpaid Seller, Right of Unpaid Seller	Certificates of Shares	Three-tier Grievance redresser Machinery
	SLO-2	Contract of Guarantee	Right of unpaid seller against Buyer	Debentures and Kinds, Directors and DIN	Negotiation and Assignment
S-14	SLO-1	Bailment, essential and kinds	Buyer Rights against seller, Auction Sale	Minutes, Winding Up of a Company, Modes of Winding Up	Modes of Negotiation
	SLO-2	Pledge, Rights and Duties of Pawnee and Pawnor	Rules regarding Sale by Auction	Appointment of an official Liquidator	Kind of endorsement, Negotiation Bank
					Right to legal Representation, Power of exempt

Learning Resources	1.	Dr. M. R. Sreenivasan, Business Law (Commercial Law), 5th Edition, Margham Publications, 2012	1.	Kapoor ND, Elements of Mercantile Law, 34th Revisedn, Sultan Chand & Sons, 2014.
	2.	Ravinder Kumar, Legal Aspects of Business, 4 th ed., Cengage Learning India Pvt. Ltd.	2.	Gulson SS, Kapoor GK, Business Law Including Company Law, Nineteen edition, New Age International Private Limited, 2018

Learning Assessment											
Continuous Learning Assessment (50% weightage)											
	Bloom's Level of Thinking	CLA-1-CYCLETEST I (10% weightage)		CLA-2-CYCLETEST II (10% weightage)		CLA-3-Model Examination (20% weightage)		CLA-4 Assignment (5% weightage)- Surprise test/Quiz/Short talk 5% weightage (Total - 10 % weightage)		Final Examination (50% weightage)	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-
	Create										
	Total	100%		100%		100%		100%		100%	

#CLA-4 can be from any combination of these: Writing Assignments, Attending Seminars, Class room Presentation, Mini Project, Case-Study preparation and Discussion, MOOCs, Certifications, Conference Paper or Paper Publications etc.,

Course Designers	Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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1. Mr. Murugan , Industrialist and Senior Consultant , Atos Syntel India	1.Dr. Rajesh Kumar , Associate Professor , Department of Management Studies , Government Arts College , Nandanam , Ch - 35 2.Dr. Krishna Kumar , Professor and Head , Department of Commerce and Management , Perriyar University ,	2.Dr. A.Gajendran , SRMIST
		2. Dr. L.Jayanthi, SRMIST

Course Code	UBA23302T	Course Name	COST AND MANAGEMENT ACCOUNTING	Course Category	C	Discipline Specific Course -Core-10	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	Learning
CLR-1 : Understand and explain the conceptual framework of Cost Accounting	1 2 3
CLR-2 : Know the different methods of pricing of materials, The advantages and disadvantages of different methods of pricing and Understand Labour Cost, Labour turnover, concepts like piece wage, Time wages and Various Bonus plan	
CLR-3 : Enable the students to understand the meaning functions , scope , techniques of Management Accounting. Facilitate the analysis & interpretation of financial statements	
CLR-4 : Help the students in analyzing the liquidity, profitability & solvency position of firm	
CLR-5 : Enable the learners to prepare budgets and understand the concept of marginal cost	
CLR-6 : Familiarize the learners in regulating the flow of funds. To facilitate the students in decision making process.	

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1 :	Understand the fundamentals of Cost Accounting and preparation of cost sheet	3	80	70
CLO-2 :	Know the Material control system, Methods of issue Price, Understand Labour Cost, Labour turnover and Various Bonus plan.	3	85	75
CLO-3 :	Meaning and techniques of Management Accounting. Facilitate the analysis & interpretation of financial statements	3	75	70
CLO-4 :	Analyzing the liquidity, profitability & solvency position of firm	3	85	80
CLO-5 :	Preparation of budgets and understand the concept of marginal cost	3	85	75
CLO-6 :	Learners understand the flow of funds which helps in decision making process.	3	80	70

Program Learning Outcomes (PLO)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
Fundamental Knowledge
Application of Concepts
Link with Related Disciplines
Procedural Knowledge
Skills in Specialization
Ability to Utilize Knowledge
Skills in Modeling
Analyze, Interpret Data
Investigative Skills
Problem Solving Skills
Communication Skills
Analytical Skills
ICT Skills
Professional Behavior
Life Long Learning

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Introduction about Cost accounting	Material Control- meaning, objectives, essentials, Advantages	Management accounting- meaning Objectives, scope, Functions.	Meaning of Ratio Analysis, Merits & Demerits	Budgetary control- Meaning, objectives Advantages, limitations
	SLO-2 Need, scope, objectives of costing	Centralised, Decentralised purchasing Store keeping & stock control	Difference between Financial accounting Management accounting	Classification of ratios - Theory	Types of budgets- theory
S-2	SLO-1 Difference between Cost & Mgmt Accounting, Advantages & Limitations	EOQ – Theory & Problems	Difference between Cost accounting Management accounting	Profitability ratios – meaning and Formulae	Simple problems in Cash Budget
	SLO-2 Classification of cost	Inventory control and its techniques	Characteristics of Management accounting Tools and techniques of management Accounting.	Problems on Profitability ratios	Simple problems in Flexible Budget
S-3	SLO-1 Cost units, cost centres, cost control	Stock control according to value – ABC Analysis, JIT, VED,	Duties and functions of Management accountants	Gross profit, Net profit, Operating profit Expenses & Operating ratios	Marginal Costing – Meaning, Objectives Marginal cost statement, PV Analysis

Duration (hour)		9	9	9	9	9
		techniques	FNSD Analysis - Theory			
	SLO-2	Methods of costing	Levels of Stock – Reorder Level, Minimum, Maximum, Avg, Danger -Problems	Financial Statement analysis- meaning Functions,objectives, limitations	Problems on profitability	Simple Problems in marginal Costing
S-4	SLO-1	Cost sheet – Need and Purpose	Pricing of Material Issues- Material Issue procedure, Methods of pricing	Types of Analysis, Tools for financial statement analysis	Turnover ratios – meaning and types	Pv ratio, contribution, Breakeven point, MOS, Required Sales for a given profit
	SLO-2	Format of Simple cost sheet and Cost sheet with Inventories	Problems in FIFO & LIFO Method	Comparative income statements- Theory, format & Problems	Problems on Turnover ratios	Problems for practice in Marginal costing
S-5	SLO-1	Practical Problems in Simple Cost sheet	Labour - Types, Techniques for Effective control of Labour cost, Labour turnover- Theory & Problems	Comparative Balance sheet Theory, format & Problems	Stock turnover, Debtors turnover, Creditor turnover & fixed assets	Funds flow analysis- Meaning, objectives
	SLO-2	Practical Problems in cost sheet with inventories	Time keeping department & Payroll dept - functions	Common size income statements- Theory, format & Problems	Solvency ratios- Long term & Short Term ratios	Preparation of SCWC, FFO & FFS
S-6	SLO-1	Treatment of inventories-Stock Of raw materials	Time rate system -theory & Problems Piece wage – Straight & differential	Common sizeBalance sheet- Theory, format & Problems	Current ratios, Liquidity , Absolute liquidity ratios	Simple problems in fund flow Analysis (includes Depreciation)
	SLO-2	Stock of finished goods	Premium & Bonus Plan- Halsey & Rowan plan	Problems for practice – comparative	Long term solvency ratios.	Cash Flow Statement – Meaning, Purpose
S-7	SLO-1	Problems for practice- simple costsheet	Normal & Over time wagesCash required for wage payment	Problems for practice – common size	Debt equity ratios, Proprietary,Capital gearing ratios	Computation of cash from operations
	SLO-2	Cost sheet with rate per unit	Labour cost to employer	Trend percentages -meaning and Format	Problems on long term solvency ratios	Problems in CFO
S-8	SLO-1	Meaning for Tenders and quotations	Job evaluation- Procedure & methodsMerit rating	Trend percentages problems	Problems on short term ratios	Preparation of Cash flow statement Problems on CFS
	SLO-2	Cost control techniques	Principles of Labour remuneration Essentials of good wage system	Problems on Financial statement analysis	Comprehensive problems on Profitability, Turnover & Solvency	Comprehensive Funds flow statement problems
S-9	SLO-1	Cost reduction – meaning, Techniques features	Revision	Revision	Simple problems on computation Of items of financial statements From ratios given	Comprehensive Cash flow statement problems
	SLO-2	Essentials of good costing system	Testing the students understanding	Testing the students understanding	Testing the students understanding	Revision & Testing the students understanding
Learning Resources		1. T. S. Reddy and Hari Prasad Reddy-Cost & Management Accounting, Margham Publication. 2. S.N Maheswari, Management Accounting - Sultan Chand & Sons, New Delhi-		3. Saxena and Vashist Essentials of Cost Accounting IPCC Text Sultan Chand & Sons - 4. Jhamb, Fundamentals of Management Accounting – Ane Books India - New Delhi. 5. Horngren Sunderu Stratton, Introduction to Management Accounting -Pearson Education.		

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Dr. L. Jayanthi

Course Code	UBA23303L	Course Name	DATABASE MANAGEMENT SYSTEM (PRACTICAL)	Course Category	C	Discipline Specific Course -Core-11	L	T	P	O	C
							1	0	4	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	To understand Relationship among data	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To Construct a data base		
CLR-3 :	Understand the syntax of DDL Statement		
CLR-4 :	To Understand the concept of DML Statement		
CLR-5 :	To understand the concept of Transaction Control Language		
CLR-6 :	To write PL/SQL Commands		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom) Expected Proficiency (%) Expected Attainment (%)	Fundamental Knowledge Application of Concepts Link with Related Disciplines Procedural Knowledge Skills in Specialization Ability to Utilize Knowledge Skills in Modeling Analyze, Interpret Data Investigative Skills Problem Solving Skills Communication Skills Analytical Skills ICT Skills Professional Behavior Life Long Learning
CLO-1 :	Students will understand the purpose of one-to-one relationships and one-to-many relationship	3 80 70	L H - H L H H L L L H H L L H H H H M H
CLO-2 :	Will have acquaintance with Normalization rules	3 85 75	M H L M L H L H M H H H H M H H
CLO-3 :	Creating alter drop commands will be understood	3 75 70	M H M H H H H M L H H M H H M
CLO-4 :	Insert deletete update and select statement commands are understood	3 85 80	M H M H L H H L M H H H M H H
CLO-5 :	Commit and Rollback commands are understood	3 85 75	H H M H H H H L M H M H M H- H
CLO-6 :	Construction of PL/SQL is understood	3 80 70	L H - H H H H H L L M H H H H

Duration (hour)					
S-1	SLO-1	Different types of Data used in Dtaba	Set operators and Joins	PL/SQL Introduction	Creating tables using MS Access
	SLO-2	DDL Commands	Implementing subqueries	Declaration of Variables in PL/SQL	Granting Privileges to other users
S-2	SLO-1	Enforcing Constraints in Database	Creating Database Objects	Condition Statement in PL/SQL	Setting Constraints through MS Access
	SLO-2	DML Commands	Locking Concept	Iterative statements in PL/SQL	Revoking Privileges given to other users
S-3	SLO-1	Transaction related commands	SQL Plus Formatting Commands	Exceptions	Creating Relationships through MS Access
	SLO-2				Formatting Commands
S-4	SLO-1	SQL Plus Operators	Normalization rules(Theory)	Cursors	SQL Commands in MS-Acess
	SLO-2				Customizing Column Name
S-5	SLO-1	SQL Plus Database	Constructing Data base using Normalization	Database Triggers	SubQueries in MS-Acess
	SLO-2				Customizing Column Content
					Sub Programs in MS ACCESS
					Setting Page Dimensions
					Triggers in MS-Acess
					Storing and Printing Query Results

Learning Resources	1) Niranjana Srivastava Computer Applications in Management, Dream tech publication, 2011	3) Asok K. Nadhani, Simple Tally-9 BPB publication-2007
	2) Aitjohri, Business application software by imlaya publication House first edition 2016	4) Gary Shelly, Thomas J. Cashman, Misty Vermaat, Microsoft Office-2007 Introductory concepts and Techniques, Thomson Learning publishers-2007

Learning Assessment											
	Bloom'sLevel of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Practical
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	
	Understand										
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	
	Analyze										
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr. Noorul Ammen, Tiger Analytics Chennai	Dr. B. Devamaidhan, Professor, University of Madras, Chennai	Dr. J. Dinesh, Asst. Professor, COM, SRMIST

Course Code	UBA23E01T	Course Name	BANKING AND INSURANCE	Course Category	E	Discipline Specific Domain Elective Courses -01	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To make the students to understand the basics of banking		Level of Thinking (Bloom)	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To make them familiar with banking law					Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	To make them understand the different banking instruments																					
CLR-4 :	To comprehend the students with the importance of insurance																					
CLR-5 :	To make them aware of the Life insurance																					
CLR-6 :	To make them aware of General insurance																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLO-1 :	Understand the Structure of Indian banking system		3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H		
CLO-2 :	Understand the different aspects of banking		3	90	80	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M		
CLO-3 :	Understand the different negotiable instruments		3	90	70	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M		
CLO-4 :	Understand the different insurance		3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M		
CLO-5 :	Understand the Life insurance and its regulations		3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H		
CLO-6 :	Understand the General Insurance and its regulations		3	85	75	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M		

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Introduction	Negotiable instruments	Paying banker	Insurance	Life insurance
S-2	SLO-2 Bank	Features of negotiable instruments	Methods of clearing cheques	Insurable interest	Principles in life insurance contract
S-3	SLO-1 Banking	Cheque	Payment in due course	Indemnity	Concept of trust in life policy
S-4	SLO-2 Functions of banking	Types of cheque	Conditions for payment in due course	Ubernimae fidei	Life insurance companies
S-5	SLO-1 History of Banking – 1	Bearer, order, mutilated, travellers cheque	Duties and responsibilities of paying banker	Proximate cause	Role and functions of life insurance companies
S-6	SLO-2 History of banking -2	Account payee, post dated, self cheque, blank cheque	Statutory protection to paying banker -1	Subrogation contribution	Life insurance policy
S-7	SLO-1 Types of banks – 1	Essentials of a cheque, Parties involved in cheque	Statutory protection to paying banker -2, Garnishee order	Difference between insurance and guarantee	General insurance
S-8	SLO-2 Types of banks -2	Bill of exchange	Collecting banker	Insurance and wagar	Principles in general insurance contracts

Duration (hour)	9	9	9	9	9
S-5	SLO-1	Types of banks – 3	Features	Statutory protection to collecting banker	Insurance contract
	SLO-2	Banking laws -1	Types, parties	Duties of a collecting banker	Features
S-6	SLO-1	Banking laws -2	Promissory notes	Bank loans and advances	Types of insurance
	SLO-2	Banking Laws -3	Types	Principles of loans and advances	Concept of intermediaries
S-7	SLO-1	Bank customers	Promissory format, parties	Charge	Market players
	SLO-2	Types of customers	Endorsement	Nature, methods	Agents, brokers
S-8	SLO-1	Individual, Joint Hindu family	Types	International banking	Surveyors & loss assessors
	SLO-2	Partnership firms, trusts	Crossing of cheque	Technology in banking -1	Insurance Act
S-9	SLO-1	Joint stock companies	Types of crossing -1	Technology in banking -2	IRDA
	SLO-2	Clubs, societies & Associations	Types of crossing -2	Innovation in banking	Powers & Functions

Learning Resource	1. Banking law & practice, Mishra sukhvinder, 2012, S. Chand	4. Fundamentals of Insurance, Theories, Principles & Practice, Hargovind Dayal, Notion Press, 2017
	2. Banking law & practice, Hong Kong Institute of Bankers, Wiley, 2012	
	3. Banking and Finance, Clifford Gomez, Prentice Hall of India Pvt. Ltd., 2011	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		Theory	Practice
	Understand										30%	-
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr.M.Ravishankar,RegionalHead–CommercialCards,ICICIBank	Dr.N.Sivasankaran,AssociateProfessor,XLRI,Jamshedpur	Dr.K.KARTHIK SRIDHAR, SRM IST
2.Mr. R.Karthikeya,AVP,SBIWealthManagement	Dr.UpamPushpak,AssociateProfessor-IIMTiruchirapalli	Dr. A.ARUL PRAKASH, SRM IST

Course Code	UBA20E02T	Course Name	TRAINING AND DEVELOPMENT	Course Category	E	Discipline Specific Domain Elective Courses -01	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Training and Development reflects on the blended approaches to training delivery to employees				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Process of analyzing and describing the tasks of teams and the jobs of team members				Level of Thinking(Bloom)	Expected Proficiency(%)	Expected Proficiency(%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Approach to individual or organizational learning and development that promotes need-related training																					
CLR-4 :	Content designed carefully around specific learning objectives and shorter bursts to make it easier for learners																					
CLR-5 :	Reflect, analyze, and improve Training effectiveness and efficiency by using new methods																					
CLR-6 :	Goal of training is not simply to gain knowledge and skills, but to transfer learning into performance																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking(Bloom)	Expected Proficiency(%)	Expected Proficiency(%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	Training concepts, principles and process of training and development of the employees				3	90	85	M	M	L	L	L	H	L	L	L	M	M	M	M	L	M
CLO-2 :	Develop an understanding of how to assess training needs and design training programs in an Organizational setting				3	95	85	M	H	M	M	L	H	M	M	L	M	L	H	L	L	M
CLO-3 :	Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.				3	90	80	H	M	M	L	L	M	M	M	L	L	M	L	M	L	M
CLO-4 :	Understand the training needs of each employees				3	80	75	H	H	L	L	L	M	L	M	L	L	M	L	M	L	H
CLO-5 :	Evaluate the value of the training once completed from the individual employee and the organization's viewpoint				3	85	80	H	H	L	M	L	M	L	M	L	M	M	L	L	L	M
CLO-6 :	Increase the overall Organizational employee skills and their productivity level				3	80	75	H	H	M	L	L	M	M	L	L	L	M	M	L	L	H

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Fundamentals of Training	Pre Training meaning	Training Strategy-Meaning, Objective	Training methods, Meaning	Training phase-Understanding about phases of
	SLO-2	Difference between Training and Development Importance	Employees and organization Expectation	Development of Training Strategy Training Goals	Requirement of different Training methods	training (ADDIE Model),
S-2	SLO-1	Role of Training- Classification of Training	Motivation of employees	Factors influencing setting of training goals	Types of Training Methods Internal Training method & External Training Method	Phase 1. Analysis, Phase 2. Design, Phase 3. Development
	SLO-2	Objectives,New approaches of Training	Motivation-objectives,Types of Pre Training, Benefits	Based on organizational requirement	Business Game training, Advantage and disadvantage og business games	Phase 4. Implementation, Phase 5. Evaluation
S-3	SLO-1	New approaches of developmen	Role in training design- Factors affecting the	Based on employees requirement	Laboratory Training, Role of Lab Training	Detailing about Goup development

Duration (hour)		9	9	9	9	9
			pre training		in employees development	
	SLO-2	Traditional Approach Of Training	Steps involve in Pre Training, Link of pre training and post training	Defining Training Specification Types of training specification	Training for Personnel Development-,	Social Process in Training
S-4	SLO-1	Traditional Approach Of Development	Post training-Meaning, Objective	Organizational Training inputs,	Meaning, Benefits	Identify the individual behaviors
	SLO-2	Designing Training meaning	Steps involve in post training	Requirement of training inputs Clarifying needs of training	Training for Organization Development-Meaning, Benefits	Create groups Based on Behavior, indicators
S-5	SLO-1	Training needs	Requirements for conducting post training	Match with available resources	Incidents Cases- Description,	Support the training groups , Evaluate the Group Performance
	SLO-2	Training Delivery mode & style	Difference between pre and post training	Organizational collaboration through clarifying needs	Importance in organization	Details about Unrealistic Goals ,Disadvantages of setting Unrealistic goals
S-6	SLO-1	Organizational & Occupational Assessment	Skills need for conducting post training	Motivation-Identify individual motivation	Seminars and Lectures- Meaning of Seminars	Failure or success based on Goals setting
	SLO-2	Individual Assessment	Organization support need	Match with organizations objectives	Meaning of Lectures,	E-Learning- Meaning of E-learning Platforms of E-learning
S-7	SLO-1	Measuring Training Effectiveness	Adjustment by organization	Satisfy both organization as well as employee	Difference between Seminars and Lectures	Advantage of E-learning Disadvantage of E-learning
	SLO-2	Requirement	Post training evaluation	Requirement of employee motivation	Role Playing ,	Technology role in increasing Training effectiveness
S-8	SLO-1	Methods of measuring training Effectiveness	Post Training Feedback- Improvement plan	Methods of motivation,Need of motivation in training	Sensitivity Training	Most frequent used training platform Advantage of inserting technology
	SLO-2	Kirkpatrick Model	Necessary improvement actions needed in pre and post training	Motivation of better training results	In Basket Training, Training Groups-	on training process Comparison of outcomes achieved with or without technology based training
S-9	SLO-1	Training Process- Meaning-Need	Outcome measurement- Meaning	Organization benefit based motivation	training groups,	Employee development- Meaning, importance of Employee Training Difference between employee
	SLO-2	Learning Styles	Measurement in organizational term	Individual based motivation and different motivational plans	Factors to be considered in preparing groups	training and development Different method of employee development Role of employee development in personal and professional life

Learning Resource	1 Raymond Noe, Employee Training & Development, Tata McGraw-Hill Publication, 8th Edition 2019 2 Blanchard, Effective training-Systems, strategies and practices, Pearson education, 2nd edition, 2019 3 www.economicstimes.indiatimes.com	1 Rolf P Lynton & Udai Pareek, Training for organizational transformation, Sage Publications, New Delhi, 3rd Edition 2019 5. Ratan Reddy, Effective HR Training Development Strategy, Himalaya Publishing House, 3rd Edition,
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 – CYCLE TEST I(10 % weightage)		CLA – 2 CYCLE TEST II (10 % weightage)		CLA – 3 – Model Examination (20 % weightage)		CLA – 4 Assignment (5 %weightage) – Surprise test /Quiz/ Short talk 5 % weightage (Total – 10 % weightage)				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%		
	Understand											
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%		
	Analyze											
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%		
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Vijayaraja, SRMIST KTR		Dr.G.Prabu, SRM IST KTR

Course Code	UBA20E03T	Course Name	PRODUCT AND BRAND MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -01	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																			
CLR-1 :	Give a fundamental knowledge about Productmanagement and gain understanding about product concept and product classification		1	2	3	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	Gain knowledge about New product development strategy and PLC Strategies																								
CLR-3 :	Get an in-depth understanding of product management decision, promotional strategies using packaging, pricing strategies and applying it.																								
CLR-4 :	Get an in-depth understanding of Brand Management and Brand Equity																								
CLR-5 :	Comprehend basic concepts in brand identity and role of product manager																								
CLR-6 :	Understand Brand portfolio, role of product manager and cause branding concepts																								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																							
CLO-1 :	Have in-depth understanding of Product management and Brand building concept.		3	80	70																				
CLO-2 :	Have good knowledge about New product development and PLC		3	90	80																				
CLO-3 :	Understand theoretical concepts of product management decision, promotional strategies using packaging and pricing strategies.		3	90	70																				
CLO-4 :	Understand Brand, Branding Decisions and Brand Equity concepts.		3	95	75																				
CLO-5 :	Comprehend and know about Brand identity and Brand identity prism		3	95	80																				
CLO-6 :	Understand Brand portfolio, role of product manager and cause branding concepts		3	85	75																				

Duration (hour)	9	9	9	9	9	9
S-1	SLO-1	Monitoring the Environment	Marketing Plan	Product planning	Brand Meaning	Brand Identity for Dealing with competition
	SLO-2	Physical, Internal, External and Macro Environmental factors	Nature and contents of Marketing Plan	Product planning model and it's components	Advantages of Branding	Brand Identity perspectives
S-2	SLO-1	Marketing mix for product	Characteristics of successful product development	Product planning	Plan to Build strong brands	Brand Identity planning and Implementation
	SLO-2	Marketing mix for product	Characteristics of successful product development	Product planning model and it's components	Plan to Build strong brands	Brand Identity planning and Implementation
S-3	SLO-1	Product Definition	Key personnel for Product development	Product /Market portfolio analysis and decisions	Brand decisions	Brand Identity Prism
	SLO-2	Five levels of Product	Challenges for Product development	Product /Market portfolio analysis and decisions	Brand sponsor decisions	Brand Identity Prism
S-4	SLO-1	Product classification	New product development	Development of Product/Marketing plan	Brand Name decisions	Brand Elements for Brand positioning

Duration (hour)		9	9	9	9	9
			process			
	SLO-2	Consumer Goods & Industrial goods classification	New product development process	Development of Product/Marketing plan	Brand Name decisions	Brand Elements
S-5	SLO-1	Product and services differentiation	New product development process	Evaluation of Alternative Marketing plans	Brand Extension decision	Benefits of Brand elements
	SLO-2	Product and services differentiation	New product development process	Implementation and control of Product and Marketing plan	Brand Extension decision	Criteria for choosing brand elements
S-6	SLO-1	The Product Hierarchy	Product Testing	Importance of Product quality	Advantages and Disadvantages of Brand Extension decision	Brand portfolios
	SLO-2	The Product Hierarchy	Test Marketing	Product Design	Advantages and Disadvantages of Brand Extension decision	Brand portfolios
S-7	SLO-1	Product system and mixes	Porter's Five forces Model	Packaging & Labelling	Co-branding	Role of Product manager
	SLO-2	Product system and mixes	Ansoff Matrix	Functions of Packaging, Warranty and Guarantee	Types of Co-branding	Functions of Product manager
S-8	SLO-1	Product Line Analysis	PLC	Role of Packaging as promotional tool	Brand positioning	Role of Brand manager
	SLO-2	Product Line Analysis	PLC STAGES	Role of Packaging as promotional tool	Steps for Brand positioning	Functions of Brand manager
S-9	SLO-1	Product Line Length	Marketing strategies in PLC	Pricing strategies	Brand Image dimensions	Importance of Brand awareness and Reminder in present scenario
	SLO-2	Product Line Length- Product mix- Product mix width	Marketing strategies in PLC	Product mix pricing	Brand Equity -Customer based Brand Equity- Brand awareness and Brand image, Attribute association and benefit association	Brands with social cause and Cause branding

Learning Resources	TEXT BOOKS	ONLINE RESOURCES 1 https://www.kellogg.northwestern.edu/branding-brand-management.aspx
	1. Chitale A.K, Ravi Gupta, Product Policy and Brand Management , Latest Edition, Text and cases, PHI Learning's. 2. Philip Kotler, Kevin Lane Keller, Abraham Kohli and Mithileshwar Jha (2013), Marketing Management 14th Edition, South Asian Perspective, Pearson Education Inc 3. Gary L Lilien, Arvind Rangaswamy, New Product and Brand Management Prentice Halls 4. Tapan K. Panda, Product and Brand Management, Oxford University Press	

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 – CYCLE TEST I (10 % weightage)		CLA – 2 CYCLE TEST II (10 % weightage)		CLA – 3 – Model Examination (20 % weightage)		CLA – 4 Assignment (5 % weightage) – Surprise test /Quiz/ Short talk 5 % weightage (Total – 10 % weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	40%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	20%	30%	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100%	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institution	Internal Experts
1. Mr. M. Anand- Regional Manager-Marketing- Carrier Air conditioners	1. Dr. Prafulla Agnihotri Professor-Marketing Area-IIM Kolkata	1. Dr.C.SENTHIL NATHAN,SRM-FOM- SRMIST
2. Mr. Mohan kumar – Managing Director- Metro Kitchens	2. Dr.R. Mahesh Kumar Professor& Head, Marketing Area-DOMS- Anna University - Chennai	Dr.Dr.YaseenMaswood -FOM,SRMIST

Course Code	UBA23G02T	Course Name	STATISTICS FOR BUSINESS	Course Category	G	Generic Elective Courses (G)-04	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course to:	
CLR-1:	To provide a strong foundations in the principles of statistics.		
CLR-2:	To apply Statistical techniques for solving real life problems		
CLR-3:	To develop the student's ability to deal with numerical and quantitative issues in business		
CLR-4:	To enable the use of statistical, graphical and algebraic techniques wherever relevant.		
CLR-5:	To have a proper understanding of Statistical applications in Economics and Management.		
CLR-6:	To provide a strong foundations in the principles of statistics.		
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	
CLO-1:	To understand the statistical measurements and its limitations.		
CLO-2:	To have skill in description, interpretation and exploratory analysis of data by graphical and other means		
CLO-3:	To understand statistical tools to business problems which would enable to take decisions and quantify various business plans.		
CLO-4:	To calculate and apply measures of location and measures of dispersion--grouped and ungrouped Data cases.		
CLO-5:	To apply discrete and continuous probability distribution to various business problems		
CLO-6:	To understand the statistical measurements and its limitations.		

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life long Learning
M	L	L	-	L	-	L	-	M	L	L	L	M	M	L
-	L	H	-	H	-	L	-	H	M	H	M	L	M	L
M	M	H	-	H	-	M	-	M	M	H	M	L	M	M
H	H	M	-	M	-	M	-	H	L	M	L	M	H	H
-	M	M	-	M	-	M	-	H	M	H	M	M	H	M
M	L	L	-	L	-	L	-	M	L	L	L	M	M	L

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to Statistics, Introduction to Statistical Methods	Measures of central tendency, Properties of Mean	Introduction of Probability, Basic Definitions	Correlation Analysis: Correlation - Definition and use
	SLO-2	Nature of Statistics, Limitations of Statistics, Scope of Statistics	Weighted Arithmetic mean, Merits and Demerits of Mean	Uses of probability, Applications	Types of correlation
S-2	SLO-1	Classification of data, Objects and Characteristics of Classification	Calculating Mean (raw data and Discrete type), Calculating Mean (Continuous type)	Introduction of Random Experiment	Methods for Finding Correlation
	SLO-2	Merits and demerits of classification	Calculating single missing frequency, Calculating double missing frequency, Merits and Demerits of Median	Meaning of probability, Theory of Permutation and Combination	Coefficient, Properties of correlation coefficient
S-3	SLO-1	Methods of Classification, Methods of Quantitative Classification	Calculating Median (raw data and Discrete type), Calculating Median (Continuous type)	Permutation in ring classical Approach, Limitations of Classical approach	Significance of study of Correlation, Correlation and causation
	SLO-2	Classification according to Attributes, Frequency Distribution	Merits and Demerits of Mode	Definition of Sample Space, Examples of Sample space	Graphical method, Scatter diagrams,
					Editing time series data
					Different types of Mathematical models
					Components of Time Series, Analyzing time series, Uses of Trend Lines
					Merits and demerits of time series

Duration(hour)		9	9	9	9	9
S-4	SLO-1	Meaning and objects of Tabulation	Calculating Mode (raw data and Discrete type)	Definition of Events, Example of Events	Properties of correlation coefficients	Free-hand method, Semi-average method
	SLO-2	Parts of Table & Format of a Table,	Calculating Mode (Continuous type)	Definition of Mutually Exclusive and Examples of mutually exclusive	Calculating correlation by taking from Assumed mean, Merits and Demerits of correlation	Introduction of seasonal variation, Specific and Typical Seasonal
S-5	SLO-1	Rules of Tabulation, Types of forms of Table.	Properties of Mode, Calculating mode from mean and median	Definition of Equally Likely, Examples of Equally Likely	Calculating Karl Pearson's Correlation Co-efficient	Computation of seasonal variation by simple average method
	SLO-2	Meaning and Definition of Statistics	Merits and Demerits of Geometric mean, Calculating Geometric mean (raw data and Discrete type)	Definition of Exhaustive Events, Examples of Exhaustive Events	Spearman's Rank	Preparation of data before analyzing time series, Measurement of Secular Trend
S-6	SLO-1	Collection and Tabulation of data	Calculating Geometric mean (Continuous type)	Definition of Independent Events	Correlation Coefficient, Advantages of Rank correlation	Draw a trend line by free hand method, Draw a trend line by semi average method
	SLO-2	Diagrammatic representation of data	Merits and Demerits of Harmonic mean	Examples of Independent Events	Problems- with non-repeated Ranks	Calculating three yearly moving average, Calculate trend values by the method of least square
S-7	SLO-1	Drawings simple bar diagrams	Calculating Harmonic mean (raw data and Discrete type)	Addition theorem on Probability.	Spearman's Rank Correlation Coefficient	Fitting a straight line trend for even number of years, Fitting a straight line trend for odd number of years
	SLO-2	Drawing multiple bar diagrams	Calculating Harmonic mean (Continuous type)	Simple Problems	Advantages of Rank correlation	Merits of method of least square, Demerits of method of least square
S-8	SLO-1	Drawing Sub-divided bar diagrams	Graphical solution of Median and Mode, Measures of Dispersion	Multiplication theorem on Probability	Problems with repeated Ranks, Problem on finding the best pair of judgments	Introduction of Index numbers- Definition & meaning, Characteristic and uses of index number
	SLO-2	Drawing histogram, Drawing frequency polygon,	Calculating Range and Mean deviation, Calculating Quartile deviation	Simple Problems	Regression Analysis: Regression-Regression Coefficients,	Laspeyere's, Paasche's Index Number,
S-9	SLO-1	Drawing Less than Ogives	Calculating Standard deviation, Identifying the Coefficients of variations	Finding probability when tossing a coin, Finding probability when throwing a die	Types of Regression Equations, Regression Equation of X on Y, Regression Equation of Y on X	Fisher's Index Number,
	SLO-2	Drawing More than Ogives	Calculating Skewness, Calculating Kurtosis	Calculating probability by picking a ball from a bag, Probability of picking a card	Relationship between Correlation and Regression Coefficients, Merit and demerits of Regression analysis	Construction of Index numbers (simple problems), Basics of consumer price index numbers

Learning Resources	Theory: 1. Gupta, S.P. (2011). Applied Statistical Methods 4th Edition, Sultan Chand & Sons, New Delhi. Fundamentals of Mathematical Statistics-S.P. Gupta & V.K. Kapoor
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers	
Experts from Higher Technical Institutions	Internal Experts
Dr.P.Dhanavandhan, Professor and Head, Department of Statistics, Pondicherry University. Dr.M.A.Baskar, Professor and Head, Department of Mathematics, Loyola College, Chennai	.Dr.. Lakshmi Assistant Professor College of Management SRMIST-Kattankulathur.

Course Code	ULT23AE1J	Course Name	APPLIED TAMIL – I	Course Category	A	Ability Enhancement Courses (AE)-03	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Tamil	Data Book / Codes/Standards		Nil	

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1 :	தமிழின் எழுத்து, சொல்வளர்ச்சிவரலாற்றை அறியச் செய்தல்
CLR-2 :	மொழியைப்பிழையின்றி எழுதும் ஆற்றலை அடையச் செய்தல்
CLR-3 :	வாய்மொழிவழக்காறுகளின் நுட்பங்களைத் தெரியச் செய்தல்
CLR-4 :	கடிதம் எழுதும் முறை, கட்டுரைவரையும் முறை அறியச் செய்தல்
CLR-5 :	படைப்பாற்றல்திறனை வளரச் செய்தல்

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	சொற்களைச் சரியான பொருண்மையில் பயன்படுத்தும் திறன்பெறுதல்
CLO-2 :	மொழியைப்பிழையின்றி எழுதுவதன் வழி மொழி ஆளுமை பெறுதல்
CLO-3 :	வாய்மொழி மரபின்கூறுகள் வழி, மக்களின் வாழ்வியல் விழுமியங்களை அறிந்து கொள்ளுதல்
CLO-4 :	அலுவலகப் பயன்பாடு, திறன்மேம்பாடு ஆகியவற்றை நுட்பமாகத் தெரிந்து கொள்ளுதல்
CLO-5 :	கவிதை, கதைபடைக்கும் ஆற்றலை அறிந்து கொள்ளுதல்

Learning	1	2	3	Program Learning Outcomes (PLO)														
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
				Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
				H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
				H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
				H	L	H	M	H	H	M	H	L	H	M	H	-	-	-
				H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
				H	M	H	H	M	H	L	M	H	L	H	H	-	-	-

Duration (hour)	9	9	9	9	9
S-1	SLO-1 தமிழின்தொன்மை	மெய்யெழுத்துகளின் வகைகள்	வாய்மொழிமரபு, எழுத்துமரபு	தொடர்அமைப்பு	காலந்தோறும் கவிதை
	SLO-2 தமிழின் சிறப்புகள்	மூவினம்	வாய்மொழிமரபில் அனுபவம்	எளிய தொடர்	கவிதைவடிவம்
S-2	SLO-1 கருத்து - பரிமாற்றம்	ஒற்று இடுதல்	வாழ்வியல்தத்துவம்	நெடுந்தொடர்	மரபுக்கவிதை
	SLO-2 பயன்பாட்டுத்தமிழ்	வல்லினம் மிகும் இடங்கள்	பழமொழிகள்	பத்தி எழுதுதல்	வசனக்கவிதை
S-3	SLO-1 காலந்தோறும் தமிழ்	வல்லினம் மிகா இடங்கள்	பழமொழியும் மனித வாழ்வியலும்	ஒரு பொருளை மையமாகக் கொண்டு எழுதுதல்	புதுக்கவிதை/ புதியவடிவக்கவிதைகள்
	SLO-2 எழுத்துகள் - அறிமுகம்	எழுத்துப்பிழைநீக்கம்	பழமொழியின் வடிவம்	காலந்தோறும் கடிதங்கள்	கவிதைக்களங்கள்
S-4	SLO-1 தமிழ் எழுத்துவரலாறு	பிழைநீக்கி எழுதுதலின் அவசியம்	வட்டார மொழி	தமிழில் கடித இலக்கியம்	கவிதை உள்ளடக்கம்
	SLO-2 எழுத்துகளின் வரிவடிவம்	பிழைகளும் மொழிச்சிக்கல்களும்	வட்டார மொழியில் சொல்வடை	கடிதவகைகள்	கவிதை எழுதும் முறை
S-5	SLO-1 எழுத்துகளின் பிறப்பு	எதிர்ச்சொல்வரலாறு	பழமொழியும் சொல்வடையும்	கடிதம் எழுதும் முறை	தன்னுணர்ச்சிக்கவிதை

	SLO-2	உயிர்எழுத்துப்பிறப்பு	எதிர்ச்சொல்லின்உருவாக்கம்	பேச்சுநடையும்சொலவடையும்	அலுவல்கடிதம்	இயற்கை/ சமூகம் - கவிதை
S-6	SLO-1	மெய்யெழுத்துப்பிறப்பு	இணைச்சொல்லும்எதிர்ச்சொல்லும்	மரபுத்தொடர்	வாழ்த்து/ பாராட்டுக் / நட்புக்கடிதம்	காலந்தோறும்கதைகள்
	SLO-2	மொழிமுதல்எழுத்துகள்	தமிழில்எதிர்ச்சொற்கள்	பழமொழிமரபுத்தொடர்வேறுபாடு	கட்டுரைவகைகள்	கதைகளில்கற்பனையும்உண்மையும்
S-7	SLO-1	மொழிஇறுதிஎழுத்துகள்	ஒரெழுத்துஒருமொழி - அறிமுகம்	தமிழில்மரபுத்தொடர்	கட்டுரைஎழுதும்முறை	வாய்மொழிக்கதை
	SLO-2	எழுத்துவேறுபாடும்பொருளும்	ஒரெழுத்துஒருமொழியும்பொருளும்	விடுகதை	கட்டுரைக்களங்கள்	ஒருபக்கக்கதை
S-8	SLO-1	ணகர - னகர - நகரவேறுபாடு	சொற்களின்தன்மைகள்	நுண்ணறிவுவெளிப்படுத்தல்	போட்டிக்கட்டுரை	சிறுகதை
	SLO-2	லகர - எகர - ழகரவேறுபாடு	ஒருசொல்பலபொருள்	கதைமரபில்நாட்டுப்புறக்கதைகள்	அனுபவக்கட்டுரை	கதைஎழுதும்முறை
S-9	SLO-1	சொல்லும்பொருளும்	ஒருபொருள்பலசொல்	தமிழில்நாட்டுப்புறக்கதைகள்	பயணக்கட்டுரை	சமூகஉணர்வின்வெளிப்பாடு
	SLO-2	காலந்தோறும்சொற்கள்	சொல்உருவாக்கத்தின்பயன்கள்	நாட்டுப்புறக்கதைகளும்சமூகவரலாறும்	இதழியல்கட்டுரைகள்	நிகழ்வைக்கதைவழியேவெளியிடல்

Learning Resources	<ol style="list-style-type: none"> 1. நல்லதமிழ்எழுதவேண்டுமா?, அ. கி. பரந்தாமனார், பாரிநிலையம், 2010. 2. நாட்டுப்புறஇயல்ஆய்வு, சு. சக்திவேல், மணிவாசகர்பதிப்பகம், சென்னை, 2006. 3. படைப்புக்கலை, மு. சுதந்திரமுத்து, அறிவுப்பதிப்பகம், சென்னை, 2008. 4. கதையியல், க. பூரணச்சந்திரன், அடையாளம்பதிப்பகம், சென்னை, 2012. 5. இணையவழித்தரவுகள் : https://tamilheritage.org/
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	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. 1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	2. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23AE1J	Course Name	APPLIED HINDI-I	Course Category	A	Ability Enhancement Courses (AE)-03	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	HINDI	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):		The purpose of learning this course is to:						Learning		Program Learning Outcomes (PLO)									
LR-1 :	Explain and appreciate the Constant moral values of India	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Focus on Evaluating the social changes through prose																		
CLR-3 :	To Display moral and social values in the field of religion and communal Unity																		
CLR-4 :	To make translation of good literature and any relevant document from the Hindi Language to English and vice –versa																		
CLR-5 :	To help the learners to tackle Administrative terminology																		
		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Understand the various forms of Prose and different aspects of social issues																		
CLO-2 :	To create an awerness on Ramayanan																		
CLO-3 :	To Examine the accuracy in Translation																		
CLO-4 :	To Provide technical writing skills																		
CLO-5 :	To evaluate the nuance in essays																		

Duration (hour)	9	9	9	9	9
S-1	SLO-1	HINDI CINEMA	MEDIA AUR HINDI BHASHA	REPORTARJ LEKHAN	FILM REVIEW& VIGYAPAN
	SLO-2	CINEMA KI AVDHARNA	AVDHARNA	AVDHARNA	ARTH
S-2	SLO-1	UDBHAV	SWARUP	SWARUP	PARIBHASHA
	SLO-2	VIKASH	MAHATVA	UDDESHYA	SWARUP
S-3	SLO-1	DOCUMENTRI MOVE KI AVDHARNA	MEDIA MEN BHASHA KA PRAYOG	MAHATVA	AWADHARNA
	SLO-2	COMERCIAL MOVE KI AVDHARNA	UTTARDAYITVA	REPORTARJ LEKHAN KE PRATI RUCHI JAGANA	FILM REVIEW KA MAHATTVA
S-4	SLO-1	PRAYOJAN	PRINT MEDIA	REPORTAJ KI BHUMIKA	VIGYAPAN AUR BAZAR
	SLO-2	UDDESHYA	ELECTRONIC MEDIA	PRAYOJAN	VIGYAPAN AUR ROZGAR
S-5	SLO-1	MAHATVA	MEDIA KI JIMMEDARI	PRAYOG	PRINT VIGYAPAN
	SLO-2	PRAKAR	SMACHAR LEKHAN	UTTARDAYITVA	VIGYAPAN KI BHASHA
S-6	SLO-1	PRISHTHBHUMI	REPORTER KE GUN	RIPOTARJ LEKHAN	AWADHARNA
	SLO-2	KARYASHALA	SAHAJTA	PUNRIKSHAN	ARTH
S-7	SLO-1	DOCUMENTRY KI VIDHI	NISPAKSHTA	LEKHAN VIDHI	PARIBHASHA
	SLO-2	DOCUMENTRY AUR COMERCIAL MOVE MEN ANTAR	PEET PATRAKARITA	SAMAJIK DAYRA	SWARUP
S-8	SLO-1	COMERCIAL KI VIDHI	UTTARDAYITVA	SAHITYA ME RIPOTARJ LEKHAN	VIGYAPAN KE PRAKAR

Duration (hour)		9	9	9	9	9
S-9	SLO-2	MOVE VISLESHAN	BHASHA GYAN	PARIYOJNA KARYA	VIGYAPAN KI VISHESHTAYEN	SHABDON KA VISLESHAN
	SLO-1	PARICHARCHA	PARICHARCHA	PARICHARCHA	VIGYAPAN MANG	PATH PRICHARCHA
	SLO-2	PRASHNABHYASH	PRASHNABHYASH	PRASHNABHYASH	VIGYAPAN KA PRABHAV	PRASHNABHYASH

Learning Assessment

		Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
			CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
			Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	30%	30%	30%	20%	20%	20%	20%	30%	-	
Level 2	Apply Analyze	40%	50%	50%	40%	50%	50%	50%	50%	50%	-	
Level 3	Evaluate Create	30%	20%	20%	30%	30%	30%	30%	30%	20%	-	
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
		2. Dr. Md.S. Islam Assistant Professor, SRMIST
		3.Dr. S. Razia Begum, Assistant Professor, SRM IST
		4, Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23AE1J	Course Name	FRENCH FOR SPECIFIC PURPOSE-I	Course Category	A	Ability Enhancement Courses (AE)-03	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	French			Data Book / Codes/Standards	Nil

Course Learning Rationale (CLR):		Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1 :		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2 :					H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLR-3 :					M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLR-4 :					H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLR-5 :					H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLR-5 :					M	H	H	L	M	M	H	H	M	L	H	M	-	-	-
Course Learning Outcomes (CLO):		Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :		2	75	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2 :		2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3 :		2	75	80	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4 :		2	75	90	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5 :		2	80	75	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Duration (hour)	9	9	9	9	9
S-1	SLO-1	TP de chimie	Le jour des examens	L'impératif négatif	Comprendre une lettre de motivation
	SLO-2	Les exemples	Les activités	-Le passé composé avec être	Comprendre la structure d'un rapport de stage
S-2	SLO-1	- Un TP au laboratoire-	Le sms à la française -	Les exemples	Trouver des mots clés-
	SLO-2	Les exemples	Les activités	Le passé composé des verbes pronominaux	Repérer le présent
S-3	SLO-1	Comprendre un TP	Les examens	-La recherche de stage -	Les activités
	SLO-2	Les exemples	Les activités	Les exemples	, le passé composé et
S-4	SLO-1	-Suivre un protocole expérimental -	-Donner des conseils	Les activités	Les exemples
	SLO-2	Les activités	Les exemples	Le stage en France	le futur dans un texte
S-5	SLO-1	Lire des équations chimiques -	-Écrire et comprendre un sms -	Les activités	Relever des arguments dans un texte-
	SLO-2	Les activités	Comprendre une interdiction	Le CV français	Les exemples
S-6	SLO-1	Identifier des formules chimiques à l'oral	Les activités	Les exemples	- Le rapport de stage et le domaine des carburants -
	SLO-2	Les exemples	-Donnez des consignes -	La lettre de motivation-	Les activités
S-7	SLO-1	- L'infinif pour exprimer un ordre ou	Les exemples	Comprendre une offre de stage	Les exemples
	SLO-2	Les activités	Comprendre	Les exemples	La méthode du plan détaillé-
S-8	SLO-1	un conseil (dans les consignes) -	Les exemples	Les activités	Les exemples
	SLO-2	Les exemples	et parler d'actions passées-	Comprendre et réaliser un CV	Les activités
S-9	SLO-1	La nominalisation	Les exemples	Les activités	Le contenu du rapport de stage
	SLO-2	Les exemples	L'impératif des verbes pronominaux	Les exemples	Quelques verbes et leur préposition
					Les activités
					Les exemples

Learning Resources	Theory:
	1. “Tech French” French for Science and Technology, Ingrid Le Gargasson, Shariva Naik, Claire chaize, Les éditions Didier, India, 2011.
	2. https://www.fluentu.com/blog/french/french-grammar
	3. https://www.elearningfrench.com/learn-french-grammar-online-free.html
	4. https://www.lawlessfrench.com/grammar
	5. https://blog.gymglish.com/2022/12/15/basic-french-grammar

		Learning Assessment									
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (5%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigail, Assistant Professor, SRMIST, VDP

Course Code	UCD23V03L	Course Name	INDUSTRY ORIENTED EMPLOYABILITY SKILLS FOR ARTS	Course Category	V	Value Addition Course (V)-03	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Guidance Cell	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Demonstrate various principles involved in solving mathematical concepts related to permutation and combination and probability and interpret data	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Learn the basic mechanics of Grammar																					
CLR-3 :	Develop resume-building practice and presentation skills in students																					
CLR-4 :	Prepare students for job interviews																					
CLR-5 :	Instill confidence in students and develop the necessary skills to face interview																					
CLR-6 :	Build student's self-confidence and equip them with interview skills																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)			Fundamental Knowledge														
CLO-1 :	Understand the concepts of permutation and combinations, probability and approach questions in a simpler and innovative method	3	80	70	3	80	70	M	H	M	M	M	M	L	M	M	H	M	H	M	M	M
CLO-2 :	Understand the different parts of speech and use them in sentences appropriately	3	85	75	3	85	75	M	M	M	H	M	M	L	M	M	M	H	M	M	M	H
CLO-3 :	Understand the importance of resume preparation and building a resume	3	85	80	3	85	80	M	M	M	H	H	M	L	M	M	M	M	M	M	M	H
CLO-4 :	Face interviews confidently	3	85	80	3	85	80	M	H	M	M	M	H	L	M	M	M	M	M	M	M	H
CLO-5 :	Develop their domain skills	3	85	80	3	85	80	M	H	M	M	M	H	L	M	M	M	M	M	M	M	H
CLO-6 :	Succeed in their placement interviews	3	85	80	3	85	80	M	H	M	M	M	H	L	M	M	M	M	M	M	M	H

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Permutation and Combination – Introduction	Puzzles Selections – Introduction	Resume Writing – Introduction	Negotiation Skills - Introduction	Blog & Business – Writing – Introduction
	SLO-2	Permutation and Combination – Problems	Puzzles Selections – Problems	Resume Writing – Formats	Negotiation Skills – Practise Session	Blog & Business – Writing – Steps to follow
S-2	SLO-1	Probability – Introduction	Puzzles Distribution - Introduction	Resume Writing – Practise Session I	Negotiation Skills - Activity	Marketing Writing – Introduction
	SLO-2	Probability – Problems	Puzzles Distribution – Problems	Resume Writing – Practise Session II	Negotiation Skills – Feedback Session	Marketing Writing – Tips and Resources
S-3	SLO-1	Data Sufficiency – Introduction	Change of Voice – Introduction	Presentation – Introduction	Prioritising Activities for a Productive Work Day	Content Strategy – Introduction
	SLO-2	Data Sufficiency – Problems	Change of Voice – Rules and conversion	Presentation - Do's and Don'ts	Prioritising Activities for a Productive Work Day – Feedback Session	Content Strategy – How to write and order different types of Content
S-4	SLO-1	Escalator Problems – Introduction	Change of Speech – Introduction	Presentation – Types and Rules	How to collect, analyse and share Feedback	Creative Writing – Introduction
	SLO-2	Escalator Problem –Tricky Problems	Change of Speech – Rules and Exercises	Presentation – Using Visual Elements	How to collect, analyse and share Feedback	Creative Writing – Elements and Examples

S-5	SLO-1	Surds and Indices–Introduction	Attention to Details – Introduction	Presentations – Oral & PPT – Mock Presentation	Content Writing - Language Skills – Introduction	Copy Writing – Introduction
	SLO-2	Surds and Indices – Problems	Attention to Details – Benefits and its Importance	Suggestions and Tips to improve	Language Skills – Importance and Practise Session	Copy Writing – Techniques to improve
S-6	SLO-1	Cubes & Cuboids – Introduction	Completing Statements – Introduction	Types of Interviews - Group / Stress / HR – Introduction	Internet Skills – Introduction	Plagiarism - Introduction
	SLO-2	Cubes & Cuboid – Problems	Completing Statements – Types and Rules	Types of Interviews - Mock Interview	Internet Skills – Process of Writing, Editing and Publishing in a digital Format	Plagiarism – Types and Legal Aspects

Learning Resources	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition	3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007
	2. Scott Bennett, The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work, AMACOM, 2014	4. Robert W. Bly, The Copywriter's Handbook, St. Martin's Griffin Press, 3rd Edition

Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%) #
		Theory	Theory	Theory	Theory
Level 1	Remember	10%	10%	30%	30%
	Understand				
Level 2	Apply	50%	50%	40%	40%
	Analyze				
Level 3	Evaluate	40%	40%	30%	30%
	Create				
	Total	100 %	100 %	100 %	100 %

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.

#CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt.Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidyapeedam, Coimbatore	Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance, FSH, SRMIST

Course Code	UBA23IP1L	Course Name	INTERNSHIP – I (BUSINESS DEVELOPMENT PLAN)	Course Category	IP	Internship/Apprenticeship / Project/Community Outreach (IAPC)- Course-01	L	T	P	O	C
							0	0	4	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	This course will help students acquire the basic skills and tools to develop a solid business plan, including some of tricks of the trade, both from a startup and an investor perspective.		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	The process and methodology of new venture business development		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	The evaluation of business opportunities																			
CLR-4 :	Intense market and industry research																			
CLR-5 :	To explain process of business project development.																			
CLR-6 :	To qualify students to analyze the various aspects, scope and challenges in developing a business venture																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	2	75	60	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CLO-1 :	Learners will pick up about Foundation of Business Plan Development and its theories.		2	80	70	H	H	M	H	H	-	H	H	M	H	H	M	H	H	M
CLO-3 :	Acquire the entrepreneurial skills required to gather and analyze industry information, potential markets, assess the impact of competitors and define the needs of potential customers.		2	70	65	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CLO-4 :	Write an effective business plan for a new business;		2	70	70	H	H	H	H	H	H	L	H	H	H	H	H	H	H	H
CLO-5 :	Understand the importance of financial control		2	80	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CLO-6 :	Evaluate the feasibility of a business plan for various types of new business.		2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Internship 1

These Internships are expected to help the students gain practical knowledge through experiential learning in organisation.

- The Internship report is Based on New Business Development Plan, BDP work should be an individual work. There should not be any duplication
- Each candidate has to undergo the Internship training for 15 days / 2 weeks in any industry during the 2th Semester holidays and has to submit the report for the same in the beginning of 3ed Semester
- Internship training 2ed semester vacation and they should prepare and submit Internship report in 3ed semester Beginning
- Submission of Certificate with the authorized signature is mandatory
- Minimum Numbers of Pages – 20 Pages
- Paper size should be A4
- 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings) .
- Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the Internship report one hard copy would be returned to the candidate.
- The via voce Examination will be connected to evaluate the performance of the candidate internally (approved by Dean-FOM)

Internal Assessment: 100Marks

Assessment Tool	Marks
Internship Report	25 Marks
Class room PPT Presentation	25 Marks
Viva Voce Examination(internal) (approved by Dean-FOM)	50 Marks
Total Marks	100

NOTE: If a candidate fails to submit the Business Development Plan report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

Learning Resources	<p>Tiffany, P., Peterson, S. D. (2022). Business Plans for Dummies. United States: Wiley.</p> <p>Parrington, K. (2021). The REAL Business Plan: How to Write a Simple, Living, Breathing Business Plan that Will Actually Drive Your Business. (n.p.): K a Parrington Limited.</p> <p>Business Plan Guide. (2021). (n.p.): Beyond Curricula.</p>	<ul style="list-style-type: none"> Barrow, P., Barrow, C., Brown, R. (2021). The Business Plan Workbook: A Step-by-step Guide to Creating and Developing a Successful Business. United Kingdom: Kogan Page. Grit, R. (2019). Making a Business Plan. Netherlands: Taylor & Francis. Bornstein, J. M., Ford, B. R., Pruitt, P. T. (2010). The Ernst & Young Business Plan Guide. Germany: Wiley.
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Course Designers			
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts	
Mr. Ram, Sigma Info Pvt Ltd, Chennai.		Dr. L. Jayanthi	
		Dr. G. Kumar	

SEMESTER – IV

Course Code	UBA23401T	Course Name	CONSUMER BEHAVIOUR	Course Category	C	Discipline Specific Course -Core-12	L 2	T 0	P 2	O 2	C 3
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Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration		Data Book / Codes/Standards	-	

Course Learning Rationale (CLR):	The purpose of learningg this course is to:
CLR-1 :	The major objective of this course is to develop students' understanding of the buying process of consumer
CLR-2 :	To know the various factors that influence the buying process.
CLR-3 :	To make students aware of basic science of modern marketing
CLR-4 :	To know the importance of understanding consumer behavior in marketing
CLR-5 :	To learn consumers' buying decision process
CLR-6 :	To learn what influence the individual psychology in an individual consumers' buying decisions.

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Describe the nature of consumer behavior analysis
CLO-2 :	Describe the relevance in designing various marketing strategies
CLO-3 :	Demonstrate a thorough understanding of the consumer buying behavior process

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	80	70
3	90	80
3	90	70

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M

CLO-4 :	Describe the buying behavior process from need/problem recognition to post-purchase outcomes	3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-5 :	Analyze the individual psychological forces and socio-cultural forces	3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
CLO-6 :	To shape the purchase behavior of individual consumers.	3	85	75	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction to Consumer Behavior	Consumer Decision Process	Information Search and Evaluation	Consumers' Choice and Post-purchase Behavior	Individual Influences on Consumer Behavior
	SLO-2	Meaning and nature of buyer behavior	Problem Recognition	Nature of consumers' information search	Consumers' choice	Consumer motivation:
S-2	SLO-1	Differences between consumer buying and organizational buying	Types of consumer decisions	internal and external search	Brand choice factors	process of consumer motivations.
	SLO-2	Characteristics of consumer behavior	Purchase involvement levels	passive and active search	store choice factors	sources of consumer motivations
S-3	SLO-1	Process of consumer behavior	decision process	Types of information sought by consumers:	Rational choice	sources of consumer motivations
	SLO-2	Strategic use of consumer behavior	Problem/need recognition by consumers	evaluative criteria	ffective choice	Consumer learning:
S-4	SLO-1	Consumer behavior knowledge in marketing and public policy decisions	Types of consumer problems	alternatives available	attribute-based choice	sources of consumer learning
	SLO-2	Consumer behavior knowledge in public policy decisions	Marketing strategy	alternative characteristics	Post-purchase dissonance:	learning and consumer memory
S-5	SLO-1	Consumer Behaviour models:	problem recognition	Sources of consumer information	reasons and remedies	learning and consumer memory
	SLO-2	Traditional Consumer Models	Online and offline purchase decision process	Marketing strategy in the information search process	Product use and non-use	Consumer perception:
S-6	SLO-1	Traditional Consumer Models	Online and offline purchase decision process	Marketing strategy in the information search process	Product disposition:	process of perception
	SLO-2	Traditional Consumer Models	Online sentiment	Consumers' evaluative criteria and its measurement	disposition methods	process of perception
S-7	SLO-1	Traditional Consumer Models	Online sentiment	Consumer decision rules	Satisfaction and dissatisfaction	Personality:
	SLO-2	Contemporary Consumer Behavior Model	Diffusion of Innovation	conjunctive and disjunctive decision rules	Consumer complaint behavior	types of consumer personality
S-8	SLO-1	Contemporary Consumer Behavior Model	Diffusion of Innovation	lexicographic decision rule	Consumer complaint behavior	Consumer personality and brand personality congruence
	SLO-2	Contemporary Consumer Behavior Model	Managing Dissonance	compensatory decision rules	Satisfaction and brand loyalty	Consumer attitudes:
S-9	SLO-1	Modern consumerism	Managing Dissonance	Marketing strategy in the evaluation process	Strategic implications of the post-purchase evaluations	functions of attitudes
	SLO-2	global consumer movement	Emerging Issues.	Marketing strategy in the evaluation process	Strategic implications of the post-purchase evaluations	attitude components

Learning Resource	1. Del I. Hawkins, David L. Mothersbaugh, and Amit Mukerjee, Consumer Behavior, McGraw Hill.	2. Michael R. Solomon, Consumer Behavior, Pearson Education. David L. Loudon and Albert J. Della Bitta, Consumer Behavior, McGraw Hill.
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	

	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		DR.A.SUGANYA

Course Code	UBD23402T	Course Name	INTRODUCTION TO RESEARCH METHODS	Course Category	C	Discipline Specific Course -Core-13	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1 :	Develop basic knowledge on research meaning, types and its significance
CLR-2 :	Enables the students to frame research hypothesis, scaling techniques etc.
CLR-3 :	Facilitates the learners with data collection methods and processing of data
CLR-4 :	Equips the students with the statistical tools for testing the significance
CLR-5 :	Provides knowledge on statistical analysis and data interpretation
CLR-6 :	Gain insights with the knowledge on writing the project report.

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Understand the meaning of research, types and its significance
CLO-2 :	Understand the meaning of hypotheses, sampling techniques and sampling design
CLO-3 :	Understand the difference methods for data collection and processing of data
CLO-4 :	Understand the statistical tools for testing the significance
CLO-5 :	Acquire Knowledge on statistical analysis and data interpretation
CLO-6 :	Understand the format and procedure to write the project report

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	80	70
3	90	80
3	90	70
3	95	75
3	80	80
3	85	75

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Research-Introduction, Definition of Research and Business	Hypothesis, Meaning and definition of hypothesis	Data Collection	Test of significance
					Data Interpretation-Introduction, Techniques of interpretation

Duration (hour)		9	9	9	9	9
	SLO-2	Scope of Research, Significance of Research	Characteristic of research hypothesis	Types of data	Parametric test Vs Nonparametric test	Report writing, Significance of report writing
S-2	SLO-1	Research Methods Vs Research Methodology	Types of research hypothesis, Formulating the research hypothesis	Sources of data	Assumptions about parametric test	Steps in report writing, Layout of report
	SLO-2	Types of Research Exploratory and causal Research	Type and Type error	Types of data, Sources of data	Assumptions about nonparametric test	Types of reports, Content of report
S-3	SLO-1	Theoretical and empirical Research	Types of Measurement Scales	Primary Vs Secondary data, Selection of method of data collection	Types of Parametric tests	Oral presentation, Executive summary
	SLO-2	Cross-Sectional and time-series Research	Nominal scale, Ordinal scale, Interval scale, Ratio Scale	Methods of primary data collection, Primary data collection through observation method	Chi-square test-Introduction	Need for executive summary
S-4	SLO-1	Research Process, Steps in research process	Scaling-Meaning	Primary data collection through focus group discussion, through interview	Characteristic of Chi-square test	Chapterization
	SLO-2	Research questions	Classification of Scaling techniques	Primary data collection through schedule, Primary data: Uses, Advantages and Disadvantages	Application of Chi-square test	Content of chapter
S-5	SLO-1	Characteristic of good research	Classification of Comparative Scales	Methods of secondary data collection, Secondary data: Uses, Advantages and Disadvantages	T-test-Introduction	Methods of writing research report
	SLO-2	Scientific Method	Classification of Noncomparative Scales	Survey Vs Observation Constructing questionnaire	Assumption of T-test	Precaution for writing report
S-6	SLO-1	Characteristic of scientific methods	Sample	Pilot study, Case study	Application of T-test	Norms for using tables
	SLO-2	Problems in research	Advantages of sampling Sampling process	Data processing	F-test-Introduction	Norms for using charts and diagrams
S-7	SLO-1	Research Problem identification and gap analysis	Sampling design- meaning.	Coding of data	Assumption of F-test, Application of F-test	Appendix
	SLO-2	Problem encountered by researchers in India	Concepts	Tabulation of data	Z-test-Introduction, Assumption of Z-test	Index
S-8	SLO-1	Meaning of research design	steps in sampling	Classification in tabulation of data	ANOVA, Assumption of ANOVA, Classification of ANOVA	Norms for Index
	SLO-2	Deductive Reasoning, Inductive Reasoning	criteria for good sample design	Editing of data	Oneway ANOVA, Twoway ANOVA	Bibliography
S-9	SLO-1	Objectivity in research	Sampling techniques- Probability Sampling methods	Data analysis	Application of ANOVA	Ethics in research
	SLO-2	Research application in social and business science	Non-Probability Sampling methods	Data interpretation	Correlation-Introduction, Regression-Introduction	Plagiarism

Learning Resource	1. C.R. Kothari & Gaurav Garg Research Methodology and Techniques ISBN 978 93 86649 22 5 2020	3. Rachana Jain Research Methodology Maximax publishing house ISBN 978-8195709311 January 2023
	2. B.N.Gupta & Nitin Gupta Research Methodology SBPD publications 2021	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											

Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Dr.M.Ramanathan, SeniorManager-Strategy, DOWchemicals, Tamarai tech.park, Guindy	1. Dr. Madhur Gupta , Dean St.Xavier's college, Bangalore.	1.Dr.Vinitha.K, SRMIST

Course Code	UBA23403T	Course Name	FINANCIAL MANAGEMENT FOR DECISIONS	Course Category	C	Discipline Specific Course core -14	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learningg this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	UnderstandscopeandsignificanceoffinancialManagement	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Examinethevariousconcept,processandimportanceofcapitalbudgeting	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	Learnaboutthevarioustechniquesinevaluatingtheinvestmentproposals.	Expected Proficiency (%)	Application of Concepts
CLR-4 :	Basicunderstandingabouteffectsoffinancialleverage	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	ExploretheassumptionsandimplicationsoftheNlapproachandNOlapproach		Procedural Knowledge
CLR-6 :	AnalysetheDividendtheories		Skills in Specialization
			Ability to Utilize Knowledge
			Applicability of Skills
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
CLO-1 :	Understandtheroleandimportanceofafinancialmanager	3 80 70	H - L - L M L - L L M L - - L H
CLO-2 :	Identifyandevaluate thealternativesourcesofbusinessfinance	3 90 80	M M L - L H L - L M M - - L M
CLO-3 :	Discussandapplyworkingcapitalmanagementtechniques	3 90 70	H M M - - M M - L L M - - L M
CLO-4 :	Understandthefactorsinfluencingcostofcapitalandcalculatingcost	3 95 75	M H M - L H M - L M - - L M
CLO-5 :	Totakedecisiononcapitalstructure	3 80 80	H L M - L - M - L L L - - L H
CLO-6 :	Evaluate thefinancialviabilityofinvestment	3 85 75	H L L - L M L M L M - - - L M

Duration (hour)	9	9	9	9	9
S-1	SLO-1 IntroductiontoFinancialManagement MeaningofFinancialManagement	Basic Capital Budgeting- Introduction	CostofCapital-Introduction Importance	FinancialplanningandcontrolIntroduction	Workingcapitalmanagement, Introduction
	SLO-2 ObjectivesoffinancialManagement	MeaningofCapitalBudgeting, NatureofCapitalBudgeting	BasicConcepts,Definition	Estimatingfixedandworkingcapital requirement	ConceptsandDefinitionsofWorkingCapital
S-2	SLO-1 Profit/EPS MaximisationDecisionCriterion	Importance, CapitalBudgetingProcess	Assumptions,BusinessRisk	Leverage-Concept, Operatingleverage	NatureofWorkingCapital
	SLO-2 Ambiguity	Accept-rejectDecision, MutuallyExclusiveProjectDecisions	FinancialRisk, CostofEquityCapital	MeasurementofLeverages, Break-evenpoint	PlanningofWorkingcapital, NeedforWorkingcapital
S-3	SLO-1 TimingofBenefits, QualityofBenefits	CapitalRationingDecision, Cashflow	Debt-yieldPlusriskpremiumapproach	Effectofvariables onbreak-evenpoint	PermanentWorkingCapital, TemporaryWorkingCapital
	SLO-2 WealthMaximisationDecisionCriterion	EffectofDepreciation, EffectsofTax	DividendApproach, DividendValuationModel	EffectsofOperatingandfinancialleverageonprofit	ChangesinWorkingCapital,
S-4	SLO-1 EconomicValueAdded	PayBackperiodProblems	CostofPreferenceCapital, IrredeemablePreferenceShares	Analysingalternatefinancialplans	ChangesinSalesandOperatingExpenses
	SLO-2 FocusonStakeholders	NetPresentValue(NPV)	RedeemablePreferenceShares	Financelleverage	PolicyChanges
S-5	SLO-1 ShareholderOrientationinIndia	Evaluation	CostofRetainedEarnings	MeasuresoffinancialLeverage-Debt ratio	TechnologicalChanges
	SLO-2 ScopeoffinancialManagement	AverageRateofReturn (ARR)	Opportunitycosts	Debt-Equityratio	Operatingcycle
S-6	SLO-1 InvestmentDecision, CapitalBudgeting	Computation	ComputationofOverallcostofcapital	InterestCoverage	DeterminationofWorkingcapital
	SLO-2 WorkingCapitalManagement, FinancingDecision	Accept-RejectRule	WeightedAverage	Combinedfinancialandalloperatingleverage	GeneralNatureofBusiness
S-7	SLO-1 DividendPolicyDecision	Evaluation	AssignmenttoWeights	EBIT&EPSAnalysis	ProductionCycle
	SLO-2 Functionsoffinancialmanagement	AverageRateofReturn (ARR)Problems	HistoricalVersusMarginalweights	Compositellevverage, Capitalstructuredecisionofthefirm	BusinessCycle

Duration (hour)	9	9	9	9	9
S-8	SLO-1	Timevalueofmoney-Introduction& Concepts	AverageRateofReturn(ARR)Problems	MarginalWeights	Meaning, CapitalStructure-Definition
	SLO-2	CompoundingTechnique, PresentValueorDiscounting Technique	InternalRateofReturn(IRR)	HistoricalWeights	Importance, DeterminantsofCapitalStructure
S-9	SLO-1	PracticalApplicationsofCompoundingTechnique	AverageRateofReturn(ARR)Problems	BookValueWeights	OptimumCapitalStructure
	SLO-2	DefinitionofReturnandRisk, Risk-Returntradeoff	ProfitabilityIndex	WeightedAverageCostofCapital	CapitalStructuretheories, NetIncomeApproach
					ProductionPolicy, CreditPolicy, GrowthandExpansion, ProfitLevel, LevelofTaxes, DividendPolicy, Dividendtheories, Walter'smodel.Gorden'smodel, ModiglianiandMiller'smodel

Learning Resource	1. Sumit Gulati, Y.P. Singh Financial Management 2 nd Edition Mc Graw Hill August 2020 ISBN 9789390219261 2. R.P. Rustagi Fundamentals of Financial Management Taxmann ISBN 9789356222007 June 2022	3. Prasanna Chandra Financial Management, Theory and Practice ISBN 978-9353166526 10 th Edition April 2019
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-
Level 2	Understand	45%	45%	45%	45%	50%	50%	50%	50%	50%	-
Level 3	Apply	25%	25%	30%	30%	30%	30%	30%	30%	20%	-
	Analyze										
	Evaluate										
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Dr.Kumar,MadrasEngineeringIndustriesPvt.Ltd	1.Dr.Muthukumar,AssistantProfessor,WPT	1.Dr.Vinitha.K,SRMIST
2.Dr.NirmalRaj,Ford.	2.Dr.B.Devamaindhan.,AssistantProfessor,InstituteofDistanceEducation,UniversityofMadras.	2. Dr.Maria Evelyn Jucunda, SRMIST

Course Code	UBA23E04T	Course Name	PRODUCTION PLANNING AND CONTROL	Course Category	E	Discipline Specific Domain Elective Courses -01	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	to build managerial skills of the students especially planning and control skills with respect to production related activities				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To know the various quantitative and qualitative analysis techniques				Level of thinking (Bloom)	Expected Proficient (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modelling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ILearning Skills	Professional Behaviour	Life Long Learning
CLR-3 :	To understand about scheduling and charting methods																					
CLR-4 :	To know the implementation and design of Manufacturing resource planning (MRP)																					
CLR-5 :	To learn and thorough with Production control processes																					
CLR-6 :	To know how to analyze the performance of the production system																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			3	80	70	H	M	M	H	L	L	-	-	L	L	-	H	-	-	-
CLO-1 :	Be familiarised with the concepts of PPC w.r.to production related activities				3	80	70	M	H	L	M	L	-	-	-	M	L	-	H	-	-	-
CLO-2 :	Be well versed in demand forecasting and to be thorough with varius qualitative and quantitative techniques				3	85	75	M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-3 :	be well known about planning capacity, routing, charting and scheduling				3	75	70	M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-4 :	Be a master in Materials requirement planning (I) and (II)				3	85	80	M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-5 :	Be thorough in about , shop floor planning, master production scheduling				3	85	75	H	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-6 :	Be having adequate knowledge in controlling process, performance analysis				3	80	70	L	H	-	H	L	-	-	-	L	L	-	H	-	-	-

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Introduction to Production Planning	Introduction to Demand	Concepts of Production capacity planning	Concepts of Material req. Planning-I
	SLO-2	Role of Production Planning	Demand Vs Supply	Concepts of capacity planning	Components of Material req. Planning-I
S-2	SLO-1	Steps in Production planning	Types of demand	Production capacity planning strategies	Importance of Material req. Planning-I
	SLO-2	Decision making in PPC	Types of supply	Challenges in Production capacity planning	Manufacturing resource planning
S-3	SLO-1	Functions of PPC	Demand curves	Types of Production capacity planning	Material resource planning

	SLO-2	Frame work of PPC	Demand forecasting	Plant capacity concepts	Elements of Material req. Planning-I	Levels of Production control
S-4	SLO-1	Development of PPC	Factors influencing demand	Capacity factor of a plant	Methodology in Material req. Planning-I	Elements of Production control
	SLO-2	Steps in developing effective PPC	Factors influencing supply	Plant capacity in production	Unavoidable problems in Material req. Planning-I	Production control system
S-5	SLO-1	Stages in PPC	Factors influencing demand forecasting	Plant capacity in manufacturing	Lot sizing procedures	Concept of control process
	SLO-2	PPC's phases	Types of demand forecasting	Planning strategies	Multi level lot sizing	Steps in control processes
S-6	SLO-1	Planning phase in PPC	Quantitative techniques	Capacity planning strategies	Lot sizing models	Types of control processes
	SLO-2	PPC –Prior planning	Interval estimation	Routing in manufacturing	Approaches in lot sizing	Control process in business management
S-7	SLO-1	PPC – Active planning	Hypothesis tests	Routing in P and O management	LOT FOR LOT procedure in lot sizing	TQM control processes
	SLO-2	Aggregate planning in PPC	Qualitative methods	Routing in capacity planning	Techniques in lot sizing	Shop floor control concepts
S-8	SLO-1	Tools planning	Types of Qualitative methods	Routing procedures	Manufacturing resource planning II - concepts	Phases in shop floor control
	SLO-2	Process planning	Research methodology	Routing steps	Differences between MRP I and MRP II	Shop floor management
S-9	SLO-1	PPC- Proactive planning	Qualitative Data Analysis	Materials flow Patterns	Over view of MRP II	Shop floor control in ERP
	SLO-2	Action phases in PPC	Qualitative research	Flow pattern in Plant layout	MRP II systems	Production progress reporting
S-10	SLO-1	Control phase in PPC	Differences between Qualitative and Quantitative methods	Flow pattern of materials	MRP II for manufacturers	Guidelines for preparing production progress reports
	SLO-2	PPC in different production systems	Data analytics	Material handling flow pattern	Differences between MRP and ERP	Project performance tracking analysis
S-11	SLO-1	Material flow patterns	aggregate planning and forecasting	Scheduling in production planning	Lead time scheduling in MRP II	Manufacturing systems to optimize productivity
	SLO-2	Master requirement planning	Steps in aggregate planning	Types of Scheduling in production planning	Shop control in MRP II	Production performance analysis
S-12	SLO-1	Master scheduling	Advantages in aggregate planning	Production Scheduling	Product costing in MRP II	Performance reporting
	SLO-2	Process of Production planning	Aggregate planning decisions	Production processes in Scheduling	MRP II frame work	Performance analysis
S-13	SLO-1	Factors Governing Flow Pattern	Techniques in aggregate planning	Machine Scheduling	Design in MRP II	Feedback control theory approach for scheduling and controlling
	SLO-2	Types of flow pattern	aggregate planning methods	Approaches in machine scheduling	Implementation of MRP II	System feedback in production contrlling
S-14	SLO-1	Flow analysis	Models of aggregate planning	Gantt chart	shop floor planning	strategies for corrective actions
	SLO-2	Flow pattern in plant lay out	Aggregate planning strategy	Job shop Scheduling	Shop floor control system	Problems on doing corrective actions in controlling

S-15	SLO-1	Production system - types	Levels of aggregate planning	Flow Shop Scheduling	Master production scheduling	Role of control rooms in production plants
	SLO-2	Production system - operations	Types of aggregate planning	Permutation problems in flow shop scheduling	Procedure to create master production schedule	Responsibilities of staffs in of control rooms in production plants

Learning Resources	<ol style="list-style-type: none"> 1. S.K. Mukhopadhyay, Production Planning and Control, Prentice Hall of India private limited, 2016. 2. John A. Buzacott & Hans Corsten, Production planning and control, Oldenburg Verlag publishing, 2016. 3. Mahapatra; Operations Management; Prentice Hall India private limited; 2010 4. P.N. Mukherjee; Operations Management and Productivity techniques; Prentice Hall India Private Limited
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 – CYCLE TEST I (10 % weightage)		CLA – 2 CYCLE TEST II (10 % weightage)		CLA – 3 – Model Examination (20 % weightage)		CLA – 4 Assignment (5 % weightage) – Surprise test / Quiz/ Short talk 5 % weightage (Total – 10 % weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100%	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Kumar, Vice President- QA, Madras Engineering Industries Pvt Ltd, Ambattur, Chennai 600 058	Dr.B.Devamaindhan Ph.D., Asst. Professor, Institute of Distance Education, University of Madras, Chepauk, Chennai	1. Mr.R.Seetharaman, SRMIST
Dr.Nirmal Raj, Manager- HR, Ford, Sohlinganallur, Chennai 600119	Dr.J.Jayasankar Ph.D, Associate Professor & Head i/c, Department of Commerce, D. G. Vaishnav College, Arumbakkam, Chennai	2. Dr.A.Gajendran, HOD – BBA, SRMIST.

Course Code	UBA23E05T	Course Name	FINANCIAL SERVICE AND FINANCIAL MARKET	Course Category	E	Discipline Specific Domain Elective Courses -02	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To make the students to understand the Financial System and Financial Services		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To make them familiar with role of Merchant Banking in Primary Market		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	To make them understand the other Financial Services																			
CLR-4 :	To comprehend the students with the importance of Financial Markets																			
CLR-5 :	To make them aware of the Stock Markets and SEBI as a Regulator																			
CLR-6 :	To make them understand the role of SEBI and its achievements as a watch dog of stock exchanges in India																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1 :	Understand the Structure of Indian Financial System		3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLO-2 :	Understand the Issue Management in Merchant Banking		3	90	80	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CLO-3 :	Understand the role different Financial Services and Institutions		3	90	70	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
CLO-4 :	Understand the different types Financial Markets and their functions		3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-5 :	Understand the Stock Markets and their major regulators in India		3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
CLO-6 :	Understand the role of SEBI in specific in safeguarding the interest of the investors and stable growth of Stock exchanges in India		3	85	75	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to financial system	Merchant banking	Mutual fund	Financial markets
S-2	SLO-2	Functions of financial system	Objectives of merchant banking	Mutual fund types	Types of financial markets
S-3	SLO-1	Components of financial system	Functions of merchant banking	Open ended	Capital market
S-4	SLO-2	Financial institutions	Promotional activities	Close ended	Money market
S-5	SLO-1	Financial markets	Issue management	Income fund, growth fund	Factors affecting financial markets
S-6	SLO-2	Financial instruments	Credit syndication	Dual fund, index fund, pension fund	Features of Capital market
S-7	SLO-1	Financial services	Project counselling	Offshore fund, balanced fund, gilt fund	Functions of capital market
S-8	SLO-2	Financial services in India	Portfolio management	Tax savings schemes, fund of funds	Types of capital market
S-9	SLO-1	Types of financial services	Working capital finance	Lease finance	Primary market
S-10	SLO-2	Fund based services	Bill discounting	Types of lease finance	Methods of floating of securities in primary market
S-11	SLO-1	Fee based services	Mergers and acquisitions	Capital lease, operating lease	Secondary market
S-12	SLO-2	Fund based services – Leasing, hire purchase	Lease finance	Sale & lease back, leveraged leasing	Functions of stock exchanges
S-13	SLO-1	Factoring, forfeiting	Classification of merchant banks	Hire purchase	BSE, NSE
S-14	SLO-2	Bill discounting, insurance	Category I	Difference between hire purchase and	MCX-SX, OTCEI

Duration (hour)		9	9	9	9	9
S-8	SLO-1	Fee based services- issue management	Category II	Asset management company	Distinction between primary and secondary market	Guidelines for issuing company
	SLO-2	Credit rating, mutual funds	Category III	Functions of asset management company	Money market	Guidelines for intermediaries
S-9	SLO-1	Asset securitisation	Category IV	Venture capital	Features of money market	Regulation of portfolio management
	SLO-2	Stock broking services	Category V	Credit rating agencies	Money market instruments	Regulation of mutual funds

Learning Resource	1.Financial Services, M.Y. Khan, McGraw Hill	2. Financial Markets and Institutions, Frederic S Mishkin, Pearson
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		Theory	Practice
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr.M.Ravishankar,RegionalHead–CommercialCards,ICICIBank	Dr.N.Sivasankaran,AssociateProfessor,XLRI,Jamshedpur	Dr.K.KARTHIK SRIDHAR, SRM IST
2.Mr. R.Karthikeya,AVP,SBIWealthManagement	Dr.UpamPushpak,AssociateProfessor-IIMTiruchirapalli	Dr. A.ARUL PRAKASH, SRM IST

Course Code	UBA23E06T	Course Name	LEADERSHIP AND TEAM MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -02	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learningg this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Thecourseaimsinunderstandingleadership theory andleadershipstyles				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Strongleadersbuildstrongteams.Hence,thiscoursealsoattemptstounderstandmanagingandbuildingteams.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	ItImprovesstudentsmanagerialskillsand abilities																					
CLR-4 :	ThecourseEnablebetterdecision-making																					
CLR-5 :	ItdevelopsBetter EmotionalIntelligenceandteacheshowtoinfluencepeople																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	Clearlyarticulateanunderstandingofsettingvisionandmissionasaleader.				3	80	70	3	-	3	-	3	2	3	-	2	2	3	-	-	-	3
CLO-2 :	Identifyanddescribeseveraltraits and personalityofleadership				3	90	80	3	3	2	-	3	3	1	-	2	3	3	-	-	2	3
CLO-3 :	Learntohaveanincreasedawarenessofleadershipskillswithinthecontextoftheirdailylife.				3	90	70	3	3	3	-	-	3	3	-	2	2	3	-	-	3	3
CLO-4 :	Acquirethoroughknowledgeandunderstandingofmultiplefactsofteammanagement				3	95	75	3	3	3	-	3	3	3	-	3	3	-	-	-	1	3
CLO-5 :	Studentswilldevelopanunderstandingofchangeprocessesandbeabletothinkcriticallyaboutobstaclestochange				3	80	80	3	1	3	-	3	-	3	-	3	1	2	-	-	2	3

Duration (hour)	9	9	9	9	9
S-1	SLO-1	IntroductiontoLeadership	Leadership Attributes	Power and Leadership	Introduction To Groups and Teams
	SLO-2	Interactional Framework for analyzing leadership	Leadership Attributes	Power and Leadership	Introduction To Groups and Teams
S-2	SLO-1	Interactional Framework for analyzing leadership	Personality Traits and Leadership	The art of influence in leadership	Delegation and Empowerment
	SLO-2	LMX Theory	Personality Traits and Leadership	The art of influence in leadership	Delegation and Empowerment
S-3	SLO-1	Normative Decision Theory	Personality Types and Leadership	Leadership and "Doing the Right Things	Leading teams
	SLO-2	Situational Leadership Theory	Personality Types and Leadership	Leadership and "Doing the Right Things	Leading teams
S-4	SLO-1	Contingency Theory	Intelligence and Leadership	Character-Based Approach to Leadership	Enhancing teamwork within a group
	SLO-2	Path Goal Theory	Intelligence and Leadership	Character-Based Approach to Leadership	Enhancing teamwork within a group
S-5	SLO-1	Emotional Theory	Emotional Intelligence and Leadership	Role of Ethics and Values in Organisational Leadership	The leader's role in team-based organizations

Duration (hour)		9	9	9	9	9
	SLO-2	BueroaticLeadership style	Emotional Intelligence and Leadership	Role of Ethics and Values in Organisational Leadership	The leader's role in team-based organizations	Managing Multicultural teams
S-6	SLO-1	Servant Leadership style	Leadershipand changing culture.	Motivation and Leadership	Leader actions that foster Teamwork Effectiveness	Building great teams
	SLO-2	Laissez fair Leadership style	Leadershipand changing culture.	Motivation and Leadership	Leader actions that foster Teamwork Effectiveness	Building great teams
S-7	SLO-1	Autocratic Leadership style	Organizational and Situational Factors	External Motivation	Offsite training and team development	Intra-team processes
	SLO-2	Democratic Leadership style	Organizational and Situational Factors	External Motivation	Offsite training and team development	Intra-team processes
S-8	SLO-1	Charismatic Leadership style	The dark side of Leadership	Internal Motivation	Stages in group or team formation	intra-team processes
	SLO-2	Transformational Leadership style	The dark side of Leadership	Internal Motivation	ensuring group or team cohesiveness	intra-team processes
S-9	SLO-1	Transactional Leadership style			Group and team norms, team values, integrity, respect, empathy, codes of conduct, attitudes	
	SLO-2	Leadership for Tomorrow				

Learning Resource	Leadership: Enhancing the lessons of experience by Hughes, R.L., Ginnett, R.C., &Curphy, G.J. (2019), 9th Edition, McGraw Hill Education, Chennai, India	https://www.cambridgecollege.co.uk/courses/management,-administration,-leadership/leadership-team-management
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
V S RAVI, TECHNICAL LEAD, ARTECH,CHENNAI, ravisiva1979@gmail.com		Dr.A.SUGANYA
		Dr.G.MAYA

Duration (hour)		9	9	9	9	9
S-6	SLO-1	Advertising agencies	Elements of copy writing	Personal selling	Importance and objectives	steps
	SLO-2	Advertising appeals	Advertising Layout, meanings, and functions	Direct marketing	Duties and types	Types of web presence
S-7	SLO-1	Advertising organization	Elements	Integrated marketing	Features	Identifying and reaching customers
	SLO-2	Social effects of Advertising	Advertising campaign planning	Branding	Salesmanship qualities	creating and maintaining brands on the web
S-8	SLO-1	DAGMAR Approach	Steps in campaign planning	Major public relations tools	Difference between salesmanship and sales promotion	creating and maintaining brands on the web
	SLO-2	Defining objectives in the DAGMAR approach	Models of advertising scheduling	Media relations	Consumer and dealers promotion	Business models for selling on the web
S-9	SLO-1	The AIDA Model	Industrial advertising	Public service activities	Types of B2B trade promotions	Business models for selling on the web
	SLO-2	The AIDA Model	Advertising Myths, Ethics	Managing unfavorable publicity	Promotion tools	Future trends

Learning Resource	1. 1Advertising Management - S.A. Chunawalla 2. AgarwalaKamlesh N and AgarwalaDeeksha – Business on the Net - Introduction to E – Commerce 3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook	1. Marketing-Lamp/Hair/Sharmr/Mcdaniel-Cengage 2. Advertising - Bolen J.H 3. Advertising and Sales Management - Sontakk C.N.
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
GopalakrishnanLakshminarayanan from AECOM-Director and Business Head(power&energy)	1. Dr.Illayaraja, Assistant professor, MKU, Madurai	Dr.R.Megavannan, AP, CoM, SRMIST
	2. Dr. T.K. Murugesan, Associate Professor , KristuJayanthi College	

Course Code	UBA23E08T	Course Name	OPERATIONAL RISK MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -02	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)															
CLR-1 :	To learn the role of operational risk management				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	To understand operational risk governance arrangements.				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning	
CLR-3 :	To understand and know how to use the key operational risk tools.							L	M	L	M	L	M	M	L	M	L	H	L	L	M	H	
CLR-4 :	Describe the impact of regulation on operational risk.							L	M	H	M	L	M	M	L	H	M	H	M	L	M	L	
CLR-5 :	To learn operational risk events, produce key risk indicator data and trend analysis.							M	L	M	H	L	H	L	M	M	M	M	M	M	M	L	M
CLR-6 :								L	L	L	H	L	H	L	M	M	L	M	L	M	M	H	
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			3	80	70	L	M	L	M	L	M	M	L	M	L	H	L	L	M	H	
CLO-1 :	Understand the fundamentals of operational risk management.				3	90	80	L	M	H	M	L	M	M	L	H	M	H	M	L	M	L	
CLO-2 :	Demonstrate knowledge of the range of financial and financial related risks facing organisations				3	90	70	M	L	L	L	L	M	L	M	H	L	H	L	L	L	H	
CLO-3 :	Understand the approach to risk management through risk identification, risk measurement and risk management				3	95	75	M	L	M	H	L	H	L	M	M	M	M	M	M	L	M	
CLO-4 :	Manage of the nature and role of risk and control self-assessments				3	80	80	L	L	L	H	L	H	L	M	M	L	M	L	M	M	H	
CLO-5 :	Understand the role of regulation in the development and management of operational risk.				3	80	70	L	M	L	M	L	M	M	L	M	L	H	L	L	M	H	
CLO-6 :	.				3	80	70	L	M	L	M	L	M	M	L	M	L	H	L	L	M	H	

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Definition of operational risk management (ORM)	Nature of risk appetite	Nature of risk and control self-assessments	Differentiate between the types of events	The nature of scenario analysis in the ORM
	SLO-2	Primary objectives of ORM	Elements of an effective ORM appetite framework	Benefits of risk and control self-assessments	Attributes of event data and their use	The role of scenario analysis in the ORM
S-2	SLO-1	Steps in ORM process and Common risk types	ORM appetite Statement, Purpose, Content, and Nature of risk appetite	Role of risk and control self-assessments	Importance of root cause analysis	Benefits of scenario analysis

Duration (hour)		12	12	12	12	12
	SLO-2	Operational Risk and How is it Managed as a Discipline	Elements of an effective ORM appetite framework	Advantages and disadvantage of different methods for undertaking risk and control self-assessments	Role of thresholds in relation to reporting event data	Internal and external factors that affect the scenario analysis
S-3	SLO-1	Relationship between ORM and other risk types	Purpose and content of an ORM appetite statement	Concepts of likelihood and impact in assessing ORM and controls	Implication of thresholds in relation to reporting event data	Limitation of scenarios analysis
	SLO-2	The different manifestations of ORM within a firm	Nature and uses of qualitative and quantitative expressions of ORM appetite	Nature and role of controls	Issues in relation to reporting event data	Approaches to analysing scenarios
S-4	SLO-1	Relationship between cause, event and impact.	Differentiate between risk appetite, risk tolerance and risk capacity	Roles and relationships between risk owners and control owners.	Roles and responsibilities in relation to reporting event data	Challenges associated with the different approaches to analysing scenarios
	SLO-2	Key components of the ORM framework and governance structures.	Process for setting ORM appetite and Process for monitoring and reporting	Common methods of reporting risk and control self-assessments	Uses and limitations of internal event data.	Elements involved in constructing scenarios
S-5	SLO-1	Framework interact components of a risk governance.	Role of ORM appetite	Role and purpose of different forms of ORM indicators	Benefits of sources of external loss event data	Forms of bias which may affect scenario analysis
	SLO-2	The roles and responsibilities of the ORM function.	Objectives and uses of data categorisation	Nature and use of ORM indicators	Limitations of sources of external loss event data	Methods of validating scenario analysis results
S-6	SLO-1	The accountabilities, roles and responsibilities.	Different data types	Challenges surrounding ORM indicators	Uses of external loss event data	Relationship between scenarios and other ORM tools and techniques
	SLO-2	Needs and expectations of external stakeholders	Different approaches, and Various challenges in creating and applying categorisation structures.	Case Study	Risk Event Data Collection and Capital Requirements	Case Study

Learning Resource	. Chapelle, A. (2019). Operational Risk Management: Best Practices in the Financial Services Industry. United Kingdom: Wiley.	. Ashby, S. (2022). Fundamentals of Operational Risk Management: Understanding and Implementing Effective Tools, Policies and Frameworks. United Kingdom: Kogan Page Incorporated
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Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr.M.Ravishankar,RegionalHead–CommercialCards,ICICIBank	Dr.N.Sivasankaran,AssociateProfessor,XLRI,Jamshedpur	Dr. Noble Kennedy E, SRM IST
2.Mr. R.Karthikeya,AVP,SBIWealthManagement	Dr.UpamPushpak,AssociateProfessor-IIMTiruchirapalli	

Course Code	UBA23E09T	Course Name	SECURITY ANALYSES AND PORTFOLIO MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -03	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)															
CLR-1 :	Develop and understandthe changing domestic and global investment scenario				Level of Thinking (Bloom)	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2 :	Provide an in-depth knowledge of the theory and practice of portfolio managemen							Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning	
CLR-3 :	Understand about financial products and operations of stock exchanges							H	-	L	-	L	M	L	-	L	L	M	L	-	-	L	M
CLR-4 :	Develop Knowledge about Important theories, techniques and regulations							M	M	L	-	L	H	L	-	L	M	M	-	-	L	M	
CLR-5 :	Understand about Advancements and Latest Trends in Investments							H	M	M	-	-	M	M	-	L	L	M	-	-	L	M	
CLR-6 :	Improve the Investment Decision Making Skills							M	H	M	-	L	H	M	-	L	M	-	-	-	L	M	
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:						H	L	L	-	L	M	L	M	L	M	-	-	-	L	M	
CLO-1 :	Analyze the operations of stock exchanges and their impact on investment decisions				3	80	70																
CLO-2 :	Apply portfolio management theories and techniques to create and manage investment portfolios.				3	90	80																
CLO-3 :	Interpret and comply with investment regulations and laws to ensure legal and ethical investment practices.				3	90	70																
CLO-4 :	Evaluate and compare various financial products available in the market and make informed investment decisions.				3	95	75																
CLO-5 :	Adapt to changing market conditions and new advancements in the theory of investment to maximize portfolio returns.				3	80	80																
CLO-6 :	Enumerate about various Investments and their Associated Risks in Management perspective				3	85	75																

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Investment Management	Risk and Return	Portfolio Theory - Basics	Equity Valuation - Basics	Portfolio Management - Basics
S-1	SLO-2 Nature & Scope of IM	Risk and Return – Basic Concepts	Benefits of Diversification	Balance Sheet Techniques	Specification of Investment Objectives
S-2	SLO-1 Portfolio Analysis	Measuring Historical Return	Diversification and Portfolio Risk	Book value	Specification of Investment Constraints
S-2	SLO-2 Nature & Scope of PA	Measuring Historical Risk	Portfolio Return and Risk	Book value	Selection of Asset Mix
S-3	SLO-1 Basics of stock markets	Measuring Expected (Ex Ante) Return and Risk	Measurement of Co movements in Security Returns	Liquidation value	Formulation of Portfolio Strategy
S-3	SLO-2 Investment versus Speculation	Measuring Expected (Ex Ante) Return and Risk	Calculation of Portfolio Risk	Liquidation value	Formulation of Portfolio Strategy
S-4	SLO-1 Investment Alternatives and Their Evaluation	Fundamental Analysis	Efficient Frontier	Replacement cost	Selection of Securities
S-4	SLO-2 Investment Alternatives and Their	Economic Analysis	Optimal Portfolio	Replacement cost	Selection of Securities

Duration (hour)		9	9	9	9	9
		Evaluation				
S-5	SLO-1	Financial Markets	Industry Analysis	Capital Asset Pricing Model (CAPM)	Discounted Cash Flow Techniques	Portfolio Execution
	SLO-2	Portfolio Management Process	Technical Analysis	CAPM - Assumptions	Dividend discount model	Portfolio Revision
S-6	SLO-1	Approaches to Investment Decision Making	Basic Tenets of Technical Analysis	Capital Market Line	Dividend discount model	Performance Evaluation
	SLO-2	Approaches to Investment Decision Making	Dow Theory	Security Market Line	Free cash flow model	Latest Trends and Practice
S-7	SLO-1	Common Errors in Investment Management	Behavior of Stock Prices	Pricing of Securities with CAPM	Free cash flow model	Latest Developments
	SLO-2	Common Errors in Investment Management	Major Trends	Pricing of Securities with CAPM	Relative Valuation Techniques	Structure of Forward Markets
S-8	SLO-1	Role of Portfolio Management	Charts and Trend Lines	FAMA French Model	Price-earnings ratio	Structure of Future Markets
	SLO-2	Role of Portfolio Management	Resistance and support Lines	FAMA French Model	Pricebook value ratio	Price Quotations
S-9	SLO-1	Portfolio Management Practices	Elliot Wave Theory	Limitations for all models	Price-sales ratio	Interpretation of Future Price Quotations
	SLO-2	Portfolio Management Practices in International markets	Efficient market theory	Limitations for all models	Price-sales ratio	Interpretation of Option Price Quotations

Learning Resource	Investment Analysis and Portfolio Management, Chandra, P (Tata McGraw Hill Publishing Co. Ltd.)	Security Analysis and Portfolio Management, S. Kevin (PHI Publications)
		Investment Analysis and Portfolio Management, 6e, Frank K. Reilly and Keith C. Brown (Dryden Press) Modern Investment Theory, 5e, Haugen, Robert A (Pearson Education)

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr.M.Ravishankar,RegionalHead–CommercialCards,ICICI Bank	Dr.N.Sivasankaran,AssociateProfessor,XLRI,Jamshedpur	Dr. A.ARUL PRAKASH, SRM IST
2.Mr. R.Karthikeya,AVP,SBI WealthManagement	Dr.UpamPushpak,AssociateProfessor-IIMTiruchirapalli	Dr.K.KARTHIK SRIDHAR, SRM IST

Course Code	UBA23E10T	Course Name	ESSENTIALS OF PUBLIC RELATIONS	Course Category	E	Discipline Specific Domain Elective Courses -03	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1 :	To understand the basics of public relations																		
CLR-2 :	To understand the roles and responsibilities of PROs																		
CLR-3 :	To develop knowledge about the training of PROs and trade fair authority of India																		
CLR-4 :	To understand the process of publications and modes used																		
CLR-5 :	To learn about the ethical practices and code of conduct with relation to public relations																		
CLR-6 :	To acquire the knowledge about the latest trends in managing the public relations																		
Course Learning Outcomes (CLO):		Learning			Program Learning Outcomes (PLO)														
		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :	Students will get thorough knowledge on the basics of public relations	3	80	70	H	H	L	H	H	M	M		H	L	M	L	L	M	H
CLO-2 :	Students will learn to evaluate and analyse the ethical and legal responsibilities of the PR writer	3	90	80	H	H	L	H	H	M	M		H	L	M	L	L	M	H
CLO-3 :	Students will develop knowledge about the training of PROs and trade fair authority of India	3	90	70	M	H	L	H	H	H	H	M	L	L	M	H	L	L	H
CLO-4 :	Students will learn the skills and techniques used to deal with media for positive public relations and in crisis situations	3	95	75	H	H	L	H	H	M	M		H	L	M	L	L	M	H
CLO-5 :	Students will learn about the ethical practices and code of conduct with relation to public relations	3	80	80	M	H	M	H	L	M	L	M	M	L	M	H	H	M	H
CLO-6 :	Students will acquire the knowledge about the latest trends in managing the public relations	3	85	75	H	H	L	H	H	M	M		H	L	M	L	L	M	H

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Public relations - Introduction	Public Relation Officers	Training - Introduction	Book Publications in India	Ethics of Public Relations
S-2	SLO-1	Concepts of public relations	Public Relation Officers	Training of PROs	Role of publishers, distributors and book sellers	Ethics of Public Relations
S-3	SLO-1	Definition of public relations	Public Relation Officers - roles	Training of PROs	Role of publishers, distributors and book sellers	Ethics of Public Relations
S-4	SLO-1	Essentials of good public relations	Public Relation Officers - responsibilities	PR society of India	Electronic media – Radio	Challenges of Public Relations
S-5	SLO-1	Essentials of good public relations	Public Relation Officers - responsibilities	PR society of India	Television – House Journals	Challenges of Public Relations
S-6	SLO-1	Essentials of good public relations	Press relation	Indian Institute of mass communication	Documentary films	International Public Relations Association (IPRA)
S-7	SLO-1	Essentials of good public relations	Preparation of material for the media	Indian Institute of mass communication	Mobile film shows, Film censorship	International Public Relations Association (IPRA)
S-8	SLO-1	Role of public relations	News and news reporting	Indian press	Guidelines	International Public Relations Association (IPRA)
S-9	SLO-1	Society and public relations	News and news reporting	Indian press	Consumer and Marketing fair	Code of conduct
S-10	SLO-1	Public relations for commercial organizations	Editorial reviews	Trade fair authority of India.	Photography – Folk dance	The European code of professional conduct
S-11	SLO-1	Public relations for commercial organizations	Articles	Trade fair authority of India.	Sponsorship program - Music Festivals	The European code of professional conduct
S-12	SLO-1	Public relations for commercial organizations	Public relations department	Trade fair authority of India.	Crisis Management	The European code of professional conduct

Learning Resource	1. Management of Public relations–S. Senguptha, Vikas publishing house, 2019	2. Public relations problems and prospects with case studies, Anilbaby, Space age publications, New Delhi, 2016
	3. The Practice of Public Relations, Frason P. Seital, Charler E Merial Publishing Company Columbus, 2016	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	

	Understand											
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
Level 3	Evaluate Create										25%	25%
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Dr.Kumar, Madras Engineering Industries Pvt. Ltd	1. Dr.B.Devamaindhan., Assistant Professor, Institute of Distance	1.Dr.G.Prabu- SRMIST KTR
	Education, University of Madras.	2.Dr.A.Gajendran- SRMIST KTR

Course Code	UBA23E11T	Course Name	SALES AND RETAIL MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -03	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1 :	Make students understand fundamentals of Sales and retail Management
CLR-2 :	Equip basic skills required in sales and retail management
CLR-3 :	Help the students in critical thinking, BusinessAnalysis, Problem Solving and Innovative Solutions in sales and retail sector
CLR-4 :	Gain knowledge in analyzing the Merchandise management.
CLR-5 :	Assess the importance of Retail store design.
CLR-6 :	To impart the basic knowledge of Retail pricing & to assess the emerging trends in Retail sector

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Develop value and execute sales deals effectively
CLO-2 :	Formulate strategic skill and competencies needed for achieving sales targets
CLO-3 :	To evaluate and design sustainable sales &retail management strategies
CLO-4 :	Explain the concept of Retailing & its growth in India.
CLO-5 :	Demonstrate the various Retail Formats & Theories.

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	80	70
3	90	80
3	90	70
3	95	75
3	80	80

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H

CLO-6 :	Acquire Knowledge retailing pricing strategies and retail store lay out	3	85	75	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M
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Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction to sales	Sales Organization	Sales Force Management	Concept of Retailing	Retail Pricing
	SLO-2	Concept of sales in marketing	Structures	Objectives of sales force management	Definition and Functions of Retailing	
S-2	SLO-1	Difference between selling and marketing	Sales planning	Sales Job Analysis	Importance of Retailing	Factors influencing retail prices
	SLO-2	Personal selling	Driving sales effort	Specific to sales job	Retailing Channels	
S-3	SLO-1	Types of sales personnel	Sales Promotion Strategies	Recruitment & Selection of sales personnel	Emergence & growth of Retailing in India	Controlling costs
	SLO-2					
S-4	SLO-1	Qualities of a successful salesman	Sales Territories	Need for sales training	Traditional Retail Formats – Cooperatives, Government	Modern retail formats
	SLO-2					Malls and franchising
S-5	SLO-1	Theories of selling	Sales Quotas	Types of sales training	Modern Retail formats in India - Emergence of Malls in India and Franchising	Etailing
	SLO-2					Ecommerce
S-6	SLO-1	Process of effective selling	Sales budget	Sales force compensation structure	Theories of Retail Development – Environmental theory, cyclical theory	Rural retailing
	SLO-2					Role of retailer in rural retailing
S-7	SLO-1	Managing Sales Information	Sales report	Sales force motivation tools	conflict Theory	Retail entrepreneurship
	SLO-2				Concept of Life cycle in retail	Retail entrepreneurship opportunities in India
S-8	SLO-1	Role of a sales manager	Sales Audit	Sales force supervision	Retail Store Design : Store Layout	International Retailing
	SLO-2			Sales expenses	Types of StoreLayout	Methods
S-9	SLO-1	After sales issue	Ethics in sales	Sales Performance Evaluation	Store Environment - Visual Merchandising Promotions Strategy	Recent trends and challenges in retailing.
	SLO-2	CRM			Retail Communication Mix and POP Displays	

Learning Resource	<ol style="list-style-type: none"> 1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition 2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition 4. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition 	<ol style="list-style-type: none"> 1. Retail Marketing Management - Second Edition – David Gilbert - Pearson Education 2. Retail Management - Thirteenth Edition - By Pearson by Barry Berman (Author), Joel R Evans (Author), Patrali Chatterjee (Author), Ritu Srivastava (Author) 3. Retailing Management - Text Only - 8th edition- by Michael Levy, Publisher: Richard D. Irwin, Inc
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		Theory	Practice
	Understand										30%	-
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze										50%	-
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create									20%	-	

	Total	100 %	100 %	100 %	100 %		100 %
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CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Sukhmal Jain, Director (Marketing), BPCL	Dr. M. Geetha, Associate Professor, IIT - M	Dr. S. Revathy, Asst. Prof, COM
Ravi Desai- Director, Mass & Branding, Amazon India	Dr.SaravanaJaikumar, Asst. Prof. IIM - C	Dr. S. Senthil Kumar, Prof. COM

Course Code	UBA23E12T	Course Name	CIRCULAR ECONOMY - SUSTAINABLE MATERIALS MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -03	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learningg this course is to:		
CLR-1 :	To discuss the circular design and development approach for buildings and recognize the impact of a building on the environment during its life-cycle			
CLR-2 :	To contrive skilled manpower and entrepreneurship in the field of Circular Economy			
CLR-3 :	To enhance interaction of students with the senior/experienced manpower who have real time knowledge / experience in the technology development, research, innovation, entrepreneurship deployment and circular business models			
CLR-4 :	To describe the frameworks and tools used in the topic of circular economy			
CLR-5 :	To Identify the scales of the built environment from materials and products to cities and regions and the life-cycle phases of buildings and building products and how they can be circular			
CLR-6 :	To acquaint students about the needs of businesses related to circularity and to create zeal among students to pursue research and development (R&D), and Entrepreneurship in this domain			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Explain various trends and driving forces in the circular economy and how these can be implemented in industrial value chains to contribute to sustainable development			
CLO-2 :	Explain the most important terms regarding circular economy with a focus on value chains and business models			
CLO-3 :	Recognize the flows at different city scales and reflect on the variety of possible circular solutions in terms of energy, water and waste flows			
CLO-4 :	Describe the challenges that exist in the adoption of circular economy, and in this context describe the connections that exist between the important enablers of technology and design			
CLO-5 :	Describe the various measures and indices used in circular economy			
CLO-6 :	Describe the development of circular economy within some industrial value chains			

Learning			
1	2	3	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	
3	80	70	
3	90	80	
3	90	70	
3	95	75	
3	80	80	
3	85	75	

Program Learning Outcomes (PLO)															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning	
H	M	L	L	L	H	M	L	M	L	-	M	H	-	H	
H	H	M	M	L	H	H	M	M	H	--	H	H	-	H	
H	H	M	M	M	H	H	H	M	M	-	H	H	-	H	
H	M	M	M	M	M	M	H	M	H	-	H	H	-	H	
H	M	M	M	M	H	H	H	M	L	-	H	H	-	H	
H	M	M	M	M	M	M	M	M	L	-	H	H	-	H	

Duration (hour)	15	15	15	15	15
S-1	SLO-1 Introduction to Circular Economy	Models of circular economy	Introduction to Supply chain	The Circular Economy and Sustainability	Barriers to Circular Economy
	SLO-2 Definition of Circular Economy	Life cycle thinking	Definition of supply chain	Reasons for a business to become sustainable	Different internal measures for the circular economy
S-2	SLO-1 Objectives of circular economy	Life cycle approaches	Concept of value chain	Sustainability: a 3-dimensional issue	In-Going and No-Going firm's barriers to circular economy
	SLO-2 Key principles of circular economy	Life cycle assessment	Characteristics of value chain	Role of the Sustainable Development Goals in the Circular Economy	Economic barriers to a circular economy model
S-3	SLO-1 Circular Economy Building Blocks	Life cycle management	Components of value chain	Application of circular economy to	Institutional barriers to a circular economy

Duration (hour)		15	15	15	15	15
					sustainability	model
	SLO-2	Priority Areas of Circular Economy	Benefits of Life cycle approaches	Examples of value chain	Introduction to Inspirations from nature	Barriers for implementation of a circular economy
S-4	SLO-1	Examples of circular economy	Introduction to Eco –design	Models of Value chain	Lessons from nature to build a circular economy	Strategies for a successful transition to a circular economy model
	SLO-2	Effects of Circular economy different sectors and value chain	Process of Eco – Design	Strategies of value chain	Definition of Inspirations from nature	Key enabling factors on the way to the circular economy
S-5	SLO-1	Strategies of circular economy	Historical development of Eco-design	Porter's value chain	Circular economy and Green economy	Global Initiatives towards Circular Economy
	SLO-2	Importance of circular economy	Legal framework of eco-design	Differences between supply chain Vs. Value chain	Circular economy and Corporate Social Responsibility	The United Nations Environment Programme (UN Environment) towards circular economy
S-6	SLO-1	Opportunity of a circular economy	Strategies of eco-design	Circular Economy and Supply Chains	Overview of Circular economy business models	United Nations Global Compact (UN Global Compact) towards circular economy
	SLO-2	Possible methods of implementation the circular economy in urban areas	Relationship between Eco-design and Circular Economy	The 'loopy' supply chain	Characteristics of circular business models	World Health Organization (WHO) towards circular economy
S-7	SLO-1	Linear economy vs. circular economy	Factors of eco-design	Explaining Butterfly diagram	The five circular business models	UN-Water & UNESCO on Circular Economy
	SLO-2	Linear Economy and its emergence	Internal factors of eco-design	Introduction to industrial symbiosis	Types of Circular Economy business models	The Food and Agriculture Organization (FAO) towards circular economy
S-8	SLO-1	Problem with our linear economy	External factors of eco-design	Key benefits of industrial symbiosis	Sectors of Circular Economy business models	World Meteorological Organization (WMO) towards circular economy
	SLO-2	Disadvantages of the current linear economy	Material recovery	Main steps of Industrial symbiosis	Resource recovery and Product life extension	World Bank Group towards circular economy
S-9	SLO-1	Discussion	Waste Reduction	Discussion	Product as a service and sharing economy	Platform for Accelerating the Circular Economy (PACE) towards circular economy
	SLO-2	Discussion	Discussion	Discussion	Discussion	Discussion

Learning Resource	1. Allen Alexander , Stefano Pascucci and Fiona Charnley, "Handbook of the Circular Economy", De Gruyter, 2023	4. María-Laura Franco-García, Jorge Carlos Carpio-Aguilar, Hans Bressers, "Towards Zero Waste: Circular Economy Boost, Waste to Resources", Springer International Publishing 2019
	2. Lerwen Liu, Seeram Ramakrishna, "An Introduction to Circular Economy", Springer Singapore 2021	5. Marcello Tonelli, Nicolo Cristoni, "Strategic Management and the Circular Economy", Routledge 2018
	3. Shalini Goyal Bhalla, "Circular Economy- (Re) Emerging Movement", Invincible Publishers (2020).	6. Stahel, Walter R., "The Circular Economy: A User's Guide", Routledge 2019

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA-1-CYCLETEST I (10% weightage)		CLA-2-CYCLETEST II (10% weightage)		CLA-3-Model Examination (20% weightage)		CLA-4 Assignment (5% weightage) – Surprisetest /Quiz/Short talk 5% weightage (Total-10% weightage) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-
	Create										
	Total	100%		100%		100%		100%		100%	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. T.N. Sekhar, CA, CIMA	1. Dr. Siva Sankaran, IIM Ranchi	Dr. N. Kumar
2. Mr. Madhan Raj, General Manager (Audit), Hyundai Motors India Ltd., Chennai	2. Dr. Narasiman, IIM Bangalore	

Course Code	UBA23G03T	Course Name	OPERATIONS RESEARCH IN BUSINESS	Course Category	G	Generic Elective Courses (G)-05	L	T	P	O	C
							2	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Mathematics and Statistics	Data Book/Codes/Standards	Graphs sheets may be given		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To provide a strong foundation in decision making	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To apply mathematical models for solving real life problems	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Scientific Knowledge	Fundamental Knowledge	Problem Analysis	Link with Related Disciplines	Design and Development	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Analytical Skills	Individual and Teamwork	Lifelong Learning
CLR-3 :	To develop the students ability to deal with numerical and quantitative issues																		
CLR-4 :	Through mathematical modelling, it seeks to design																		
CLR-5 :	Operate complex systems in the best possible way																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	To understand the mathematical models and its limitations.	3	85	80	M	L	L	-	L	-	L	-	M	L	L	L	M	M	L
CLO-2 :	To have skill in analysis of data by graphical and other methods.	3	80	70	-	L	H	-	H	-	L	-	H	M	H	M	L	M	L
CLO-3 :	To introduce the students to use variables for formulating complex mathematical models in management	3	70	65	M	M	H	-	H	-	M	-	M	M	H	M	L	M	M
CLO-4 :	To provide the students with opportunity of using various software package for solving linear programming and integer programming models	3	70	70	H	H	M	-	M	-	M	-	H	L	M	L	M	H	H
CLO-5 :	To introduce the students to the use of basic methodology for the solution of linear programs and integer programs	3	80	70	-	M	M	-	M	-	M	-	H	M	H	M	M	H	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Introduction to operations research	Introduction of L.P.P	Introduction and meaning of Transportation model	Introduction of game theory	Introduction of Queuing theory
	SLO-2 Basic Definitions, Meaning of Operations Research	Requirements for employing LPP Techniques	Basic Definitions and Mathematical Form	Basic definitions	Basic Definitions and Uses of Queuing theory
S-2	SLO-1 Advantages and Scope of Operations Research	Mathematical formulation and Procedure of LPP	Examples on the application of Transportation model	Characteristics of Game theory and Uses of Game theory	Meaning and characteristics of Queuing System
	SLO-2 Operations Research & Decision Making	Formulating the problem and Some Basic Assumptions	Procedure for Row-minima method and column-minima method	Terminology and Applications of Game theory	Probability distribution in Queuing theory
	SLO-1 Nature and characteristics of	Graphical solution of a LPP	Procedure for matrix-minima method	Two-persons Zero sum games	Introduction and classification of

S-3		Operations Research		and North-west corner method	and Maximin–Minimax principle	Queuing model
	SLO-2	Features of Operations Research	Working Procedure for Graphical method	Procedure for VAM method	Pure strategies and Mixed strategies	Elements of Queuing System
S-4	SLO-1	Limitations of Operations research	Problems with bounded and Unbounded solutions	Finding initial Solution by Row-minima Method and Column-minima Method	Calculating the value of the game with saddle points.	Single Channel model problems
	SLO-2	Modeling in Operations Research	Problems with infeasible solutions	Finding initial Solution by matrix-minima Method and North-West Corner Method	Solving games without saddle point	To find the average number of units in the system
S-5	SLO-1	Classification and principles of Models	Advantages and Disadvantages of LPP	Finding initial Solution by VAM Method	Solving 2X2 games by arithmetic method	Calculating expected waiting time in the system
	SLO-2	Merits and Demerits of models	Formulating Canonical form	Find the initial solution for unbalanced transportation problem	Solving 2X2 games by algebraic method	Finding probability of waiting time in the Queue
S-6	SLO-1	Characteristics of good model	Formulating Standard form	Find the initial solution for balanced transportation problem	Introduction and Rules of Dominance property	Relation between average queue length and average waiting time
	SLO-2	Role of Operations Research in Business & Management.	Characteristics of Canonical form	Procedure for MODI method	Solving Games by Dominance property	Introduction and Advantages, Disadvantages of Network Analysis
S-7	SLO-1	General solution method for operations research models	Characteristics of Standard form	Calculating Optimum transportation cost to minimize type	Procedure for Dominance property	Phases of project scheduling
	SLO-2	Scientific method	Introduction of Simplex method	Degeneracy in Transportation problem	Solving 3x3 persons game by Dominance property	Time cost optimization algorithm
S-8	SLO-1	Methodology of Operations research	Finding optimal solution by simplex method	Introduction of Assignment problem	Solving 3x3 games by linearity property and Solving 3x3 persons game	Resource allocation and Scheduling
	SLO-2	Principles of Modeling	Introduction of Big-M method	Calculating Optimum assignment cost to maximize and minimize the profit	Solving games by linearity property	Constructing project network with original activity and Dummy activity
S-9	SLO-1	Advantages and Disadvantages of OR	Solving bounded solution by Big-M method.	Procedure for Hungarian Method	Procedure for graphical method	Computation of CPM
	SLO-2	Opportunity of Operations research	Solving feasible & infeasible solution by Big-M method.	Procedure and Solving of Travelling salesman problem	Graphical Solutions of 2xM & Graphical Solutions of Nx2	Calculating float values & Probability by PERT method

		LearningAssessment										
	Bloom'sLevelofThinking	ContinuousLearningAssessment(50%weightage)									FinalExamination(50%weightage)	
		CLA-1(10%)		CLA-2(10%)		CLA-3(20%)		CLA-4(10%)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100%		100%		100%		100%		100%		

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Learning Resources	Theory: 1. R.Kothari-Quantitative Techniques,Vikas Publishing House,1986 2. M.Wagner-Principles of Operations Research Prentice Hall(16 January 1970)
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Course Designers	
Experts from Higher Technical Institutions	Internal Experts
1. Dr.P.Dhanavandhan,-Professor and Head,-Department of Statistics,Pondicherry University. 2. Dr.M.A.Baskar, Professor and Head,-Department of Mathematics,-Loyola College, Chennai	1. Dr.A.Poonima,-Assistant Professor,-Department of BBA,-College of Management, 2. SRMIST, Ramapuram.

Course Code	ULT23AE2J	Course Name	Applied Tamil – II	Course Category	A	Ability Enhancement Courses (AE)-03	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Tamil	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR -1 :	அகராதி, கலைச்சொல் குறித்த நுட்பங்களை அறியச் செய்தல்	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR -2 :	நேர்காணல் செய்யும் திறனும் செய்தி வாசிப்பு முறைகளையும் தெரியச் செய்தல்																		
CLR -3 :	விமர்சனத்தின் தன்மைகளும் செய்தியறிக்கை தயாரிக்கும் முறையும் அறியச் செய்தல்																		
CLR -4 :	பேச்சுக்கலையின் தனித்துவங்களைப் புரியச் செய்தல்																		
CLR -5 :	கணினித்தமிழின்பல்வேறு நுட்பங்களைத் தெரியச் செய்தல்																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO -1 :	அகராதித்துறை, கலைச்சொல்லாக்கத்துறையைத் தெரிந்துகொள்ளுதல்	2	75	60	H	-	H	-	H	H	-	H	M	-	H	H	-	-	-
CLO -2 :	ஊடகங்களில் மொழி ஆளுமையோடு செயல்படும் திறன்பெறுதல்	2	80	70	H	-	H	-	H	H	-	M	M	-	H	H	-	-	-

CLO-3:	கலை, இலக்கியவிமர்சனமுறைகளையும், செய்தியறிக்கைதயாரிக்கும்புத்தரங்களும்தெரிந்துகொள்ளுதல்	2	70	65	H	-	H	-	H	H	-	M	H	-	M	H	-	-	-
CLO-4:	பல்வேறுவடிவங்களைக்கொண்டபேச்சுக்கலையைஅறிவதன்வழி,சிறந்தமேடைப்பேச்சாளராகஉருவாகும்தகுதியைப்பெறுதல்	2	70	70	H	-	H	-	H	H	-	H	H	-	H	H	-	-	-
CLO-5:	தமிழைக்கணினிவழி, இணையம்வழிகொண்டுசேர்க்கும்உலகளாவியசெயல்பாடுகளைஅறிந்துகொள்ளுதல்	2	80	70	H	-	H	-	H	H	-	H	M	-	H	M	-	-	-

Duration (hour)	9	9	9	9	9
S-1	SLO-1 தமிழில்அகராதிகள்	நேர்காணல்அறிமுகம்	விமர்சனம் – அறிமுகம்	பேச்சுக்கலை	கணினித்தமிழ்
	SLO-2 ஒருமொழி/ இருமொழிஅகராதி	ஆளுமைத்திறன்	விமர்சனத்தின்நோக்கம்	பேச்சின்அடிப்படைகள்	கணினிவழித்தட்டச்சு
S-2	SLO-1 பன்மொழிஅகராதி	நோக்கம் – கண்டறிதல்	விமர்சனவகைகள்	தன்னம்பிக்கையும்பேச்சும்	தட்டச்சுசெய்யும்மென்பொருட்கள்
	SLO-2 உயிர்/ மெய்எழுத்துகள்	நேர்காணல்முறைகள்	இலக்கியவிமர்சனம்	பேச்சின்வகைகள்	எழுத்துருக்கள்
S-3	SLO-1 உயிர்மெய்எழுத்துகள்	இனியசொற்கள்பயன்பாடு	திரைவிமர்சனம்	மேடைப்பேச்சு	யூனிகோடுஎழுத்துருக்கள்/ பிறஎழுத்துருக்கள்
	SLO-2 அகராதிக்கானஅடிப்படைகள்	நேர்காணல்வகைகள்	கலைவிமர்சனம்	பட்டிமன்றப்பேச்சு	குரல்வழித்தட்டச்சு
S-4	SLO-1 அகராதிஉருவாக்கப்பயிற்சி	நேரடியாகவினாவிடை	விமர்சகர்தகுதிகள்	சொற்பொழிவுமுறை	எழுத்துவழித்தட்டச்சு
	SLO-2 அகராதிஉருவாக்கப்பயிற்சி	அச்சுண்டகநேர்காணல்	தேர்ந்தபுலமை	பேச்சின்நுட்பங்கள்	தட்டச்சுசெய்யும்பயிற்சி
S-5	SLO-1 கலைச்சொல்அறிமுகம்	காட்சிண்டகநேர்காணல்	எழுத்துவடிவவிமர்சனம்	பேச்சாளர்களும்பேசும்முறைகளும்	தட்டச்சுசெய்யும்பயிற்சி
	SLO-2 பிறமொழிச்சொற்களும்தமிழில்கலைச்சொற்களும்	கேட்புண்டகநேர்காணல்	காட்சிவடிவவிமர்சனம்	பேச்சு - எடுத்துரைப்பும்உடல்மொழியும்	பிழைதிருத்திகள்
S-6	SLO-1 கலைச்சொல்லாக்கநெறிமுறைகள்	களஆய்வில்நேர்காணல்	விமர்சனம்செய்யும்பயிற்சி	நவீனதொழில்நுட்பங்களில்பேச்சுமுறைகள்	தமிழில்பிழைதிருத்தம்செய்யும்மென்பொருட்கள்
	SLO-2 கலைச்சொல்உருவாக்கத்திகள்	நேர்காணல்செய்யும்பயிற்சி	விமர்சனம்செய்யும்பயிற்சி	பேச்சாளர்க்குரியதகுதிகள்	வலைப்பூஉருவாக்கம்
S-7	SLO-1 துறைசார்சொற்கள்	நேர்காணல்செய்யும்பயிற்சி	செய்தியறிக்கை	பேச்சுப்பயிற்சி	வலைப்பூவில்எழுதும்முறைகள்
	SLO-2 புதியகண்டுபிடிப்புகளும்கலைச்சொற்களும்	செய்திவாசிப்புமுறைகள்	சமூகநிகழ்வைஎழுதுதல்	பேச்சுப்பயிற்சி	வலைப்பூவின்பயன்கள்
S-8	SLO-1 பயன்பாட்டுச்சொற்கள்	செய்திவாசிப்புநுட்பங்கள்	செய்தியாளர்க்குரியதகுதிகள்	கலந்துரையாடலின்நோக்கம்	தமிழ்இணையநூலகங்கள்
	SLO-2 கலைச்சொல்லாக்கப்பயன்பாடுகள்	உச்சரித்தல்	உற்றுநோக்குதல்	கலந்துரையாடலின்தனித்தன்மைகள்	இணையநூலகப்பயன்பாடுகள்

S-9	SLO-1	கலைச்சொல்உருவாக்கப்பயிற்சி	பிழையின்றிவாசித்தல்	சமநிலையில்எழுதுதல்	தம்கருத்தைத்தெளிவாகஉரைத்தல்	தமிழ்த்தொடரடைவுகள்
	SLO-2	கலைச்சொல்உருவாக்கப்பயிற்சி	வாசித்தலும்உணர்வு	செய்தியறிக்கைதயாரித்தல்	கலந்துரையாடல்பயிற்சி	தொடரடைவின்பயன்பாடுகள்

Learning Resources	<ol style="list-style-type: none"> 1. அகராதியியல், பெ. மாதையன், தமிழ்ப்பல்கலைக்கழகம், தஞ்சாவூர், 1997. 2. கலைச்சொல்அகராதி, பகுதி – 1, ஜி.ஆர். தாமோதரன், கலைக்கதிர்வெளியீடு, 1985. 3. பேச்சுக்கலை, ம. திருமலை, மீனாட்சிபுத்தகநிலையம், மயூராவளாகம், மதுரை, 2009. 4. பேச்சாளராக, அ.கி.பரந்தாமனார், பாரிநிலையம், சென்னை, 1961 5. தமிழில்விமர்சனக்கலை, எம். ஆர். ரகுநாதன், ஸ்ரீசெண்பகாபதிப்பகம், 2016. 6. இணையத்தமிழ், சந்திரிகாசுப்பிரமணியன், சந்திரோதயம்பதிப்பகம், மதுரை, 2020. 7. பிழைதிருத்திகள், http://www.neechalkaran.com/ 8. நேர்காணல், மின்னூலகம், தமிழ்இணையக்கல்விக்கழகம், https://www.tamilvu.org/ 9. தொடரடைவு - http://tamilconcordance.in/ 10. இணையவழித்தரவுகள் : https://tamilheritage.org/ 					
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
		4. Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
		5. Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

Course Code	ULH23AE2J	Course Name	APPLIED HINDI-II	Course Category	A	Ability Enhancement Courses (AE)-03	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	HINDI	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To find and analyze different types of Cinema	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To Discover the print Media in the present World																		
CLR-3 :	Writing report for Employability																		
CLR-4 :	Writing Reviews and Create Job Oriented learning																		
CLR-5 :	To Acquire technical words for various job Prospects																		
CLR-6 :																			

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	To Understand the History and Documentary in Hindi Cinema	2	75	60	H	H	H	H	H	H	H	M	M	H	H	H	-	-	-
CLO-2 :	To Comprehend Media Studies	2	80	70	H	H	H	H	H	H	H	M	M	H	H	H	-	-	-
CLO-3 :	To Evaluate report Writing	2	70	65	H	H	H	H	H	H	H	M	M	H	H	H	-	-	-
CLO-4 :	Enhance their Writing Skills in Media Studies	2	70	70	H	H	H	H	H	H	H	M	M	H	H	H	-	-	-
CLO-5 :	To Understand and usage of technical words in Hindi	2	80	70	H	H	H	H	H	H	H	M	M	H	H	H	-	-	-

Duration (hour)	9	9	9	9	9	9
S-1	SLO-1	HINDI CINEMA	MEDIA AUR HINDI BHASHA	REPORTARJ LEKHAN	FILM REVIEW& VIGYAPAN	PARIBHASHIK SHABDAVALI
	SLO-2	CINEMA KI AVDHARNA	AVDHARNA	AVDHARNA	ARTH	ARTH
S-2	SLO-1	UDBHAV	SWARUP	SWARUP	PARIBHASHA	PARIBHASHA
	SLO-2	VIKASH	MAHATVA	UDDESHYA	SWARUP	SWARUP
S-3	SLO-1	DOCUMENTRI MOVE KI AVDHARNA	MEDIA MEN BHASHA KA PRAYOG	MAHATVA	AWADHARNA	PRAKAR
	SLO-2	COMERCIAL MOVE KI AVDHARNA	UTTARDAYITVA	REPORTARJ LEKHAN KE PRATI RUCHI JAGANA	FILM REVIEW KA MAHATTVA	AVADHARNA
S-4	SLO-1	PRAYOJAN	PRINT MEDIA	REPORTAJ KI BHUMIKA	VIGYAPAN AUR BAZAR	PRAYOJAN
	SLO-2	UDDESHYA	ELECTRONIC MEDIA	PRAYOG	VIGYAPAN AUR ROZGAR	UDDESHYA
S-5	SLO-1	MAHATVA	MEDIA KI JIMMEDARI	PRAYOG	PRINT VIGYAPAN	MAHATVA
	SLO-2	PRAKAR	SMACHAR LEKHAN	UTTARDAYITVA	VIGYAPAN KI BHASHA	PRAYOG
S-6	SLO-1	PRISHTHBHUMI	REPORTER KE GUN	RIPOTARJ LEKHAN	AWADHARNA	UDDESHYA
	SLO-2	KARYASHALA	SAHAJTA	PUNRIKSHAN	ARTH	TAKANIKI SHABDAVALI KA MHATVA
S-7	SLO-1	DOCUMENTRY KI VIDHI	NISPAKHTA	LEKHAN VIDHI	PARIBHASHA	HINDI SE ANGREZI SHABD
	SLO-2	DOCUMENTRY AUR COMERCIAL MOVE MEN ANTAR	PEET PATRAKARITA	SAMAJIK DAYRA	SWARUP	ANGREZI SE HINDI SHABD

Duration (hour)	9	9	9	9	9
S-8	SLO-1	COMERCIAL KI VIDHI	UTTARDAYITVA	SAHITYA ME RIPOTARJ LEKHAN	VIGYAPAN KE PRAKAR
	SLO-2	MOVE VISLESHAN	BHASHA GYAN	PARIYOJNA KARYA	VIGYAPAN KI VISHESHTAYEN
S-9	SLO-1	PARICHARCHA	PARICHARCHA	PARICHARCHA	VIGYAPAN MANG
	SLO-2	PRASHNABHYASH	PRASHNABHYASH	PRASHNABHYASH	VIGYAPAN KA PRABHAV

Learning Resources	Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Shri. Santosh Kumar Editor : Srijanlok Magazine Place: Vashishth Nagar, Ara – 802301	1. Prof.(Dr.) S.Narayan Raju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.S Preeti. Associate Professor & Head, SRMIST
Alumni Ananya Singh Trainee Associate (Finance Operations) Cargill Business Services India Building 9,2nd and 3rd Floor, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, India, Bengaluru, Karnataka	Student Maimunah sheik Reg: RA2131001010006 Dept: of Biotechnology	2. Dr. Md.S. Islam Assistant Professor, SRMIST
		3.Dr. S. Razia Begum, Assistant Professor, SRM IST
		4. Dr.Nisha Murlidharan Assistant Professor, VDP,SRM IST

Course Code	ULF23AE2J	Course Name	FRENCH FOR SPECIFIC PURPOSE-II	Course Category	A	Ability Enhancement Courses (AE)-03	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	French			Data Book / Codes/Standards	Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:
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CLR-1 :	Strengthen the language of the students both in oral and written
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations
CLR-3 :	Make them learn the basic rules of French Grammar.
CLR-4 :	Develop strategies of comprehension of texts of different origin
CLR-5 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French
CLR-6 :	Extend and expand their savoir-faire through the acquisition of current scenario

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
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CLO-1 :	o enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French	2	75	60
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French	2	80	70
CLO-3 :	To develop content using the features in French language	2	70	65
CLO-4 :	To interpret the French language into other language	2	70	70
CLO-5 :	To improve the communication, intercultural elements in French language	2	80	70
CLO-6 :				

Learning

1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	75	60
2	80	70
2	70	65
2	70	70
2	80	70

Program Learning Outcomes (PLO)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
M	H	H	H	M	H	M	H	H	M	H	H			
H	M	M	H	M	M	H	M	L	H	H	M			
M	H	H	M	H	M	H	H	M	H	H	H			
H	H	M	H	M	H	H	M	H	H	M	H			
M	H	H	M	M	M	H	H	M	H	H	M			

Duration (hour)	9	9	9	9	9
S-1	SLO-1 TOEIC	Les quantificateurs	Les prépositions de lieu	Les verbes irréguliers	La négation
	SLO-2 Qu'est-ce que c'est/	le génitif	Les activités	le futur et	l'interrogation
S-2	SLO-1 À qui est-il destiné ?	Les adjectifs	Les prépositions de temps -	le conditionnel	Les activités
	SLO-2 Les compétences évaluées	et pronoms possessifs	Les activités	les modaux	l'exclamation
S-3	SLO-1 Le nom	les pronoms	les temps et	La suggestion	Les activités
	SLO-2 Le pluriel des noms	Les pronoms personnels	Les activités	le conseil	l'emphase
S-4	SLO-1 Les indénombrables	les pronoms compléments	les aspects-	Les exemples	Les exemples
	SLO-2 Les noms composés	Les activités	Les activités	le reproche	Les activités
S-5	SLO-1 L'adjectif	pronoms réfléchis	Le présent simple	Les activités	l'impératif

	SLO-2	Les comparatifs	Les activités	Les activités	L'obligation	Les activités
S-6	SLO-1	les superlatifs	les adverbes	Le présent be+ing	la permission	la voix passive
	SLO-2	les articles définis (the)	Les activités	Les activités	l'interdiction	Les exemples
S-7	SLO-1	les articles indéfinis (a, an)	La place de l'adverbe dans la phrase	Les exemples	La capacité	les subordonnées relatives
	SLO-2	Les exemples	Les activités	Le prétérit simple - Le prétérit be+ V-ing	l'incapacité	Les activités
S-8	SLO-1	Les adjectifs	L'ordre des adverbes	Les exemples	les verbes à particule	Les subordonnées circonstancielles
	SLO-2	Les exemples	Les activités	- Le présent perfect be+ing	les verbes suivis de V-ing	Les activités
S-9	SLO-1	pronoms possessifs (this et that)	les prépositions-	Le past perfect simple -	d'un infinitif avec sans to	A ne pas confondre
	SLO-2	Les activités	Les exemples	Le past perfect be + ving -	Les exemples	Les activités

Learning Resources	Theory: 1. "Réussir le nouveau TOEIC" Détails des épreuves, méthodologie, grammaire, et vocabulaire, Studyrama.
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		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Attendance (5%)	Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (5%)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

Course Code	UBA23S02L	Course Name	HEALTH AND WELLNESS	Course Category	S	Skill Enhancement Courses(S)-04	L	T	P	O	C
							0	0	2	2	1

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	College of Management	Data Book / Codes / Standards

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Outcomes (PO)
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CLR-1 :	To understand the importance of a healthy lifestyle.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2 :	To familiarize students with physical and mental health	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills
CLR-3 :	To create awareness of various lifestyle-related diseases															
CLR-4 :	To analyze the factors influencing stress management															
CLR-5 :	To apply the coping skills to overcome stress															
Course Outcomes (CO):	At the end of this course, learners will be able to:															
CO-1 :	Understand the importance of a healthy lifestyle.	2	70	60	H	M	M			M					H	
CO-2 :	Infer the importance of physical and mental health	2	80	70	H		M	H	M	L					H	
CO-3 :	Create awareness of various lifestyle-related diseases	2	80	70	H	H		M		L	M			M	H	
CO-4 :	Analyze the factors influencing stress management	4	80	70	H	H	H	M	M	M		H	M	H	H	M
CO-5 :	Apply the coping skills to overcome stress	3	80	70	H	H	H	H	M	M		M	M	H	H	M

Duration (hour)	3	3	3	3	3
S-1	SLO-1	Definition and Importance of Health.	Diet and nutrition for health & wellness.	Body systems and common diseases.	Healthy foods for the prevention and progression of Cancer and Hypertension
	SLO-2	Meaning and concept of wellness.	Essential components of a balanced diet for healthy living	Sedentary lifestyle and its risk of disease.	Healthy foods for prevention and progression of Cardiovascular and metabolic diseases (Obesity, Diabetes).
S-2	SLO-1	Differentiate health and wellness.	Role of carbohydrates, proteins, fats, vitamins & minerals.	Factors affecting mental health.	Types of Physical Fitness and its Health Benefits.
	SLO-2	Importance of health and wellness Education.	Malnutrition and undernutrition		Modern lifestyle and hypo-kinetic diseases;
S-3	SLO-1	Local, demographic, societal issues and factors affecting health and wellness.	overnutrition	Substance abuse (Drugs, Cigarette, Alcohol).	prevention and management of lifestyle diseases through exercise.
	SLO-2		Processed foods and unhealthy eating habits	De-addiction, counseling, and rehabilitation.	Role of Yoga, asanas, and meditation in maintaining health and wellness.
					Role of sleep in the maintenance of physical and mental health.

Learning Resources	1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell. 2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021. 3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by NashayLorick, 2022	4. Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018. 5. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
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Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%)
		Theory	Theory	Theory	Theory
Level 1	Remember	10%	10%	30%	15%
	Understand				
Level 2	Apply	50%	50%	40%	50%
	Analyze				
Level 3	Evaluate	40%	40%	30%	35%
	Create				
	Total	100 %	100 %	100 %	100 %

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.
CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr. Sarathbabu, food king, food retail outlet	1. Dr. Suresh Kumar, Unit Head, Govt. Children's Hospital, Egmore	1. Dr. R. Krishnaraj
2. Mr. Stalin, Physiotherapist	2. Dr. Vijayalakshmi, Vice-principle, College of Nursing, SRMIST-KTR.	2. Dr. S. Thilagavathy

Course Code	UCD23V06L	Course Name	CAREER READINESS AND LEADERSHIP MANAGEMENT	Course Category	V	Value Addition Course (V)-04	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Guidance Cell	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			
CLR-1 :	Enable students to understand reasoning skills and mathematical concepts				Level of Thinking (Bloom)	1	2	3
CLR-2 :	Prepare students for job interviews							
CLR-3 :	Help learners to develop the vocabulary of a general kind by developing their reading skill							
CLR-4 :	Nurture a creative and professional mindset							
CLR-5 :	Develop life-long skills students can use to seek jobs, internships and make career changes							
CLR-6 :	Assist students in seeking out opportunities to gain experience within their chosen career fields							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:						
CLO-1 :	Solve the problems on reasoning				3	80	75	
CLO-2 :	Face interviews confidently				3	80	75	
CLO-3 :	Develop comprehension and interpretation skills				3	75	70	
CLO-4 :	Use design thinking as a strategy				3	75	70	
CLO-5 :	Assist students in choosing a career path during their course				3	75	70	
CLO-6 :	Show a better awareness of the process of career exploration and how their own interests and skills connect with a chosen professional path.				3	75	70	

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
M	M	H	M	M	M	L	M	M	M	M	M	M	H	H
M	M	H	L	M	M	L	L	M	M	M	L	L	H	H
M	M	H	M	M	M	L	M	M	M	H	L	M	M	H
M	M	H	H	M	M	M	M	M	M	M	L	M	M	H
M	M	H	H	M	M	M	M	M	M	M	L	M	M	H
M	H	M	H	M	M	M	M	M	M	M	L	M	M	H

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Partnership	Self-Image and Self-Presentation	Extempore Practice Session	Entrepreneurship - Introduction	Decision Making
	SLO-2	Partnership related solving problems	Etiquettes	Extempore Practice Session	Entrepreneurship - Vision, Value Proposition	Decision Making – Activity
S-2	SLO-1	Cryptarithmic	Interview Skills - Introduction	How to approach Virtual & In Person Interviews	Entrepreneurship - Business Model	Leadership Skills - Ethics & Ethical Decision Making
	SLO-2	Cryptarithmic – solving problems	Do's and Don'ts During Interview	Tips & Tricks to Crash Interview	Entrepreneurship – Revenue Streams	Leadership Skills -Decision Making – Case Study
S-3	SLO-1	Ordering,Ranking	Mock Interview – Session 1	Types of Paragraph	Entrepreneurship - Sales	Management – Definition
	SLO-2	Grouping	Mock Interview – Session 2	Paragraph Forming Questions	Entrepreneurship - Marketing Channels	Manager – Traits

S-4	SLO-1	VennDiagrams	Mock Interview – Session 3	Types of Sentences	Entrepreneurship - Quality Control	Leadership Skills - Management Challenges
	SLO-2	Venn Diagrams solved questions	Mock Interview – Session 4	Ordering of Sentences	Entrepreneurship - Customer Feedback	Change Management
S-5	SLO-1	Races and Games	HR Round – Practice Session	Skimming & Scanning	Leadership Skills	Novel Ways to Manage Energy in Work Place – activity
	SLO-2	Problems on Ages	HR personal Interview -Session	Reading Comprehension	Leadership Skills Strategy	Energy Management
S-6	SLO-1	Clocks & Calendars	Email Etiquettes	Restatement	Leadership Skills – Planning	Work Force management
	SLO-2	Identification of Cross Variable Relation	Email Drafting – Do's and Don'ts	Most Appropriate Restatement	Types of Leadership	Grievance Redressal Policy in Organisations

Learning Resources	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition	4. Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016.
	2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition	5. Craig E Johnson, Meeting the ethical challenges of leadership, Sage publications, 2018
	3. Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition	6. Allan R Cohen, David L Bradford, Influence without authority, Wiley, 2018
		7. T V Rao, Managers who make a difference: Sharpening your management skill, Random House India, 2016

Learning Assessment					
Level	Bloom'sLevel of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%)#
		Theory	Theory	Theory	Theory
Level 1	Remember	20%	10%	20%	20%
	Understand				
Level 2	Apply	50%	50%	50%	50%
	Analyze				
Level 3	Evaluate	30%	40%	30%	30%
	Create				
	Total	100 %	100 %	100 %	100 %

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.
 #CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers			
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts	
Mr.M.Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt.Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English,Amrita Vishwa Vidhyapeedam, Coimbatore	Dr.Sathish K, HOD, Department of Career Guidance, FSH, SRMIST	
		Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH, SRMIST	

Course Code	UMI23401L	Course Name	MY INDIA PROJECT	Course Category	M	Mandatory Courses(M)-03	L	T	P	O	C
							0	0	0	2	0

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	Nil		

Assessment Methods-Fully Internal

Assessment Tools	Marks
Review-I (Activities)	50
Review-II (Project Report and presentation)	50
Total	100

SEMESTER-V

Course Code	UBA23501T	Course Name	ENTREPRENEURSHIP DEVELOPMENT	Course Category	C	Discipline Specific Course -Core-15	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration,	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning		
CLR-1 :	This course is designed to impart the fundamental knowledge for establishing the Business operation	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3
CLR-2 :	This course is create awareness about for Basic steps for starting up of the business						
CLR-3 :	This course inspires entrepreneurial development through interactive lectures, workshops, and case studies in contemporary situations						
CLR-4 :	Students will gain awareness of entrepreneurial skills, sources, structures and dynamics						
CLR-5 :	Students will develop individual and group skills for generating innovative ideas						
CLR-6 :	To find ways to apply these ideas to address current issues and problems in different industries and settings.						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:					
CLO-1 :	To Understanding of the sources of business and development of the Entrepreneurship skills.	3	80	70			
CLO-2 :	To identify and analyze these opportunities for entrepreneurship	3	85	75			
CLO-3 :	To Understanding of the industry dynamics of and factors for developing successful entrepreneurship	3	75	70			
CLO-4 :	To Understanding the factors for developing successful innovations and apply this understanding to different sectors	3	85	80			
CLO-5 :	To Development of a personal skill set for entrepreneurship	3	85	75			
CLO-6 :	To Understanding the specific concepts and tools for combining and managing an organization.	3	80	70			

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
L	H	-	H	L	M	M	-	L	L	-	H	-	H	H
M	H	L	M	L	-	M	-	M	L	-	H	-	M	-
M	H	M	H	L	M	-	L	M	L	-	H	-	-	H
M	H	M	H	L	-	H	-	M	L	-	H	-	M	-
H	H	M	H	L	H	-	M	M	L	-	H	-	-	H
L	H	-	H	L	H	H	H	L	L	-	H	-	M	M

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Meaning	Why to become Entrepreneur	Entrepreneurial Development – Agencies	Self-Discovery	Project Managementt
	SLO-2	Concept of entrepreneurship	Role of entrepreneurship in economic development	Role and Functions of Agencies, Arrangement of funds	Natural born entrepreneur	Phases Of Project Management
S-2	SLO-1	Definitions	Role of Small- Scale Enterprises in Economic Development	District Industries Centre	The hidden traits, discovers your own strength to become a entrepreneur	Business Plan- Model
	SLO-2	Characteristic of Entrepreneur	Skill gap analysis- Meaning & Significance	Small Industries Development organization	Business idea generation	Preparation of Business Plan
S-3	SLO-1	Types of Entrepreneur	Role models, Mentors and support system	Role, Objectives & Functions	Business idea generation techniques	Content
	SLO-2	Qualities of an Entrepreneur	Entrepreneurial success stories.	State Directorate Of Industries (SDIS)	Sources of Business Ideas	Project Report
S-4	SLO-1	Classification of Entrepreneurs	Introduction to various form of business organization	IFCI	Idea Evaluation	Concept of Business Model
	SLO-2	Social Entrepreneurship	About Start-ups- Growth opportunities, Retention & Expansion strategies	Small Industries Services Institute. (SISI)	Creativity	Difference between business proposal and business models
S-5	SLO-1	Factors influencing	Sole proprietorship firm	IDBI	Innovation	Process in Business Model

Duration (hour)		9	9	9	9	9
		Entrepreneurship				
S-6	SLO-1	Key entrepreneurial traits	Partnership firm	Functions of Commercial banks for Entrepreneurial Development	Identification of Business opportunities	Creation of Business Models
	SLO-2	Functions of Entrepreneur	Corporations	Role of Commercial banks for Entrepreneurial Development	Opportunity recognition	Evaluation of Business Models
S-7	SLO-1	Entrepreneurial processes	Limited Liability company	Resources mobilization,	Feasibility study	Types of business models
S-8	SLO-1	Entrepreneurial Environment	Mission, vision and strategy formulation.	Types of resources	Feasibility study- Marketing	Franchising/Dealership
	SLO-2	Women Entrepreneurship	MSME – Categories , Registration procedure, Ancillary units	Process of resource mobilization	Product Planning and Development Process	Business networking
S-9	SLO-1	Barriers To Women Entrepreneurship	MSME-Supporting agencies for Entrepreneurship	Meaning and concept of E-cells, advantages to join E-cell.	Feasibility study- Finance & Methods of Evaluation of Financial Feasibility	Business networking
	SLO-2	Reasons for the slow growth of women entrepreneurship, Development of Women Entrepreneurship	Developing a Business Model and Translating in to start up	significance of E-cell, various activities conducted by E-cell	Feasibility study- Technology & Legal Formalities	Dealership – Meaning and Functions

Learning Resources	<ol style="list-style-type: none"> 1. Vasant Desai, "Entrepreneurial Development", Edition, 2. Publisher, Himalaya Publishing House, New Delhi, 2. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, Reprint 3. Dr.C.B. Gupta, Dr.N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons, New Delhi, 4. P.Saravanel, "Entrepreneurial Development", Ess Pee kay Publishing House, Chennai,
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
	Understand										
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100%	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr.Kumar, Vice President- QA, Madras Engineering Industries Pvt Ltd, Ambattur, Chennai 600 058	1. Dr.S.Chandrasekaran. Assistant Professor, Allagapa govt art and Science College , Karaikudi	1. Dr.M.Srinivasan.COM-KTR ,SRMIST
		2. Dr...L.Jayanthi COM-KTR ,SRMIST

Course Code	UBA23502T	Course Name	SERVICES MARKETING	Course Category	C	Discipline Specific Course -Core-16	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
	Nil	Nil
Course Offering Department	Department of Business Administration	Data Book / Codes/Standards

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1 :	To expose the learners to the evolution and growth of services marketing sector which is a dominant player besides products marketing.
CLR-2 :	Each student has to understand the services marketing sector which dominant player besides product marketing.
CLR-3 :	Students have to develop the knowledge of services market.
CLR-4 :	After the gaining knowledge of services and market, students design marketing strategies.
CLR-5 :	Students can successfully implement marketing strategies in major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.
CLR-6 :	To design marketing strategies to be offered to major service sectors
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Understand the basic concepts in Services marketing and growing importance of services in economy
CLO-2 :	Identify the unique nature and characteristics of Services
CLO-3 :	Analyze the market Segmentation, Targeting and Positioning of services
CLO-4 :	Appreciate the unique challenges involved in marketing and managing services
CLO-5 :	Develop in-depth understanding of the key concepts of customer experience, service quality
CLO-6 :	Develop understanding of strategies in different services

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Introduction	Assessing service market potential	Service Life Cycle	Positioning of services	Services marketing strategies for health
	SLO-2 Evolution & Growth of service sector	Classification of services	Stages of Service Life Cycle	Determinants of positioning & its Strategies	Scope and marketing mix in health services, Challenges
S-2	SLO-1 Factors contributing to the growth of service sector	Traditional Marketing mix	Strategies to be used in different stages of SLC	Designing service delivery System	Services marketing strategies for Hospitality
	SLO-2 Growth of service sector	Examples	Service Blue Printing	Components of service delivery	Scope and marketing mix
S-3	SLO-1 Service Nature	Extended service Marketing Mix for managing customer context	Components and Benefits of service blueprint	Delivery of high quality service	Services marketing strategies for Tourism
	SLO-2 Contribution of service sector to Economy	Service scape	GAP's model of service quality	Factors influencing Customer Expectations of service	Scope, marketing mix and challenges

S-4	SLO-1	Scope of service sector	Components	New Service development,	Service Channel	Services marketing strategies for Financial-Banking services
	SLO-2	Basics	Examples	Types and Challenges in New services	Issues involving intermediaries	Scope, marketing mix and challenges
S-5	SLO-1	Unique characteristics	Process mix of services	Potential for New Service Offerings	Pricing of services	Services marketing strategies for Educational
	SLO-2	Challenges of service characteristics	People mix of services	Measuring service quality	Methods of pricing	Scope, marketing mix
S-6	SLO-1		Environment and trends	SERVQUAL	Service encounter	Services marketing strategies for Information technology
	SLO-2	Characteristics of services	Examples	Dimensions of quality	Strategies	Scope, marketing mix
S-7	SLO-1	Intangibility Characteristic of services	Segmentation, Targeting and positioning	Measuring and improving service quality	Service marketing triangle	Challenges and Issues
	SLO-2	Challenges	Examples	Tools for measuring	Components and uses	Scope, marketing mix and challenges
S-8	SLO-1	Marketing Challenges in services	Challenges in the extended marketing mix	Service Quality function development	Integrated Service marketing communication	Services marketing strategies for communication services
	SLO-2	Revision – MCQ	Examples	Examples	Advertising tool	Scope, marketing mix
S-9	SLO-1	Perishability Characteristic of services	Levels of Market Segmentation	House of Service QFD	Sales Promotion tools	Challenges and Issues
	SLO-2	Challenges	Developing Positioning Strategy	Revision - MCQ	Importance of service Feedback	Presentations

Learning Resources	1)	Robert Johnston, Graham Clark-Service Operations Management, 3rd Edition, , 2016
	2)	Successful Service Operations Management with CD-ROM [Hardcover] Richard D. Metters (Author), Kathryn H. King-Metters (Author), Madeleine Pullman (Author) South-Western College Pub; 1 st edition 2002 -- ISBN-10: 0324135564 -- ISBN-13: 978- 0324135565
	3)	Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3 rd Ed., Irwin/McGraw-Hill,

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 – CYCLE TEST I (10 % weightage)		CLA – 2 CYCLE TEST II (10 % weightage)		CLA – 3 – Model Examination (20 % weightage)		CLA – 4 Assignment (5 % weightage) – Surprise test /Quiz/ Short talk 5 % weightage (Total – 10 % weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
		Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%
	Understand										
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	40%	-
	Analyze										
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Captain Prasath – Open Mind innovation Pvt. Ltd., Chennai	Dr. Kannan, Professor and HOD, Sathyabama University	Dr. S.Priya, Assistant Professor, SRM
Mr. Gabriel Prakash, Head – Trade Marketing, Sony India Ltd., Chennai	Dr. Senthilkumar, Professor, Pondicherry University	Dr. C. Senthilnathan, Assistant Professor, SRM

Course Code	UBA23503T	Course Name	PROJECT MANAGEMENT	Course Category	C	Discipline Specific Course -Core-17				
						L	T	P	O	C
						2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration,		Data Book / Codes/Standards	-	

Course Learning Rationale (CLR):	The purpose of learningg this course is to:	Learning	Program Learning Outcomes (PLO)														
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CLR-1 :	To be aware of rapidly evolving role in public relations, advertising, and marketing, as well as the merging of social media marketing with all facets of business	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To use social media platforms (e.g., blogs, micro blogs, social networks, photo & video sharing) to influence consumer and promote a company, brand, product, service or person.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	To put available resources together in a social media marketing strategy.																		
CLR-4 :	To develop effective social media marketing strategies for various types of industries and businesses																		
CLR-5 :	To define target markets for specific social media platforms.																		
CLR-6 :	To define social media marketing goal setting necessary to achieve successful online campaigns																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :	Explain accurately the processes and interactions a practitioner undertakes to achieve project goals	3	80	70	H	M	M	H	L	L	-	-	L	L	-	H	-	-	-
CLO-2 :	Analyze the iterative processes of a project correctly	3	85	75	M	H	L	M	L	-	-	-	M	L	-	H	-	-	-
CLO-3 :	Identify and effectively communicate best practices within the framework of projects management	3	75	70	M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-4 :	Evaluate and describe the process of progressive elaboration independently	3	85	80	M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-5 :	Identify how organizational culture impacts a project	3	85	75	H	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-6 :	Bewell known about organizing systems, implementation, processing and execution	3	80	70	L	H	-	H	L	-	-	-	L	L	-	H	-	-	-

Duration (Hr)	9	9	9	9	9
S-1	SLO-1 Introduction to projects.	Project Appraisal – Design and Planning	Project scheduling	HR Areas in Project Management	Project Audit
	SLO-2 Characteristics of projects	Financial appraisal – Technical appraisal	Network Analysis	Leadership - Teams	Project Termination
S-2	SLO-1 Types of projects,	Economical appraisal – Environmental Appraisal	Project Selection	Motivation - Conflicts	Project Closeout
	SLO-2 Gaining importance	Risk Analysis in Project Appraisal	Construction of networks	Communication - Co-ordination	Computers in Project Management
S-3	SLO-1 Project lifecycle and its phases	Project Design - Project Planning –	CPM – various types of floats and their application –	Direction	Modern Concepts in Project Management

Duration (Hr)		9	9	9	9	9
			Project Formulation	PERT and its applications.		
	SLO-2	Project selection, nonquantitative and scoring models	Financial feasibility – determinant of cost of project	Time cost relationship – crashing for optimum time – crashing for optimum cost	Project Contracts	Project monitoring,
S-4	SLO-1	Technical analysis, technology selection	Its financing – deciding optimum capital structure	Resource leveling	Organizing System	Earned Value Analysis – Reasons for failure
	SLO-2	Market potential analysis, techniques of long term forecasting	Cash flows from project perspective	Cost of projects – Means of financing	Procedures	Interdependency and complexity
S-5	SLO-1	Nature and significance, Understanding Project Management	Cash flows owner's perspective	Estimates of Sales & Production – Cost of Production	Project Execution	Sharing of resources
	SLO-2	Project Management Lifecycle, Project Development Cycle	Financial feasibility with risk	Working Capital Requirement	Implementation	Size of the project
S-6	SLO-1	Generation & Screening of project idea, Preliminary Screening	Types of risk – techniques of risk evaluation	Financing,	Project Monitoring	Importance of the project
	SLO-2	Project Rating Index, Market analysis demand analysis	Mitigation - Sensitivity analysis	Projected income statement	Evaluation	Changes in the market
S-7	SLO-1	Collection of Primary information, Collection of Secondary information	Hillier's model - simulation	Balancesheet	Introduction to project software and application of MSP Project	Functional Organization Structure
	SLO-2	Demand forecasting- Market planning	Manufacturing process – Manufacturing technology	And cash flow with multi year projections,	Human Aspect of Project management	Pure Project Organization Structure
S-8	SLO-1	Network Scheduling Techniques	Material inputs & utilities	Consideration of alternative sources of finance	Project manager's skills	Project management information system
	SLO-2	Cost Control	Project Charts & Layouts	Initiation - performance/monitoring	functions	Top Level Management – Middle Level Management
S-9	SLO-1	Trade-Off Analysis in a Project Environment	Structures & Civil work	Project Finance – Assistance from Financial Institutions – Assistance from International Financial Institutions	Matrix organization	Benefits of computer Based PMIS – Features of computer based PMIS
	SLO-2	Risk Management	Project Time Lines	Cost Benefit Analysis (CBA) – Social Cost Benefit Analysis (SCBA)	Social Cost Benefit Analysis	Preparation of comprehensive project report

LearningAssessment											
	Bloom's Level of Thinking	ContinuousLearningAssessment(50%weightage)								FinalExamination (50%weightage)	
		CLA–1 CYCLE TEST I (10% weightage)		CLA–2 CYCLE TEST II (10% weightage)		CLA–3– Model Examination (20% weightage)		CLA–4Assignment(5%weightage)– Surprisetest/Quiz/Shorttalk5% Weightage(Total–10%weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
	Understand										
Level2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-
	Create										
	Total	100%		100%		100%		100%		100%	

Learning Resources	1. Dr.C.D.Balaji, Project Management, Margham Publications, Chennai, 2017 2. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill, 2019
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#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. Kumar, Vice President- QA, Madras Engineering Industries Pvt Ltd, Ambattur, Chennai 600058	1. Dr. B. Devamaindhan Ph.D., Asst. Professor, Institute of Distance Education, University of Madras, Chepauk, Chennai	Dr. A. ANBU, SRMIST
2. Dr. Nirmal Raj, Manager-HR, Ford, Sohlinganallur, Chennai 600119	2. Dr. J. Jayasankar Ph.D., Associate Professor & Head i/c, Department of Commerce, D. G. Vaishnav College, Arumbakkam, Chennai	

Course Code	UBA23504T	Course Name	INFORMATION SYSTEM AND TECHNOLOGY MANAGEMENT	Course Category	C	Discipline Specific Course -Core-18	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To enable students to understand the concept of Information systems and their types	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To enable students to know System Analysis and Design	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	To impart the concept of ERP and other Enterprise-wide systems																		
CLR-4 :	To enable students to understand the basic concept of Technology Management																		
CLR-5 :	To enable students to know the importance of R&D Projects																		
CLR-6 :	To enable students to gain knowledge in Technology Life Cycle and safety																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Learn Fundamentals of Information Systems	3	80	70	H	-	M	-	H	M	L	-	-	L	M	-	-	M	H
CLO-2 :	Lern the application of SDLC in developing Information Systems	3	90	80	M	M	M	-	M	H	L	-	-	M	M	-	-	L	M
CLO-3 :	Gain knowledge about ERP and CRM	3	90	70	H	M	M	-	M	M	M	-	-	L	M	-	-	M	M
CLO-4 :	understand the purpose of technology Management	3	95	75	M	H	M	-	M	H	M	-	-	L	H	-	-	M	M
CLO-5 :	Posses knowledge about the process view of CRM	3	80	80	H	L	M	-	M	L	M	-	-	L	M	-	-	M	H
CLO-6 :	Have knowledge on Reliability and Safety	3	85	75	H	L	L	-	M	M	L	-	-	M	M	-	-	M	M

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Organizational and Information system structure	Organizational Context of System Analysis	Enterprise Information Systems	Meaning of Technology
S-1	SLO-2	Information- A vital corporate resource	Role of System Analyst	Evolution of Enterprise Information Systems	Requirement of Technologies
S-2	SLO-1	Data and Information	System Development Life Cycle		Technologies Vs Techniques
S-2	SLO-2	Management and Decision making	Requirement Analysis	Emergence of Enterprise Resource Planning	Characteristics of Technology
S-3	SLO-1	Classification of Information System	Requirement Specifications	ERP Market	Technology Development
S-3	SLO-2	Information support for functional areas of Management	Diagramming Techniques	Introduction to E-Commerce	Technology Management
S-4	SLO-1	Impact of Business on Information System	Feasibility Analysis	E-CRM Systems	Process of Technology Change
S-4	SLO-2	Organising Information Systems	Feasibility Report	Sales Force Automation	Technology Transfer

Duration (hour)		15	15	15	15	15
S-5	SLO-1	Computers and Information Systems	Design and Development phase	Customer Service and Support Automation	Import of Modern Sophisticated Technology	Designing and Engineering
	SLO-2	Introduction to Telecommunication	Information Security threats	Artificial Intelligence Definitions	Twentieth Century Technologies	Typical phase in the System Engineering phase
S-6	SLO-1	Historical perspective	Information Security Policy and Enforcement	Evolution of Artificial Intelligence	Science / Technological push	Simultaneous Engineering
	SLO-2	Plain Old Telephone service	Information Security Management Standards and Global Practices	Components of Artificial Intelligence	Technology Life cycle	Product Liability and Safety
S-7	SLO-1	Call switching process	Information Security Practices	Expert System and its Application	Technological Environmental changes	Designing for Reliability
	SLO-2	Telcom Management	Information Security Practices	Business Analytics and its Applications	Strategies for Managing Technology	System Reliability/ Product Reliability
S-8	SLO-1	Digital Revolution	Information Security Access Control Systems and Technologies	Data Mining Methods	Impact of Computer-based Technology	Developing reliability over the product life cycle
	SLO-2	Smartphone and Tablet	Information Security Risk Management Framework	OLAP and Multidimensional Databases	Importance of Service Industries	Failure Rate and product life characteristics curve
S-9	SLO-1	How do you network Computers?	ISO Standards for Information Systems	Decision support systems	Manufacturing Vs Servicing	Lifetime Failure Rate
	SLO-2	Why is an Architecture for Computer Networks?	Data Base Management System	Neral Network	Some specific service Industry	Value Engineering/ Analysis

Learning Resource	1. Management Information Systems by S. Sadagopan- PHI Publishing House 2. Technology Management by CSV Murthy- Himalaya Publishing House	
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr. Noorul Ameen – Tiger Analytics Chennai	Dr. B. Devamaindhan, Professor, University of Madras	Dr. J. Dinesh

Course Code	UBA23E13T	Course Name	FINANCIAL MODELING	Course Category	E	Discipline Specific Domain Elective Courses -04	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	To become well-versed in financial modeling.			
CLR-2 :	To analyze, understand and interpret the performance of companies through their financial statements			
CLR-3 :	To identify revenue and cost drivers and initiate data forecasting			
CLR-4 :	To develop scenarios for financial modeling			
CLR-5 :	To build financial models from scratch to expertise.			
CLR-6 :	To Develop proficiency in constructing and analyzing to make strategic decisions			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Identify the Need and Knowledge of Financial Modeling	3	80	70
CLO-2 :	Gain knowledge on the Financial Reporting Mechanics	3	90	80
CLO-3 :	Understand the concepts of the various financial modeling technique.	3	90	70
CLO-4 :	Design and preparation of reports and interpret financial data	3	95	75
CLO-5 :	Understand the importance of financial statements	3	80	80
CLO-6 :	Gain knowledge on the Advanced Time-Series Financial Modelling	3	85	75

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	9	09	9	9	9
S-1	SLO-1	Introduction to Financial Modelling	Introduction to Financial Statement Analysis	Ratio analysis of industries	Time value of money
S-2	SLO-2	Formatting of Excel Sheets and	Financial Reporting Mechanics	Du point Analysis	Long term financing
S-3	SLO-1	Advanced Modeling Techniques- Histogram	Understanding Income Statement, Balance Sheet	Peer to-peer analysis	Cost of capital
S-4	SLO-2	Advanced Modeling Techniques- Extrapolation	Cash Flow Statement	Preparation of Financial Analysis report on an industry	Measure of Leverage Project Finance
S-5	SLO-1	Data Filter and Sort	Financial Analysis Techniques	Classification of Financial Analysis ratio	Project evaluation; stage of the project; construction & development phase;
S-6	SLO-2	Charts and Graphs	Inventories, Long-Lived Assets analysis	Liquidity ratios	funding during the investment phase

Duration (hour)		9	09	9	9	9
S-7	SLO-1 SLO-2	Table formula and Scenario building	Non-Current Liabilities analysis	Activity ratios	Costs during the investment phase and Life of the project	Valuation –Assumptions for Valuation Model,
S-8	SLO-1 SLO-2	Lookups: Vlookup Match & offset	Financial Statement Application	Profitability ratios	Decision making - Cash flow waterfall and resolve circular reference problems in interest during construction	Prepare Valuation Model, - Prepare Presentation Sheet
S-9	SLO-1 SLO-2	pivot tables	Case Discussion	Leverage ratios		Prepare Company Overview, Sector Overview

Learning Resource	1. Paul Pignataro, (2022) "Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity" by Wiley Finance 2nd Edition. 2. Simon Benninga and Tal Mofkadi (2022), "Financial Modeling" The MIT Press; 5th edition 3. Jack Avon (2022) "The Handbook of Financial Modeling: A Practical Approach to Creating and Implementing Valuation Projection Models" Apress; 2nd ed. Edition	4. Timothy R. Mayes (2020), "Financial Analysis with Microsoft Excel" Cengage Learning; 9th edition 5. Chandan Sengupta (2009), "Financial Analysis and Modeling Using Excel and VBA" by Wiley 2nd edition
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Dr. Ilankadhir. M –SRMIST-KTR

Course Code	UBA23E14T	CourseName	PERFORMANCE AND COMPENSATION MANAGEMENT	CourseCategory	E	Discipline Specific Domain Elective Courses -04	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
CourseOfferingDepartment	BusinessAdministration	DataBook/Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																
CLR-1 :	To learn basic compensation concepts and the context of compensation practice.				Level of Thinking (Bloom)	1	2	3	Fundamental Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To illustrate different ways to strengthen the pay for performance link.																							
CLR-3 :	To learn the concepts of payment and employee benefits issues for contingent workers.																							
CLR-4 :	To understand the legally required employee benefits.																							
CLR-5 :	To learn some of the implications for strategic compensation and possible employer approaches legally required benefits																							
CLR-6 :	Identify and communicate appropriate actions with employees based on their performance strengths and weakness.																							
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																						
CLO-1 :	Develop key skills involved in effective performance management.				3	80	70	H	H	L	H	H	M	M	-	L	M	L	L	L	L	H		
CLO-2 :	To understand different approaches to performance measurement.				3	85	75	M	H	L	H	H	H	H	-	L	L	M	H	-	L	-		
CLO-3 :	Can explain the concept of performance management and different advantages of implementing well-designed performance management systems				3	75	70	M	H	M	H	L	M	L	-	M	L	M	H	-	M	-		
CLO-4 :	To design a performance management system				3	85	80	M	H	M	H	L	M	H	L	M	H	M	H	-	M	L		
CLO-5 :	Recognize how pay decisions help the organization achieve a competitive advantage.				3	85	75	H	H	M	H	L	H	H	M	M	H	L	H	M	H	M		
CLO-6 :	Design rational and contemporary compensation systems in modern organizations.				3	80	70	L	H	H	H	L	H	M	L	L	L	H	H	M	H	H		

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to Performance Management	Performance Monitoring: Objectives	Concept of Performance Management System	3-PC Concept in compensation Management
	SLO-2	Objectives, Determinants of Performance Management	Performance Monitoring: Importance, Process Ongoing Mentoring and Protege Development	Objectives of PMS	Nature and Objectives of Compensation
S-2	SLO-1	Distinction between Performance Appraisal and Performance Management	Popular Tools of Performance monitoring	Components of PMS	Principles of Compensation
	SLO-2	Implementing Performance Management System	Performance Developing: Performance Coaching	Implementation and Issues in Performance Management	(Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages)
S-3	SLO-1	Strategies for effective implementation of PMS.	performance feedback and counseling	Implementing performance management system	Types of compensation management
	SLO-2	Principles of PMS Challenges of PMS	Principles of Performance Counselling	Strategies and challenges	Compensation Determination and its Process
	SLO-1	Functions of PMS, Competency based	Performance Counselling Skills	Characteristics of effective performance	Design and implementation of

Duration(hour)		9	9	9	9	9
S-4		PMS	&Performance Counselling for higher job performance.	metrics	compensationplan	DefineAssessingjobworth
	SLO-2	Electronic Performance Management.	Performance Management Implementation:	ConceptofPerformancemanagementdocumentation	BenefitsofCompensationManagement	MethodsofDeterminingjobworth
S-5	SLO-1	Performance Planning: Characteristics	Bottlenecks, Strategies	ImportanceofDocumentation	Rewards – Meaning, Classification of Rewards (Intrinsic & Extrinsic)	Developingwagestructureandsalary
	SLO-2	Objectives, Importance & Methodologies of performance planning	Factors affecting PM implementation	ConceptofPerformancemanagement audit	Incentives – Definition, Types of incentive schemes	DefineCompensationDifferentials
S-6	SLO-1	Process & Barriers to Performance Planning	Building & Leading high performance team	NeedofPerformancemanagementaudit	Essentials of Effective incentive Plan	understandinginterandintra-industrycompensationdifferentials
	SLO-2	Competency Mapping	Organizational Culture and Performance Management	ProcessofPerformancemanagementaudit	Merits and Demerits of Incentives	TypeofIndustry
S-7	SLO-1	Methods of Competency Mapping	Ethics in Performance Management: Principles	ComponentsofPerformanceAudit	Conceptofstrategic compensationplanning	TheoryofCompensatingWage Differentials
	SLO-2	Organizational uses of Performance Appraisal	Ethical Issues & Dilemmas	Ethicalissuesinperformancemanagement	Goals&PurposeofStrategicCompensation	FactorsAffectingInterandintraIndustryWageDifferentials
S-8	SLO-1	Process of performance appraisal Methods of Appraisal , Traditional Methods and Modern Methods	Developing Code of Ethics	legalissuesinperformancemanagement	StrategicPerspectivesof Compensation Compensation Strategies for Special Groups.	Designingpaystructure
	SLO-2	Shift from Performance Appraisal to Potential Appraisal	Performance Management in MNCs	Useoftechnology	Understanding Elements of Compensation Structure Fixed Pay Variable Pay Cash Benefits Incentives Executive Compensation Stock Options	Elementsofapaystructure
S-9	SLO-1	Appraisal Interview and Follow up	Performance Management linked Reward System: its linkage and implications.	Useofe-PMS	Factors affecting Compensation Policy	Buildingapaystructure
	SLO-2	KRAs requirements, Performance linkages and its implications to KRAs	Future role of HR Professionals in Performance Management	PerformancemanagementpracticesinIndianorganizations	Recent tends in compensation management in(MNCs)	Administeringcompensationpackage

LearningResources	<ol style="list-style-type: none"> 1. Dewakargoel, Performance Appraisal and compensation Management, Philearning, new delhi. 2. Levin R Murphy, Understanding Performance Appraisal: Social, Jeanette Cleveland. 3. Bhattacharyya,D.K.,Performancemanagementsystemsandstrategies,Pearson Education. 4. Richard I. Derson. I. Richard, Compensation Management, Pearson Education 5. Armstrong,M.&Baron,A.,Performancemanagementanddevelopment,Jaico PublishingHouse,Mumbai. 	<ol style="list-style-type: none"> 6. .Milkovich,GeorgeTandNewmanJ.M.,Compensation,TataMcGrawHill 7. Henderson,R.O.,CompensationManagement,PearsonEducation 8. Compensation planning, George T Mulkovich& Jerry Newmann, McGraw Hill Publication 9. Compensation and reward management, B. D. Singh, Excel Publication 10. Martocchio Joseph.J, (2014), Strategic Compensation - A Human Resource Management Approach, 8th edition, Prentice-Hall.
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LearningAssessment											
	Bloom'sLevelofThinking	ContinuousLearningAssessment(50%weightage)								FinalExamination(50%weightage)	
		CLA-1-CYCLETESTI (10%weightage)		CLA-2CYCLETESTII (10%weightage)		CLA-3-ModelExamination (20%weightage)		CLA-4Assignment(5%weightage)- Surprisetest /Quiz/Shorttalk5% weightage(Total-10%weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
	Understand										
Level2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-
	Create										
	Total	100%		100%		100%		100%		100%	

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

CourseDesigners		
ExpertsfromIndustry	ExpertsfromHigherTechnicalInstitutions	InternalExperts
1.Dr. Ramanathan Mohan-DOWChemicals, IT wing-Senior Manager(strategies)raum79@gmail.coms	1.Dr.Siva kumar-Associate Professor-VIT,Chennai	Dr.G.MAYA, Faculty of Manageent,SRMIST

Course Code	UBA23E15T	Course Name	CUSTOMER RELATIONSHIP MANAGEMENT	Course Category	C	Discipline Specific Domain Elective Courses -04	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learningg this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To enable students understand the concept of Customer Relationship Management,			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To enable students learn CRM applications in Consumer and Business Markets, understand customer value and customer life cycle concept.			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Provide knowledge on Technological solution of CRM for Students																				
CLR-4 :	To enable students understand the concept of CRM implementation road map and customer centric marketing and processes																				
CLR-5 :	To enable students comprehend process view of CRM																				
CLR-6 :	To enable students gain knowledge on customer defection and customer retention plans																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1 :	Learn Fundementals of Customer Relationship Management			3	80	70	H	-	M	-	H	M	L	-	-	L	M	-	-	M	H
CLO-2 :	Lerm the application of CRM in Consumer and Business markets and understanding customer -life -cycle concept			3	90	80	M	M	M	-	M	H	L	-	-	M	M	-	-	L	M
CLO-3 :	Gain knowledge about Data ware housing, Data Mining, Sales Force automation technologies of CRM			3	90	70	H	M	M	-	M	M	M	-	-	L	M	-	-	M	M
CLO-4 :	understand the concept of CRM implementation road map and customer centric marketing and processes			3	95	75	M	H	M	-	M	H	M	-	-	L	H	-	-	M	M
CLO-5 :	Posses knowledge about process view of CRM			3	80	80	H	L	M	-	M	L	M	-	-	L	M	-	-	M	H
CLO-6 :	Have knowledge on customer defection and customer retention plans			3	85	75	H	L	L	-	M	M	L	-	-	M	M	-	-	M	M

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction-evolution of CRM	CRM in service industries- Banking	Components of CRM solutions-Introduction-Data Ware housing	CRM-implementation road map	Process view of CRM
	SLO-2	Introduction-evolution of CRM	CRM in service industries Banking	Components of CRM solutions-Introduction-Data Ware housing	CRM-implementation road map	Process view of CRM
S-2	SLO-1	Benefits of CRM	CRM in service industries- Banking	Components of CRM solutions-Introduction-Data Ware housing	CRM-implementation road map	Process view of CRM
	SLO-2	Benefits of CRM	CRM in service industries Banking	Components of CRM solutions-Introduction-Data Ware housing	CRM-implementation road map	Process view of CRM
S-3	SLO-1	Retail marketing and IT	CRM in service industries- Health care sector	Data mining	Developing a relationship orientation	customer defections- Meaning and Learning from customer defections
	SLO-2	Retail marketing and IT	CRM in service industries –Health care sector	Data mining	Developing a relationship orientation with	customer defections- Meaning and

Duration (hour)		9	9	9	9	9
					clients and customers	Learning from customer defections
S-4	SLO-1	enablers of growth of CRM	Creating value for customers-Understanding value	campaign management- Meaning, Components and Benifits	customer centric marketing and processes	customer retention plans-various loyalty programs
	SLO-2	enablers of growth of CRM	Sources of customer value and customization, Mass customization	campaign management- Meaning, Components and Benifits	customer centric marketing and processes	customer retention plans-various loyaty programs in different industries
S-5	SLO-1	Adoption and implementation of CR	Value from products	sales force automation-comonents and uses	customer centric marketing and processes	customer retention plans-various loyalty programs
	SLO-2	Adoption and implementation of CR	Value from products	sales force automation-components and uses	customer centric marketing and processes	customer retention plans-various loyaty programs
S-6	SLO-1	conceptual foundations of CRM	Value from services	sales force automation-comonents and uses	Building organizational capabilities through Internal Marketing	customer retention plans-various loyalty programs
	SLO-2	conceptual foundations of CRM	Value from services	sales force automation-components and uses	Building organizational capabilities through Internal Marketing	customer retention plans-various loyaty programs
S-7	SLO-1	conceptual foundations of CRM	Value from services	Customer Service and Support- Role of interactive Technologies	Issues in Implementing a Technology solution for CRM	Evaluating retention programs
	SLO-2	conceptual foundations of CRM	Value from services-Managing service quality	Customer Service and Support- Role of interactive Technologies	Issues in Implementing a Technology solution for CRM	Evaluating retention programs
S-8	SLO-1	building customer relationship	Managing Customer Life cycle- Customer Acquisition- New customer, customer value estimates and prospecting	Product offerings in the CRM Market Space	Issues in Implementing a Technology solution for CRM	Evaluating retention programs
	SLO-2	building customer relationship	Managing Customer Life cycle- Customer Acquisition- New customer, customer value estimates and prospecting	Product offerings in the CRM Market Space	Issues in Implementing a Technology solution for CRM	Evaluating retention programs
S-9	SLO-1	building customer relationship	Customer Retention – Economics of customer retention	Contact Centers for CRM	Issues in Implementing a Technology solution for CRM	Revision of all units and application excercises
	SLO-2	building customer relationship	Which customers to retain and strategies for customer retention	Contact Centers for CRM	Application exercise	Revision of all units and application excercises

Learning Resource	1. Customer Relationship Management- Strategic Perspective- Jagdeesh&Shainesh- Trinty Publications.	Web soruces:1. https://1.hbr.org/2004/11/crm-done-right
	2. Francis Buttle, "CRM Concepts & tools", Elsevier publication 3. JillDyche,'The CRM Handbook' Pearson Education 4. Jagdish N Sheth, AtulParvathiyar and G.Shainesh, "CRM: Emerging Concepts, Tools and applications", Tata McGraw Hill	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%		20%	-

	Total	100 %	100 %	100 %	100 %		100 %
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CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1 . Mr. M. Anand- Regional Manager-Marketing- Carrier Air conditioners	Dr.C.K.Muthukumaran, Professor, Alagappa Institute of Management, Alagappa University, Karaikudi	Dr. C.Senthil Nathan
		Dr. AR.Krishnan

Course Code	UBA23E16T	Course Name	ENTERPRISES RESOURCE PLANNING	Course Category	E	Discipline Specific Domain Elective Courses -04	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	To provide the basic information about ERP.			
CLR-2 :	To enrich the students with the knowledge of EIS and BPR.			
CLR-3 :	To prepare them to become aware of Manufacturing perspective of ERP.			
CLR-4 :	This course will develop the students with the basic understanding about controlling modules and ERP market.			
CLR-5 :	To find out the ways to apply ideas to address current issues in different settings.			
CLR-6 :	The students are nurtured with the basic idea about ERP life cycle.			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	H	H	H	H	M	L	H	L	L	M	L	-	-	H
M	M	H	M	H	H	L	M	L	M	M	H	-	L	M
H	M	M	H	-	M	M	H	L	L	M	H	-	L	M
M	H	M	M	H	H	M	L	L	M	-	H	-	L	M
H	H	M	M	H	-	M	H	L	L	L	M	-	L	H
H	H	H	H	H	M	L	M	L	M	-	L	-	L	M

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			
CLO-1 :	To gain the basic understanding about ERP.		3	85	70
CLO-2 :	To understand the key implementation of ERP, EIS and BPR.		3	85	80
CLO-3 :	To know about the Manufacturing perspective of ERP.		3	80	70
CLO-4 :	To understand about controlling modules and ERP market.		3	80	75
CLO-5 :	To analyse the various issues in ERP both current and future trend.		3	85	70
CLO-6 :	To learn about ERP life cycle and impact of ERP.		3	80	75

Duration (hour)	9	9	9	9	9
S-1	SLO-1	ERP Overview- Introduction	Executive Information System (EIS)	Manufacturing perspective of ERP	Controlling- Modules- Overhead Cost Controlling
	SLO-2	Implementation of an ERP System	Data Warehousing- Meaning, Characteristics and Importance	Manufacturing Information Systems- Computer-integrated Manufacturing (CIM)	Controlling- Modules- Product Cost Controlling
S-2	SLO-1	Evolution of ERP	Data Mining- Overview	Computer-aided Design (CAD)-Meaning & Uses of CAD	Controlling- Modules- Enterprise Controlling
	SLO-2	Benefits and Failures of ERP	Online Analytical Processing	Computer-aided Manufacturing (CAM) - Applications & Origin.	Controlling- Modules- Profit Center Accounting
S-3	SLO-1	Business Modeling	Supply Chain Management- Introduction & Elements	Material Requirements Planning (MRP)	Controlling- Modules- Executive Information System
	SLO-2	Reasons for Growth of ERP	Managing the Chain	Bill of Material (BOM)- Features	Plant Maintenance- Introduction & Modules- Total productive Maintenance
S-4	SLO-1	Integrated Management Information	Supply Chain Management Problems	Manufacturing Resource Planning (MRPII)- Introduction & Meaning	Quality Management-Modules and its aspects.

Duration (hour)		9	9	9	9	9
	SLO-2	ERP and related technology- Introduction	Supply Chain Business Problems.	Manufacturing Resource Planning (MRPII)- Characteristics & Benefits.	Quality Management- Material Management, Production, Sales & Distribution, Accounting, Quality Planning, Quality Controls	User Training- Post-implementation training phase.
S-5	SLO-1	Process Re-engineering-What and Why it is important	Distribution Supply Chain Feature Highlights	Distribution Requirement Planning- Meaning & Key elements	Production Planning and Material Management	ERP Impact on Industries
	SLO-2	Characteristics of BPR	Process Models	Physical Distribution Management- Components of PDM	Materials Management- Controlling (CO), Financial Accounting (FI), Sales and Distribution (SD), Physical Inventory.	ERP Impact on Industries-ETO- Engineer to order.
S-6	SLO-1	What is Business Process Redesign?	Business Process Re-engineering- Concept& Requirements of BPR	ERP for Make-to-order	Inventory Management and Warehouse Management	Aspects of ERP System to Improve Customer Satisfaction Level
	SLO-2	How does BPR differ from TQM?	Process Modelling Tool	Assemble-to-order	Production Planning-Elements- Master Data, Master Planning, MRP (Materials Requirement Planning), Repetitive Manufacturing.	Extended ERP System- Meaning and Importance
S-7	SLO-1	What is a Business Process?	History of BPR	Engineer-to-order	ERP Benefits	Success of ERP
	SLO-2	Why BPR Projects Fail? What can be done about it?	BPR Life Cycle	Configure-to-order	ERP market- Introduction	Failure of ERP
S-8	SLO-1	Davenport and Short (1990) prescribe a Five-step Approach to BPR.	Elements of BPR	ERP modules- Introduction & Meaning	ERP Market- ERP Market Share	
	SLO-2	ERP and BPR	Advantages and Challenges of BPR	Functional Modules of ERP Software	SAP and its Technology- Product and Technology	
S-9	SLO-1	Management Information System (MIS)	Implications of Business Process Re-engineering	Manufacturing and Logistics Modules	SAP Technology-R/3 System- Application and Modules	ERP future Directions
	SLO-2	Decision Support Systems (DSS)	Problems in BPR	Finance Module – General Ledger, Accounts Payable, Accounts Receivable, Asset Accounting	SAP- Advantages and Disadvantages.	Case Study – ERP Application

Learning Resource	<ol style="list-style-type: none"> 1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2008 2. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008. 3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008. 4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009 5. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India, 2012 	<ol style="list-style-type: none"> 5) Summer, ERP, Pearson Education, 2008. 6) https://ebooks.lpude.in/management/mba/term_3/ 7) DCAP302_DCAP514_ENTERPRISE_RESOURCE_PLANNING.pdf
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%		20%	-

	Total	100 %	100 %	100 %	100 %		100 %
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CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Prasad, Xpro Advisors.	Dr.Hansa.S, Associate Professor, Anna University.	Dr.Sowmiya.M,Assistant Professor, SRMIST,RMP

Course Code	UBA23E17T	Course Name	FINANCIAL TECHNOLOGY	Course Category	E	Discipline Specific Domain Elective Courses -05	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learningg this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	To provide a strong understanding of fintech	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To discover fundamental drivers of technology such as artificialIntelligence in financial sector	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	To leverage financial innovations' and disruptors within a competitivelandscape																		
CLR-4 :	Imparting managerial skills and knowledge required to manage moderndigital business enterprises involved in providing various businessdomains.																		
CLR-5 :	Providing knowledge in the working areas of Finance.																		
CLR-6 :	Developing skills in technologies used in digital business, Digitalbusiness transformation etc.																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Develop an appreciation of the global FinTech landscape.	3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLO-2 :	Describe the role of financial intermediaries such as bank, payment companies, asset managers, non-banking financing companies, peer-to-peer lending, and insurance providers in shaping and responding to FinTech innovation and disruption.	3	90	80	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CLO-3 :	Understand behaviour of corporations and individuals in view of the FinTech disruption.	3	90	70	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
CLO-4 :	Describe the role of regulation in managing and shaping the future of FinTech and modern financial system	3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-5 :	Understand the managerial as well as technical content and could play the role of leaders driving FinTech projects in their firms.	3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
CLO-6 :	Identify the latest technological trends for making better decisions at the critical situations.	3	85	75	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to the Fintech landscape	Introduction to Banktech	Insurtech – An overview	Blockchain Foundations
S-1	SLO-2	Digital economy and business strategy			Blocks and Blockchain
S-2	SLO-1	Innovations in the financial services	Banking payments	How does Insurtechwork	Nodes
S-2	SLO-2	Industry	Digital Wallets & Mobile Banking		NetworkBlockchain in Use
S-3	SLO-1	Rise of fintech	Fintech in NBFC	Technology reshaping insurance industry,	Cryptography
S-3	SLO-2	Insurance Sector			
S-4	SLO-1	Banking Sector	Loan origination and servicing	Aggregators	Application to Blockchain
S-4	SLO-2		Dynamic credit rating		
S-5	SLO-1	Cryptocurrencies	Risk management	Processing claims	Setting up a Private Blockchain Environment
S-5	SLO-2		eKYC&eSign		
S-6	SLO-1	Block chain	eNACH	Risk Modeling	Blockchain
					B2B solutions and

Duration (hour)		9	9	9	9	9
	SLO-2		India stack		Bitcoin	B2B2C solutions
S-7	SLO-1	FinTech Architecture	Technology in credit management	Technology disruption	Cryptocurrencies and	Robo Advisory
	SLO-2				Digital Crypto Wallets	Automating Investment rules
S-8	SLO-1	FinTech Technologies	Use of fintech in Banks	Fraud Detection	Types of Cryptocurrencies	Building a Robo Advisory Platform
	SLO-2					State of Robo-advisory in India
S-9	SLO-1	Fintech in India	Modern banking system	Innovations in Insurance Services	Regulations for Cryptos	Latest Trends in fintech
	SLO-2					Future of FinTech

Learning Resource	Text Books	<ol style="list-style-type: none"> Lynn, T., Mooney, J.G., & Rosati, P., & Cummins, M. (2019). Disrupting Finance: FinTech and Strategy in the 21st Century. (DF) Cheun, D.L.K. (2015). Handbook of Digital Currency, Bitcoin, Innovation, Financial Instruments, and Big Data. Elsevier. Chishti, S., & Puschmann, T. (2018) The Wealthtech Book: The FinTech Handbook for Investors, Entrepreneurs and Finance Visionaries. John Wiley & Sons. Loesch, S. (2018). A Guide to Financial Regulation for Fintech Entrepreneurs. John Wiley & Sons. Metawa, N., Elhoseney, M., Hassanein, A.E., & Hassan, M.K.H. (2019). Expert Systems in Finance: Smart Financial Applications in Big Data Environments. Routledge. VanderLinden, S. L., Millie, S. M., Anderson, N., & Chishti, S. (2018). The INSURTECH Book: The Insurance Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries. John Wiley & Sons. 	Technology and Software <ol style="list-style-type: none"> Linux HyperledgerBlockchain Technologies R Other Resources (Journals, Internet Websites) (if any) <ol style="list-style-type: none"> www.Finextra.com https://financeinnovationlab.org https://fintechworldreport.com

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %) #				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
Mr.Prasanna, Fund Analysit, Sharekhan Brokers Ltd, Chennai		Dr. S.S.S. Kumar, Professor, IIM-K
Ms.LajithaPatnaik, Regional Manager,Catholic Syrian Bank - Visakhapatnam		Dr.Thenmozhi, Professor, IIT-M
		Internal Experts
		Dr. S. Revathy, Asst. Prof. COM
		Dr. P. SubhashreeNatrajan, Dean, COM

Course Code	UBA23E18T	Course Name	COMPETENCY MANAGEMENT AND SUCCESSION PLANNING	Course Category	E	Discipline Specific Domain Elective Courses -05	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Learn about important role of competency and its characteristics		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Examine the various developments in competency models		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Scientific Knowledge	Fundamental Knowledge	Problem Analysis	Link with Related Disciplines	Design and Development	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Analytical Skills	Individual and Teamwork	Life Long Learning
CLR-3 :	Understand legal procedures in information competency model																			
CLR-4 :	Basic understanding about the emotional intelligence																			
CLR-5 :	Explore the self assessment and relationship management																			
CLR-6 :	Analyse the need and importance of succession planning																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1 :	Students would be able to understand the role of Performance and Competency Management in enhancing Professional Excellence.		3	80	70	M	H	H	M	H	M	M	H	L	H	M	H	M	H	H
CLO-2 :	Students would also be able to apply the Competency based HRM systems in the organizations.		3	85	75	M	M	H	H	H	H	H	M	L	L	M	H	L	L	H
CLO-3 :	Students would be able to create, analyze and evaluate the role of Psychometric Personal Profiling for Professional Excellence.		3	75	70	M	H	H	M	L	M	L	M	M	L	M	H	H	M	H
CLO-4 :	The students would be able to create the Competency Maps for different Organization Profiles.		3	85	80	M	H	H	H	L	M	H	H	M	L	M	H	H	M	M
CLO-5 :	Acquire an understanding about impact of contingency Model and Emotional Intelligence		3	85	75	H	H	M	H	L	H	H	M	M	L	L	H	M	H	H
CLO-6 :	Understand the concepts of succession planning.		3	80	70	L	H	H	H	L	H	M	L	L	L	H	H	M	H	H

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction of Competency Management	Competency Management Framework	Introduction on Competency Mapping	Competency Models- Need and importance	Succession planning
	SLO-2	Meaning and Definition of Competency Management	Importance of competency management framework	Meaning, purpose and Benefits	Competency Models- Need and importance	Meaning , definition of succession planning
S-2	SLO-1	Role of Competency	Competency framework	Competency mapping at different levels	History and Evolution of Competency	Need and Importance of Succession planning
	SLO-2	Role of Competency	Competency framework	Competency mapping at different levels	History and Evolution of Competency	Need and Importance of Succession planning
S-3	SLO-1	Characteristics of competency	Development of Competency Framework	Competency mapping at Corporate companies/institutions	Promoting Competency Culture, Context and Relevance of Competencies in Modern Organisations	Process of Succession planning
S-3	SLO-1	Core Competency, Competency versus competence	Development of Competency Framework	Competency mapping at Corporate companies/institutions	Steps in Developing a valid competency model	Process of Succession planning

	SLO-2	Core Competency, Competency versus competence	Competency mapping practices in Indian organizations	Competency mapping at Corporate companies/institutions	Steps in Developing a valid competency model	Key Characteristics of Succession planning
S-4	SLO-1	Performance versus Competency, Skills versus Competency	Competency Mapping in different Sectors	HR interview and Individual level	Goleman's emotional intelligence model	Need and Importance of Succession Planning
	SLO-2	Performance versus Competency, Skills versus Competency	Competency Mapping in different Sectors	HR interview and Individual level	Goleman's emotional intelligence model	Need and Importance of Succession Planning
S-5	SLO-1	Behavior indicators	Role of Artificial Intelligence in screening of Talent	Methods of Competency Mapping	Various key Aspects of emotional intelligence	Steps in Succession Planning
	SLO-2	Behavior indicators	Role of Artificial Intelligence in screening of Talent	Methods of Competency Mapping	Various key Aspects of emotional intelligence	Steps in Succession Planning
S-6	SLO-1	Types of competencies	Competencies needed to work in Gig economy	Assessment Centre	Self awareness	Benefits of succession planning
	SLO-2	Types of competencies	Competencies needed to work in Gig economy	Assessment Centre	Self awareness	Benefits of succession planning
S-7	SLO-1	Generic/Specific competencies	Role of Leadership in Competency Assessment for effective Talent Management	Critical Incident Techniques	Social awareness	Basics of Succession planning model
	SLO-2	Generic/Specific competencies	Role of Leadership in Competency Assessment for effective Talent Management	Critical Incident Techniques	Social awareness	Introduction to Succession planning frame work
S-8	SLO-1	Threshold/Performance	Lancaster Model of Managerial Competencies	Questionnaire method,	Self management	Difference Between Succession planning and Succession management
	SLO-2	Threshold/Performance	Lancaster Model of Managerial Competencies	Questionnaire method,	Self management	Difference Between Succession planning and Succession management
S-9	SLO-1	Differentiating and technical, managerial and human..	Stages in design and implementation of competency model.	Psychometric tests, etc.	Relationship management	Advantages and Disadvantages of Poor Succession Planning
	SLO-2	Differentiating and technical, managerial and human..	Stages in design and implementation of competency model.	Psychometric tests, etc.	Relationship management	Advantages and Disadvantages of Poor Succession Planning

Learning Resources	1. Lance A.Berger and Dorothy R.Berger, 2004, The Talent Management Handbook, Tata McGrawHill Publishing Company Limited, New Delhi.	1. Lyle M.Spencer, Signe M. Spencer, 2008, Competence at work models for Superior Performance, Wiley India Pvt. Ltd, New Delhi.
	2. Margaret Dale and Paul Iles, 2002, Assessing Management Skills – a guide to competencies and evaluation techniques, Jaico Publishing House, Mumbai.	2. Michael Armstrong and Helen Murlis, 2005, Handbook of Reward Management, Crest Publishing House, New Delhi. 3. Radha R.Sharma, 2004, 360 Degree Feedback, Competency Mapping and Assessment Centres for Personal and Business Development, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Learning Assessment											
Continuous Learning Assessment (50% weightage)											
Bloom's Level of Thinking	CLA-1-CYCLETEST I (10% weightage)		CLA-2-CYCLETEST II (10% weightage)		CLA-3-Model Examination (20% weightage)		CLA-4 Assignment (5% weightage) – Surprisetest /Quiz/Shorttalk 5% weightage (Total – 10 % weightage)		Final Examination (50% weightage)		
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	

Level1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
	Understand										
Level2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
	Analyze										
Level3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-
	Create										
	Total	100%		100%		100%		100%		100%	

#CLA-4 can be from any combination of these: Writing Assignments, Attending Seminars, Class room Presentation, Mini Project, Case-Study preparation and Discussion, MOOCs, Certifications, Conference Paper or Paper Publications etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr. Murugan , Industrialist and Senior Consultant , Atos Syntel India	1. Dr. Rajesh Kumar , Associate Professor , Department of Management Studies , Government Arts College , Nandanam , Ch - 35	1. Dr. A.Gajendran , Associate Prof & Head SRMIST
	2. Dr. Krishna Kumar , Professor and Head , Department of Commerce and Management , Perriyar University	2. Dr. G.Prabu , Assistant Prof, COM, SRMIST

Course Code	UBA23E19T	Course Name	EVENTPLANNINGMANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses - 5	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to	Learning	Program Learning Outcomes (PLO)
CLR-1 :	To learn basic compensation concepts and the context of compensation practice.	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To illustrate different ways to strengthen the pay for performance link.		
CLR-3 :	To learn the concepts of payment and employee benefits issues for contingent workers		
CLR-4 :	To understand the legally required employee benefits		
CLR-5 :	To learn some of the implications for strategic compensation and possible employer approaches legally required benefits.		
CLR-6 :	Identify and communicate appropriate actions with employees based on their performance strengths and weakness		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:		
CLO-1 :	Understand the process of organizing an event.,the importance of a checklist in organizing an event. Familiarize with organizing corporate events	3 95 95	H H H H H H H H H H L H L H H
CLO-2 :	To understand the dynamics of event management	3 95 95	H H H H H H H H H H L H L H H
CLO-3 :	Empower the students with leadership and decision-making skills to guide their teams and to Analyze the Impact of Marketing Skills on Event Management	3 95 95	H H H H H H H H H H L H L H H
CLO-4 :	Students will gain confidence in developing a protocol organizing and staging a special event.	3 95 90	H H H H H H H H H H L H L H H
CLO-5 :	Help the students identify management operations and Logistics such as safety and Crowd management.	3 95 90	H H H H H H H H H H L H L H H
CLO-6 :			H H H H H H H H H H L H L H H

Duration(hour)	9	9	9	9	9
S-1	SLO-1	Introduction to Event Management: Meaning , Scope	Corporate Event Organization	Customer Care Equipment and Tools	Protocol and Event Management
	SLO-2	Types of Events (Corporate, Private, or Charity, Indoor Events, OutDoor Events , Celebrity Events	Preparing A Blueprint	Promotion, Media Relation and Publicity	Objectives of Protocol
S-2	SLO-1	Tools For Event Planning & Management MICE Events	Facilities Planning and Organizing (Assigning Staff	Event Coordination	Event Management Automation Protocol (EMAP)
	SLO-2	Event Operations and Services (Setting Up, Parking , Maintenance, Ticketing , Food and Beverage, Logistics) .	Maintenance of Inventory For The Chemicals and Equipments	Visual and Electronic Communication	Event Venue Selection
S-3	SLO-1	Event Planning: Event Checklist, Hosting	Cleaning, Maintenance, Aesthetic Upkeep , Maintaining Back Areas, Public Areas and Surroundings, Floral Designing	Event Sponsorship	Organizing and Staging a Special Event
					Safety Checklist , Strategies and Operations On-site
					Environmental Health and Safety Issues
					Crowd Management

Duration(hour)		9	9	9	9	9
	SLO-2	Principles of Holding Event , Reserving Event Hall, Preparing and Designing	Assigning The Responsibilities , Event Organizer Arrangements	Event Presentation	The Beginning , Equipment for the Event	Crowd in Panic , Causes of Panic
S-4	SLO-1	The Schedule of Event Permissions, Policies , Government & Local Authorities , honographic , Performance License	Corporate Event Packages	Event Evaluation.	Promotion of, and Communication at your Event	Environmental Impact , Problematic Differences
	SLO-2	Five Bridges Of Event Management ,	Corporate Hospitality	Post event functions	Entrances and Exits	Evacuation , Reasons for Evacuation
S-5	SLO-1	Characteristics of Successful Event Management	Well- Being of the Patrons & Participants	Basic guidelines of Budgeting	Essentials Staging/Venue Presentation	Evacuation Techniques
	SLO-2	Event Planning and Organizing – Leadership traits and Characteristics	Entailing The Entertainment In Corporate Events	Essence of margin	Staffing for an Event	evacuation Team
S-6	SLO-1	Event Proposal – SWOC (Strength, Weakness, Opportunity and Challenges)	Corporate Event Reporting	Break even Analysis	Recruitment and Selection of Workforce for Events	Emergency Evacuation
	SLO-2	Analysis – Event Budget –Implementation	Marketing for Events	Cost-Benefit Analysis	Approach and Outcomes	Planning , Evacuation Sequence
S-7	SLO-1	Evaluation – Site and Infrastructure Management.	Introduction , Importance	Forecasting Techniques	Preparing Job Description for Event Staff	Event Management: Scope
	SLO-2	Planned Special Events: Characteristics	Public relation strategies	SWOC Analysis	Event Setup , Concessions , Ushering	Careers in Event Management
S-8	SLO-1	Events Team	Brainstorming sessions	Conference Planning	Security, Entertainment	Qualifications, Essential Skills
	SLO-2	Team Management,Challenges of Teamwork	Twriting for public relation (Reviews)	Procedure that leads to precise conference	Education and Training for Event Staff	Departments in an Event Managing Company
S-9	SLO-1	Team Management Skills	Tools of promotion: Media, Types of Media (Print , Electronic, Social Media Networks)	Budget Planning	Preparation of Job Rosters Features and Benefits of a Roster	Event Risk Management
	SLO-2	Managing Discipline	Advertising, Promotional Aids (Invitation, Brochures, Leaflets)	Conference Planning Checklist	Staffing Services	Significant clssification of Event Risk

LearningResources	TEXTBOOKS	REFERENCEBOOKS
	<ol style="list-style-type: none"> 1. PurnimaKumari,EventManagement,PublishedbyAnmolPublicationsPvtLtd,2021 2. ShannonKilkenny,CompleteGuidetoSuccessfulEventPlanning:2ndEditionAtlanticpublishinggro upInc.,2020 3. GlennMcCartney,EventManagement:AnAsianPerspectiveMcGraw-HillEducation(Asia);1edition(March9,2010) 	<ol style="list-style-type: none"> 1.Mark Sonderm CSEP -Event entertainment and production:publishers; wiley and sons, Inc 2.Annestephen; Event management, HPH. 3. K. Venkatramana -Event Management - SHBP. 4.Joe Gold Blatt.: Special Events – Best Practices in Modern Events Management. New York: John Wiley and Sons

LearningAssessment											
	Bloom'sLevelofThinking	ContinuousLearningAssessment(50%weightage)								FinalExamination(50%weightage)	
		CLA-1-CYCLETESTI (10%weightage)		CLA-2CYCLETESTII (10%weightage)		CLA-3-ModelExamination(20%weightage)		CLA-4Assignment(5%weightage)- Surprisetest /Quiz/Shorttalk5%weightage(Total- 10%weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember										
	Understand	40%	40%	40%	40%	40%	40%	40%	30%	30%	-
Level2	Apply										
	Analyze	40%	40%	40%	40%	40%	40%	40%	40%	40%	-
Level3	Evaluate										
	Create	20%	20%	20%	20%	20%	20%	20%	30%	30%	-
	Total	100%		100%		100%		100%		100%	

#CLA-4canbefromanycombinationofthese:Assignments,Seminars,ShortTalks,Mini-Projects,Case-Studies,Self-Study,MOOCs,Certifications,Conf.Paperetc.,

CourseDesigners		
ExpertsfromIndustry	ExpertsfromHigherTechnicalInstitutions	InternalExperts
1.Dr.Kumar,MadrasEngineeringIndustriesPvt.Ltd	2.Dr.K.Sivakumar,Assistant Professor,VIT,Chennai.	1. Dr.G.MAYA-Assistant Professor,FOM,SRMIST-KTR

Course Code	UBA23E20T	Course Name	PRODUCT DESIGN AND DEVELOPMENT	Course Category	E	Discipline Specific Domain Elective Courses -05	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	To provide the perspectives of Product design,Product concept,Challenges			
CLR-2 :	To identify the customer needs,New product development stages,Idea generation and screening,Product Planning			
CLR-3 :	Product specification and standards,Concept generation,Concept testing and selection ,Product architecture			
CLR-4 :	Industrial design,Design for manufacturing, Proto typing,Robust design,CAD, CAM and CIM applications in product design			
CLR-5 :	Market testing of new product,,Product development economics,Cost of production analysis,Managing projects			
CLR-6 :	Project management			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	To understand fundamental concepts and challenges of product design and development			
CLO-2 :	To develop methodologies for identifying customer needs and business plans			
CLO-3 :	To provide the directions to convert students' ideas in to a valuable product or service and in framing product architecture			
CLO-4 :	Understand the various applications in product design			
CLO-5 :	To analyse the production and testing the new product in the market			
CLO-6 :	Able to manage the projects			

Learning			
1	2	3	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	H	M	M	M	M	M	M	M	M	H	M	-	H	M
H	H	H	H	M	H	-	M	H	H	H	H	M	M	M
M	M	H		L	H	M		H	H	M			M	M
			H				H				H	M		
M	H	M	M	H	H	M	H	H	H	L	M	M	M	M
H	M	H	M	L	M	H	H	H	H	H	H	M	M	H
M	H	M	H	M	H	H	H	H	H	H	H	M	H	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Product design and development	Market Research	Product Specification and standards	Industrial design	Market Testing of New Product
S-1	SLO-2 Introduction, Concept Introduction,concept Importance of Market testing	Market Research for New product development	Introduction and concept	Introduction,concept	Importance of Market testing
S-2	SLO-1 Need of Product design	Customer research	Purpose of Product specifications	Types of Industrial design	Ways to Test – Market a new product
S-2	SLO-2 Objectives of Product design	Competitor research	Importance of Product specifications	Industrial design Vs Product design	Product Testing Vs Market Testing
S-3	SLO-1 Features of good product design	Internal stakeholders	Documents in Product specification	Industrial design programmes	New product development process
S-3	SLO-2 Characteristics of new Product	design External factors	Steps in Product specification	Industrial design intellectual property	Types of Market Testing
S-4	SLO-1 Product development	Market Analysis	Common methods of product specification	Design for manufacturing	Product development economics
S-4	SLO-2 Product types and life of the product	Market Research for New Product Development	Product standards	Factors to design for manufacturing	Importance of Product development economics
S-5	SLO-1 Types of Product design	New product development stages	Concept generation	Importance of design for manufacture	Economic analysis of product development
S-5	SLO-2 Product development process	Market research process	Importance of concept generation	Prototyping	Cost of production Analysis
S-6	SLO-1 Product conceptualisation	Identification of customer needs	Steps in concept generation	Importance of prototyping	Concept of production function
S-6	SLO-2 How to conceptualize a business idea	Idea generation	Concept screening	Types of prototyping	Short run and Long run analysis of

Duration (hour)		9	9	9	9	9
						production
S-7	SLO-1	Concept of a new product	Idea screening	Concept testing	Robust design	Law of variable proportion
	SLO-2	Product conceptualisation process	Product planning	Concept testing methods	CAD,CAM	Production cost
S-8	SLO-1	Factors influencing new product design	Importance of product planning	Steps in concept testing	Role of CIM in manufacturing	Managing projects
	SLO-2	Challenges in product design	Steps in product planning	Concept selection	Objectives of CIM	Phases of a Project
S-9	SLO-1	Challenges in international product development	Strategic product planning process	Importance of concept selection	Components of CIM	Project management process
	SLO-2	Challenges in international product development	Strategic product planning process	Product architecture Difference between CAM AND CIM	Difference between CAM AND CIM	How to manage a project

Learning Resource	1. Karl T. Ulrich, Steven D. Eppinger & Anita Goyal, Product design and development, McGraw Hill Education private limited 2. Arlindo Silva and Ricardo Simoes, Trends in Product Design and Development, IGI Global Snippet 3. Fabio Giudice, Guido La Rosa, Product Design for the environment-A life cycle approach, Taylor & Francis
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 CT1 (10%)		CLA – 2 CT2 (10%)		CLA – 3 Model (20%)		CLA – 4 Assignment (10%)				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	30%	30%		30%	-
	Understand											
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%		40%	-
	Analyze											
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%		30%	-
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr..Ramanathan Mohan ,BE,MBA,Ph.d-Senior Manager(Strategic)-Dow Chemicals , Tamarai Tech Park-Guindy.9159231713	Dr. S. Mohan Raju-HOD /MBA-Adhiparasakthi college of Engineering Kalavai-9994070344	Dr.Anugraha.S.S, AP,SRMIST,RMP

Course Code	UBA23G04T	Course Name	GLOBAL BUSINESS MANAGEMENT	Course Category	G	Generic Elective Courses (G)-06	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Understand the most widely used international business terms and concepts.			
CLR-2 :	Students who study global business management are better able to understand the various business management strategies employed globally and are better equipped to work abroad or in corporations that operate on a worldwide scale.			
CLR-3 :	Studying business from a global perspective is essential for those who want to collaborate across international boundaries and cultures in the dynamic global commercial and economic environment.			
CLR-4 :	Determine the function and influence of political, economic, social, and cultural factors in global business.			
CLR-5 :	Students will learn about the framework and tactics of global business as well as developments affecting the global trade and investment environment.			
CLR-6 :	It will educate students on how to develop and implement plans, strategies, and tactics that will help them thrive in international business endeavours.			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Acquaint students with the discipline of global business			
CLO-2 :	Empowers learners to put into practice theories, principles, and philosophies to clarify international business issues.			
CLO-3 :	Familiarize the students with operating business core processes in a global context.			
CLO-4 :	Understand the significance of Institutional framework in International Business			
CLO-5 :	Appreciate the significance of culture in International business decisions			
CLO-6 :	Analyze international situations and evaluate contemporary issues in international business			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning

M	H	H	M	H	M	M	H	L	H	M	H	M	H	H
M	M	H	H	H	H	H	M	L	L	M	H	L	L	H
M	H	H	M	L	M	L	M	M	L	M	H	H	M	H
M	H	H	H	L	M	H	H	M	L	M	H	H	M	M
H	H	M	H	L	H	H	M	M	L	L	H	M	H	H
L	H	H	H	L	H	M	L	L	L	H	H	M	H	H

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Introduction to Global Business	The role of GATT and WTO	Modes of Global Business Expansion	Globalization of Production – Location Advantage	Global Supply Chain Management
	SLO-2	Globalization of Business – A historical perspective	Functions of WTO	Trade-related modes – Export (Direct and Indirect)	Scale of Operations	Global sourcing – Importance and Criteria
S-2	SLO-1	Factors influencing Globalization	Organisational structure of WTO	Piggybacking, Countertrade, and E-Channels	Make or Buy Strategy	Advantages and Disadvantages of Global Sourcing
	SLO-2	Globalization of the World Economy	WTO Agreements	Contractual modes – Strategic Alliance and Contract Manufacturing	Cost Leadership Strategy	Third-Party Logistics
S-3	SLO-1	Global Business Environment – Cultural and Political environment	Settlement of International Trade Disputes	Management Contracts, Turnkey Projects, and Leasing	Differentiation Strategy	Conflicts in Global Business
	SLO-2	Legal and Economic Environment	GATT/WTO and Developing Countries	Licensing and Franchising	Advantages and Disadvantages of Globalization of Production	Sources of Conflicts

Duration (hour)		15	15	15	15	15
S-4	SLO-1	Protection of Global Business Environment	Regional Trading Agreements (RTA)	Investment Modes – Overseas Assembly, Joint Venture	Globalization of markets	Types of Conflicts
	SLO-2	Tariff barriers – meaning and types	Forms and Advantages of RTA	Wholly owned Subsidiaries, Greenfield operations	Drivers for Globalization of markets	Conflict Prevention Strategies
S-5	SLO-1	Non-Tariff barriers - meaning and types	Trade Creation and Trade Diversion	Mergers	International Marketing	Conflict Resolution
	SLO-2	Rationale of trade protection – economic and non-economic	Forms of International Economic Integration	Acquisitions	Framework of International Marketing	Negotiation in Global Business
S-6	SLO-1	Foreign Direct Investment	European Union, NAFTA, MERCOSUR	Organizational structure – International Division	Market Identification, Segmentation, and Targeting	Factors affecting Negotiations
	SLO-2	FDI – Advantages and disadvantages to home country	GCC, APEC, ASEAN	Geographic Area Structure	International Marketing Mix Decisions	Role of International Agencies in Negotiations
S-7	SLO-1	FDI – Advantages and disadvantages to host country	SAARC preferential trading Agreement	Global product division structure	Product decisions	Ethics in Global Business
	SLO-2	Reasons for International Business expansion	Theories of International Trade – Mercantilism and Neo Mercantilism	Global Matrix structure	Product standardization Vs Adaptation	Ethical Issues
S-8	SLO-1	Domestic Vs International Business	Theory of Absolute Advantage	Controlling Global Business	International Monetary System – Gold Standard	Cultural Foundation of Ethical Behaviour
	SLO-2	Measuring globalization	Theory of Comparative Advantage and Theory of Competitive Advantage	Methods of controlling Global Business	Bretton Woods System	Legal Foundation of Ethical Behaviour
S-9	SLO-1	Stages of Internationalization	Factor Endowment (Heckscher -Ohlin) theory and Country Similarity theory	Performance Evaluation System	Exchange rate	Corruption and Bribery
	SLO-2	Challenges and Opportunities in globalization era	International Product Life Cycle Theory	Techniques of performance evaluation	Foreign exchange risks and Exposure	Consequences of Corruption

Learning Resource	1. Rakesh Mohan Joshi, International Business, Oxford University Press, 13th Impression 2015	5. Aravind V. Phatak, Rabi S. Bhaghat and Roger J. Kashlak , International Management, Tata Mc Graw Hill, 2nd edition, 2009
	2. K. Aswathappa, International Business, Tata Mc Graw Hill, 3rd Edition, 2020	
	3. Asterios G. Kefalas, Global Business Strategy: A systems Approach, South-Western Publishing Company, 1980	6. Charles W L Hill, G Tomas M Hult, International Business- Competing in the Global Marketplace, Tata Mc Graw Hill, 12th Edition 2021
	4. Abel Adekola, Bruno S. Sergi, Global Business Management: A Cross-Cultural Perspective (Innovative Business Textbooks, Routledge; 1ST Edition, 2017	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Dr.J.Ramya, AP,SRMIST, VDP

Course Code	UBA23IP2L	Course Name	INTERNSHIP - 2	Course Category	IP	Internship/Apprenticeship / Project/Community Outreach (IAPC)- Course-02	L	T	P	O	C
							0	0	4	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		Business Administration	Data Book / Codes/Standards	-	

Internship 2

These Internships are expected to help the students gain practical knowledge through experiential learning in organisation

1. Each candidate has to undergo the Internship training for 20 days in any industry during the 4th Semester holidays and has to submit the report for the same in the 5th Semester
2. Students should complete internship training 4ed semester vacation and they should prepare and submit Internship report in 5th semester
3. Periodical Report / updates should be submitted by student to the guide/ supervisor/Class Incharge is mandatory.
4. Submission of Certificate with the authorized signatory signature from either public or private limited company or equivalent authority is mandatory
5. Minimum Numbers of Pages – 40 Pages
6. Paper size should be A4.
7. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings) .
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the Internship report one hard copy would be returned to the candidate.
9. The students are advised to submit an Internship report along with Internship certificate after the completion.

Internal Assessment: 100Marks

Assessment Tool	Marks
Internship Report	30 Marks
Class room PPT Presentation	30 Marks
Viva Voce Examination	40 Marks
Total Marks	100 Marks

NOTE: If a candidate fails to submit the Mini Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

SEMESTER – VI

Course Code	UBA23601T	Course Name	STRATEGIC MANAGEMENT	Course Category	C	Discipline Specific Course -Core-19				
						L	T	P	O	C
						2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learningg this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Developbasiccompetences toanalyze, synthesizeand predictthe impactof strategic decisions	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Enablestudentstoanalyze, externaland internalenvironmentof an organizationto confer sustainable competitive advantage	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Provideanunderpinningof strategy formulation processenable themto formulate strategies That leverage a firm's core competencies.																		
CLR-4 :	Empowerstudentstoanalyzethe suitabilityof strategies that firmshave developed in thereal worldscenarioto achievevaluable outcomes by making a choice among alternatives																		
CLR-5 :	Equipthestudentwith strategy execution, controland evaluation process in termsof its Criticalityandenable themto evaluate strategic performance of a firm.																		
CLR-6 :	exposetudentsto various perspective sand concepts in the field of Strategic management																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Acquire competences to analyze and understand the basic concepts of strategic Management.	3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLO-2 :	Critically analyze the internal and external environments in which businesses operate to confer sustainable competitive advantage	3	90	80	M	M	L	-	-	L	H	L	L	M	M	-	-	L	M
CLO-3 :	Formulate strategies that leverage a firm's core competencies	3	90	70	H	M	M	L	-	-	M	M	L	L	M	L	-	L	M
CLO-4 :	Analyze and evaluate the suitability of strategies that firms have developed in the real world scenario to achieve valuable outcomes by making a choice among alternatives.	3	95	75	M	H	M	-	L	L	H	L	L	M	-	L	-	L	M
CLO-5 :	Execute and control strategy, evaluate strategic performance of a firm.	3	80	80	H	L	M	L	L	-	M	M	-	L	L	-	-	L	H
CLO-6 :	Pracrtice strategic management theory, perspectives and concepts.	3	85	75	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Strategic management - Definition	Characteristics of Environment	Steps in strategy formulation.	Strategic Analysis - Meaning
	SLO-2	Nature of Strategic Management	Internal and External Environment	Situational analysis – SWOT Analysis	Process of Strategic Choice -
S-2	SLO-1	Need for Strategic Management	Environmental Sectors-Economic Environment	Types of Strategies	Focussing on Strategic Alternatives, Analysing the Strategic Alternatives.
	SLO-2	Risks involved in Strategic Management	International Environment , Market Environment, Political Environment	Corporate-level Strategies Stability Strategies, Expansion Strategies	Evaluating the Strategic Alternatives , Choosing from among the Strategic alternatives.
S-3	SLO-1	Strategic Management process	Regulatory Environment , Socio-Cultural Environment 1	Corporate-level Strategies - Retrenchment Strategies , Combination Strategies	Strategic Analysis - Tools and Techniques for Strategic Analysis

Duration (hour)		9	9	9	9	9
	SLO-2	Elements in Strategic Management process	Supplier Environment Technological Environment	Concentration Strategies	Corporate Portfolio Analysis	Structural Implementation – Organizational Structure from Strategy Perspective
S-4	SLO-1	Model of Strategic Management Process	PESTEL, ETOP	Integration Strategies -Horizontal Integration, Vertical Integration	SWOT Analysis	Structures for Business Strategies
	SLO-2	Strategic indent	Environmental Scanning	Diversification Strategies - Concentric or Related Diversification, Conglomerate or Unrelated Diversification	Experience Curve Analysis	Structures for Corporate Strategies
S-5	SLO-1	Concept of stretch, leverage , fit of Strategic indent	Factors to be Considered for Environmental Scanning	Types of International Strategies	Life Cycle Analysis	Control System for Strategy Implementation
	SLO-2	Mission	Methods and Techniques Used for Environmental Scanning	Business level Strategies	Industry Analysis	Behavioural Implementation - The Strategic Leaders
S-6	SLO-1	Vision	Pitfalls in Environmental Scanning	Industry Structure	Strategic Groups' Analysis	Corporate Culture and Strategic Management
	SLO-2	Objective , Goals	Dynamics of Internal Environment - Organisational Resources, Organisational Behaviour.	Positioning of a Firm in Industry	Competitor Analysis	Functional Implementation - Financial Plans and Policies
S-7	SLO-1	Characteristics of Objectives	Strengths and Weaknesses Synergistic Effects, Competencies, Core Competencies and Distinctive Competencies	Generic Business Strategies - Cost Leadership Business Strategy, Differentiation Business Strategy.	Subjective Factors in Strategic Choice - Commitment to Past Strategic Actions	Marketing Plans and Policies, Operations Plans and Policies
	SLO-2	Policies	Organisational Capability Factors- Financial Capability, Marketing Capability.	Generic Business Strategies - Focus Business Strategy, Integrating Cost Leadership and Differentiation.	Strategist's Decision Styles and Attitude to Risk	Personnel Plans and Policies, Information Management Plans and Policies
S-8	SLO-1	Strategy	Operations Capability Personnel Capability	Retrenchment Strategies -Turnaround Strategies,	Internal Political Considerations,	Integration of Functional Plans and Policies
	SLO-2	Policies Vs strategy	Information Management Capability, General Management Capability.	Retrenchment Strategies - Divestment Strategies, Liquidation Strategies.	Considerations for Governmental Policies	Operational Implementation
S-9	SLO-1	Program , Tactics	Organisational Appraisal -	Functional levels strategies – Operation, Marketing	Considerations for Corporate Citizenship Obligations	Strategic Evaluation and Control
	SLO-2	Program Vs Tactics	Methods and Techniques Used for Organisational Appraisal	Functional levels strategies –Finance, HRM. Information	Contingency Strategies	Techniques of Strategic Evaluation and Control

Learning Resource	1. AzharKazmi, "Strategic management & Business Policy", Tata McGraw Hill.	4. Thomas L. Wheelen, J.David Hunger, Strategic Management and Business policy.
	2. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India.	5. Prasad L.M, "Strategic Management", Sultan Chand & Sons,
	3. Charles W. L. Hill (Author), Gareth Jones), Melissa A. Schilling, Strategic Management: Theory: An Integrated Approach, South-Western College Publishing.	6. Dr.S.Sankaran, Policy & Strategic Management, Margham Publications.

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	

	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.Kani, Tech Lead, CTS, Chennai	Dr.Ajay, Assit. Prof, S.A Engineering College, Chennai.	Dr.J.Rajalakshmi
		Dr.M.Srinivasan

Course Code	UBA23602T	Course Name	TAXATION IN BUSINESS	Course Category	C	Discipline Specific Course -Core-20					L	T	P	O	C
											2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learningg this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	This course focuses on identifying issues that affect the taxation of businesses and enable the students and to identify the basic concepts, definitions and terms related to Business taxation.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Generate revenue for the government to fund its various activities and programs, such as infrastructure development, social welfare, and national defence.				Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning			
CLR-3 :	It covered foundation of taxation, including types of taxes, structure of the income tax, taxpayers.																					
CLR-4 :	Assess the taxation income from who is involved in Business.																					
CLR-5 :	Enable the students to compute the net total taxable income of an individual.																					
CLR-6 :	Students would identify the technical terms of GST related to Business taxation.																					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)															
CLO-1 :	Students would identify the technical terms related to Business Taxation.	3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H			
CLO-2 :	Illustrate the mechanism of Business Taxation to the students.	3	90	80	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M			
CLO-3 :	Understand the methods of calcaution of Goods and Services Tax to the Industrial concern.	3	90	70	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M			
CLO-4 :	Taxation implications must be considered during decision making processes.	3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M			
CLO-5 :	Demonstrate an understanding of the tax practice environment by engaging in basic tax planning	3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H			
CLO-6 :	Student should be familiar with concept of GST including the exempted list and an items that fall outside the ambit of GST.	3	85	75	H	L	L	-	L	M	L	M	M	-	-	-	-	L	M			

Duration (hour)	9	9	9	9	9
SLO-1	Introduction about Taxation:	Central Excise Duty:	Customs duty:	Background behind implementing GST:	GST ASSESSMENT PROCEEDINGS:
S-1	Meaning of Taxation	Meaning and concept of Central Excise duty	Meaning and concept of Customs duty	The idea of a nationwide GST in India was first proposed by the Kelkar Task Force on Indirect taxes in 2000.	Order will be passed within 90 days from date of request.
S-2	Objectives of Taxation:	Classification of Central Excise Duty:	Charges levied on goods when they cross international borders.	The need for GST:	GST Return submission
S-2	The primary purpose of taxation is to raise revenue	Central Excise Duty	Customs duties are charged by special authorities.	One reason behind the need for GST was also to boost the revenue from the indirect taxes in the nation.	Refund of GST
S-3	To meet huge public expenditure	Service Tax	Bodies created by local governments.	GST is easy to understand, and a simple tax structure will bring more taxpayers and in return	Input Tax Credit

Duration (hour)		9	9	9	9	9
	SLO-2	Canons of Taxation:	Additional Excise duty	Organisation of the customs department	It will increase the revenue for the Indian government.	Reverse charge Mechanism,
S-4	SLO-1	The characteristics of taxation	Special additional duty of customs	Conduct Customs Valuation and collect Import as well as Export Duties	Business impact	Transitional Provisions composition under GST-
	SLO-2	Qualities which a good tax system should possess.	Additional customs duty	Officers of the customs:	Benefits of GST	Administrative structure of GST
S-5	SLO-1	Canons of taxation are related to the administrative part of a tax.	Levy and Collection of Excise duty:	Chief Commissioners of Customs Commissioners of Customs	Benefits of SGST	Officers as per CGST Act.
	SLO-2	Adam Smith first devised the principles or canons of taxation in 1776.	It is charged on their production and sale and is also known as Central Value Added Tax.	Deputy Commissioners of Customs Commissioners of Customs (Appeals	Benefits of CGST	Officers as per SGST Act
S-6	SLO-1	Tax System in India:	Clearance of excisable goods	Powers of Custom officers:	Benefits of IGST	GST Jurisdiction
	SLO-2	The Indian tax system is well structured and has a three-tier federal structure.	Exemption from excise duty:	Search any person on reasonable suspicion	Taxes covered by GST	Appointment Powers
S-7	SLO-1	The tax structure consists of the central government, state governments, and local municipal bodies.	Excise and Small Scale Industries – Excise and Exports	Appellate machinery	Definitions - Scope	Procedure for Registration
	SLO-2	When it comes to taxes, there are two types of taxes in India Direct and Indirect tax.	Demand, Refund, Rebate of Central Excise duty	Infringement of the law	Coverage Scope of supply-	Amendment of registration
S-8	SLO-1	The difference comes in the way these taxes are implemented.	Offences and Penalties	offences and penalties	Levy of tax	All changes to address recorded in the GST portal must be updated within 15 days of change.
	SLO-2	Direct and Indirect Taxes:	Settlement of Excise duty	Exemption from duty	GST Rate Structure	
S-9	SLO-1	Direct taxes are paid directly to the government and are levied on one's income and profits.	Time being in force in respect of the case covered by the Settlement Commission.	Customs duty drawback	GST rates in India for various goods and services are divided into four slabs: 5% GST, 12% GST, 18% GST, and 28% GST	Cancellation of registration. Revocation means the official cancellation of a decision or promise.
	SLO-2	Indirect taxes are paid to the government if one makes any purchases of goods and services.	Appellate Provisions	Duties free zones.	Taxable Events.	The decision to cancel the registration has been reversed and the registration is still valid.

Learning Resource	1.Reddy .T.S and Y. hari Prasad reddy, Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019 2. V Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition. 3. Dr. VinodK.Singania and Dr. Monica Singhanian, Students Guide to Income Tax, JBA Publishers, Edition 2013.	4. V.S.Datey, Central Excise, JBA Publishers, Edition 2013. Reddy .T.S and Y. hari Prasad reddy, Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019 5. Srinivasan N.P and Priya Swami. M Business Taxation, Kalyani publishers Edition 2013 6. Pagaredinkar, Business Taxation, Sultan Chand and Sons, 2012.

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr.M.Ravishankar,RegionalHead–CommercialCards,ICICIBank	Dr.N.Sivasankaran,AssociateProfessor,XLRI,Jamshedpur	Dr. A.ARUL PRAKASH, SRM IST
2.Mr. R.Karthikeya,AVP,SBIWealthManagement	Dr.UpamPushpak,AssociateProfessor-IIMTiruchirapalli	Dr.K.KARTHIK SRIDHAR, SRM IST

Course Code	UBA23603T	Course Name	SOFTWARE QUALITY MANAGEMENT	Course Category	C	Discipline Specific Course -Core-21	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Understand the basic tenets of software quality and quality factors.			
CLR-2 :	Be exposed to the Software Quality Assurance (SQA) and the details of SQAcomponents.			
CLR-3 :	Understand of how the SQA components can be integrated into the project life cycle.			
CLR-4 :	Be familiar with the software quality Management			
CLR-5 :	Be exposed to the management components of software quality.			
CLR-6 :	Be familiar withanalyze SQM processes			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Students will become familiar with the planning of the SQM			
CLO-2 :	Will know Quality plan, implementation and documentation			
CLO-3 :	Will know Quality tools including CASE tools			
CLO-4 :	Student will analyze SQM processes			
CLO-5 :	Will knowQuality control and reliability of quality process			
CLO-6 :	Able to evaluate the quality of a software product			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning

H	-	L	-	L	M	L	-	L	L	M	L	-	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M	
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M	
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M	
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H	
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M	

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction To Software Quality	Quality tasks	Tools for Quality	Process metrics	Quality management standards
	SLO-2					
S-2	SLO-1	Need For Software Quality	SQA plan	Ishikawa’s basic tools	Product metrics	ISO 9001 and ISO 9000-3 for software development
	SLO-2					
S-3	SLO-1	Software Quality Assurance (SQA) - Definition and Objectives	Teams – Characteristics	CASE tools	Limitations of software metrics	capability Maturity Models assessment methodologies
	SLO-2					
S-4	SLO-1	Software Quality Factors	Quality assurance activities in the development process	Defect prevention and removal	Cost of software quality	Bootstrap methodology
	SLO-2					
S-5	SLO-1	McCalls Quality Model	Verification & Validation – Reviews	Reliability models	Classical quality cost model – Extended model – Application of Cost model.	SPICE Project
	SLO-2					
S-6	SLO-1	Hierarchical models of Boehm	Software Testing	Rayleigh model	Rayleigh model framework	SQA project process standards
	SLO-2					
S-7	SLO-1	Quality measurement	Software Testing implementations	Reliability growth models for	Reliability Growth models for QMS	IEEE st 1012& 1028

Duration (hour)		9	9	9	9	9
	SLO-2			quality assessment		
S-8	SLO-1 SLO-2	Metrics measurement and analysis	Quality of software maintenance	Elements of QMS	Complexity metrics and models	Organization of Quality Assurance
S-9	SLO-1 SLO-2	Gilb's Approach GQM Model	Quality assurance tools	Objectives of quality measurement	Customer satisfaction analysis	Department management responsibilities

Learning Resource	1. Daniel Galin, "Software Quality Assurance", Pearson Publication, 2009.			REFERENCES: 1. Alan C. Gillies, "Software Quality: Theory and Management", International Thomson Computer Press, 1997. 2. Mordechai Ben-Menachem "Software Quality: Producing Practical Consistent Software", International Thompson Computer Press, 1997.		

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
Mr.Rajan, CEO, XYZ private Ltd, Chennai. drrajan@gmail.com		1.Dr.Jayasanker,D.G Vaishnav college, Arumbakkam, Chennai
		Internal Experts
		Dr.S.Dhivya Devi-FOM-KTR-SRMIST

Course Code	UBA23604T	Course Name	TOTAL QUALITY MANAGEMENT	Course Category	C	Discipline Specific Course -Core-22	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	To explore the fundamental components of TQM	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Learner should understand the present and future needs of customer	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	Enrich the students knowledge through contributions of quality gurus	Expected Proficiency (%)	Application of Concepts
CLR-4 :	Identify the; specific tools and techniques for quality improvement	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	Familiar with outstanding practices in industry and QFD Methodology		Procedural Knowledge
CLR-6 :	Gain the knowledge of service quality		Skills in Specialization
			Ability to Utilize Knowledge
			Applicability of Skills
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
CLO-1 :	Students be aware of how to measure the quality	3 80 70	H - L - L M L - L L M L - L H
CLO-2 :	To enable the students to understand the principles, characteristics of TQM	3 90 80	M M L - L H L - L M M - - L M
CLO-3 :	Acquiring the knowledge about quality cost and quality guru's principles	3 90 70	H M M - - M M - L L M - - L M
CLO-4 :	Students can apply the tools and techniques of quality management in manufacturing and service processes.	3 95 75	M H M - L H M - L M - - - L M
CLO-5 :	Make possible best companies practices and designing house of quality	3 80 80	H L M - L - M - L L L - - - L H
CLO-6 :	Enable the students the system of documentation, implementation and assessment of quality	3 85 75	H L L - L M L M L M - - - L M

Duration (hour)	15	15	15	15	15
S-1	SLO-1 The Foundations of TQM	Meaning of quality cost	Meaning of Continuous improvement	Meaning of Benchmarking	Introduction of Service quality
	SLO-2 Meaning of Quality	Meaning of quality cost	Purpose of Continuous improvement	Definition of Benchmarking	Meaning of SERVQUAL
S-2	SLO-1 Definition of Quality	Types of quality cost	Importance of Continuous improvement	Types of Benchmarking	Definition of service quality
	SLO-2 Evolution of Quality	Types of quality cost	Tools of continuous improvement	Types of Benchmarking	Objectives of Service quality
S-3	SLO-1 Basic concepts of quality	Types of quality cost	Kaizen	Benchmarking Process	Models of Service quality
	SLO-2 Basic concepts of quality	Types of quality cost	PDSA Cycle	Benchmarking Process	Models of Service quality
S-4	SLO-1 Dimensions of Product Quality	Deming Contributions to quality	5S House Keeping	Benefits of Benchmarking	Gap Model
	SLO-2 Dimensions of Product Quality	Deming Contributions to quality	5S House Keeping	Pitfalls of Benchmarking	Gap Model
S-5	SLO-1 Dimensions of Service Quality	Contributions of Joseph M. Juran	Basic Tools of Quality	Quality Function deployment	What is ISO
	SLO-2 Dimensions of Service Quality	Contributions of Joseph M. Juran	Basic Tools of Quality	Concepts of QFD	Need for ISO 9000
S-6	SLO-1 Characteristics of TQM	Contributions of Philip Crosby	Seven New Management tools	Process of QFD	ISO family of Standards
	SLO-2 Characteristics of TQM	Contributions of Philip Crosby	Seven New Management tools	Process of QFD	Conformance to quality standards
S-7	SLO-1 Principles of TQM	Contributions of Genichi Taguchi	Meaning of Quality circles	House of Quality	NCR
	SLO-2 Principles of TQM	Contributions of Genichi Taguchi	Structure of Quality circles	House of Quality	Quality management system

Duration (hour)		15	15	15	15	15
S-8	SLO-1	Barriers to TQM Implementation	Contributions of Kaoru Ishikawa	Characteristics of Quality circles	House of Quality	Steps in ISO 9000 Certifications
	SLO-2	Barriers to TQM Implementation	Contributions of Kaoru Ishikawa	Benefits of Quality circles	House of Quality	Steps in ISO 9000 Certifications
S-9	SLO-1	Benefits of TQM	Contributions of Feigenbaum	Basic Concepts in Six Sigma	QFD Methodology Process	Quality Audits
	SLO-2	Benefits of TQM	Contributions of Feigenbaum	Process of Six Sigma	QFD Methodology Process	Types of Quality Audit

Learning Resource	1. Dr.V.Jayakumar, Dr.R.Raju, Total Quality Management, Lakshmi Publications, 2005 2. Poornima M. Charantimath., Total Quality Management, Pearson Education, 2019 3. Subburaj Ramasamy., Total Quality Management, Tata McGraw-Hill, 2019 4. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd. 5. Kanishka Bedi., Quality Management, Oxford University Press, 2019
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Mr.D.Sugumaran SRMIST-VDP

Course Code	UBA23E21T	Course Name	INTERNATIONAL FINANCE	Course Category	E	Discipline Specific Domain Elective Courses -06	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):	The purpose of learningg this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Provide with the basic knowledge of International finance and monetary system	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Provide with an understanding of foreign exchange market	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Explore methods used to determine the foreign exchange rate																		
CLR-4 :	Give insights on Forex instruments and institutions																		
CLR-5 :	Provide with an understanding of Forex exposure																		
CLR-6 :	Explore the hedging technique for managing the forex exposure																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Understand the fundamental knowledge on International finance	3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLO-2 :	Get insights on foreign exchange market	3	90	80	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CLO-3 :	Evaluate & explain exchange rate determination,	3	90	70	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
CLO-4 :	Explain the forex instruments and institutions functions.	3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-5 :	Assess exposure involved in forex transactions	3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
CLO-6 :	Apply hedging technique to control forex exposure	3	85	75	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Introduction to International Finance: Meaning	Forex market -Introduction	Forex Rate determination:Introduction	Forex Instruments and Institution - Introduction
	SLO-2		Forex market Participants	Nominal exchange rate -	Management of transaction Exposure
S-2	SLO-1	Importance of international finance	Quotations- direct, indirect	changes in Forex rate	-Euro currencies
	SLO-2		cross currency;	Effect of changes in Forex rate on Indian economy	translation exposure
S-3	SLO-1	International financial environment-components	Forex trading	Mint parity theory	GDR/
	SLO-2				Managing the Translation exposure
S-4	SLO-1	Monetary &non monetary measures	Types of market -Spot , forward, Arbitrage , options and Swap	Purchasing power parity theory,,	ADR
	SLO-2				Economic exposure- - political exposure
S-5	SLO-1	Risk associated with international finance	SWIFT mechanism	interest rate parity	IDR
	SLO-2			PPP VS IRP	Interest rate exposure
S-6	SLO-1	International Monetary System-Gold Standard	Techniques for forecasting	Balance of Payment theory	Process of Issuance of Depository Receipts
	SLO-2				Commercial paper
					Foreign exchange risk management
					Hedging against foreign exchange exposure-forward market

Duration (hour)		15	15	15	15	15
S-7	SLO-1	Bretton Wood System, Collapse of Bretton Wood System	-Equilibrium	Asset market model	Participatory Notes in Indian Forex Market	Hedging against foreign exchange exposure-future market
	SLO-2					
S-8	SLO-1	Modern Exchange rate Management Systems- Fixed Peg, Crawling Peg, Peg with Bands	Factors affecting forecasting	Portfolio balancing model	international Financial Institutions: Introduction To IMF, Functions and Significance	Hedging against foreign exchange exposure-Options market
	SLO-2					
S-9	SLO-1	Currency Board, Managed Float, Independent Float	International parity relationship	Recent trends in rupee exchange rate	World bank	Hedging against foreign exchange exposure swap market
	SLO-2		Fisher effect.			

Learning Resource	<ol style="list-style-type: none"> 1. International finance by V.K.Avadhani , 8th edition, 2020, Himalaya publications 2. International financial management by Cheol Eun and Bruce Resnick, Tata McGraw Hill 3. International Finance: Theory and Policy by Paul R.Krugman, Maurice Obstfeld, Marc Melitz, 10thedition , 2014, Pearson Publication. 4. Principles of International Finance , by Daniel R.Kane, 3rd edition, 2019,Taylor and francis publication . 	
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		Theory	Practice
	Understand										30%	-
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Sathya, CA, Auditor – Trichy	Dr.V.Gopal, IIM Trichy	Dr.S.Anitha
Mr. Austin, PM, BE, MBA (IIM-B)	Dr.Alexander Pravin Durai, St.Joseph's College ,Trichy	Dr.Subhasree Natarajan

Course Code	UBA23E22T	Course Name	BENCHMARKING AND STRATEGIC HR PRACTICE	Course Category	E	Discipline Specific Domain Elective Courses -06	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Approach various aspects of managing the organization's HR strategically and systematically	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Familiarise the learners with the skills & tools necessary for HRM to strategically contribute to organisational growth.	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	Study, HR management that include critical, contextual, institutional, and sustainable approaches.	Expected Proficiency (%)	Application of Concepts
CLR-4 :	Support students' academic abilities and further strengthen their general attitude towards HR practices.	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	Enable students obtain vivid knowledge in latest developments in HR		Procedural Knowledge
CLR-6 :	Promote industry oriented outlook in HR		Skills in Specialization
			Ability to Utilize Knowledge
			Applicability of Skills
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:		
CLO-1 :	Understand how HR strategy relates to overall corporate strategy and the strategic function of various HR systems.	3 80 70	H - L
CLO-2 :	Comprehend of the strategies and methods applied by businesses to address current difficulties.	3 90 80	M M L - L H L - L M M - - L M
CLO-3 :	Have a better awareness of international methods for interacting with individuals in organisations and to be more sensitive to cross-cultural challenges.	3 90 70	H M M - - M M - L L M - - L M
CLO-4 :	Address complex problems and numerous hazards, students will examine HRM from a wider, comparative, and global perspective.	3 95 75	M H M - L H M - L M - - L M
CLO-5 :	Give an overview of the procedures and methods used in counselling and coaching Creating alternate strategies for resolving conflict in organisations	3 80 80	H L M - L - M - L L L - - L H
CLO-6 :	Learn the theories and models of career development and acquire the self-awareness, abilities, and methods that HR managers need to be successful.	3 85 75	H L L - L M L M L M - - - L M

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Human Resource Development	Electroinc HRM	Cross Cultural/Interational HRM	Career – Meaning,	Employee Coaching
	SLO-2 Meaning, Features	Meaning, Types	Meaning, Features	Career Stages	Need, Pros & Cons
S-2	SLO-1 Vision, Mission,Values	E-Recruitment	Dimensions of IHRM	Career Anchors	Coaching Vs Mentoring
	SLO-2 -Importance	Methods, Pros & Cons	Reason for Emergence of IHRM	Roles Vs Jobs	Employee Counseling
S-3	SLO-1 HRM Functions	E- Selection	Factors Affecting IHRM	Career Planning	Counseling Process
	SLO-2 Managerial , Operations	Methods, Pros & Cons	Domestic Vs IHRM	Career Planning Process	
S-4	SLO-1 HRD Functions	E-Learning	Expatriation	Career Development	Counseling VS Coaching

Duration (hour)	9	9	9	9	9
	SLO-2	Primary, Secondary Functions	Features, Pros & Cons	Reason for Expatriation	Career Development Models
S-5	SLO-1	Difference Between HRM & HRD	E- Orientation	Expatriate Selection	Career Plateaus
	SLO-2		Objectives, Benefits	Expatriate Failure	Factors Determining Career plateau
S-6	SLO-1	Strategic HRM	HRIS	Outsourcing	Competencies
	SLO-2	Meaning, Objectives	Need, HRIS Design	HR Outsourcing - Types	Types and Models
S-7	SLO-1	Strategic HRD	Development & Implementaiton	HR BPO	Competency Maping
	SLO-2	Meaning, Objectives	Pros & Cons	Advantages, Disadvantages	Methods of Competency Mapping
S-8	SLO-1	Benchmarking	HR Portals	International Merger & Acquisition	Equity based Compensation
	SLO-2	Purpose, Types	Meaning	Role of HR in M&A	Types of EBC
S-9	SLO-1	HRD Audit	Designing HR Portals	Repatriation	Competency based Compensation
	SLO-2	Methodology of HRD Audit	Benefits of HR Portals	Process	Features of CBC

Learning Resource	1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 7th edition, 2016.	5. Pulak Das. Strategic Human Resource Management- A Resource Driven Perspective- Cengage Learning 4th Indian Reprint- 2013.
	2. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, 3rd edition, 2011.	7. Terresa Torres Coronas & Mario Arias Olivia. e-Human Resource Management- Managing Knowledge People- Idea Group Publishing, 2005.
	3. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011	8. 7. Randall S Schuler and Susan E Jackson. Strategic Human Resource Management. Wiley Publications- 2007.
	4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2007	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
		Mr.M.Anand SRMIST-KTR

Course Code	UBA23E23T	Course Name	COMPETITIVE MARKETING STRATEGY WITH SIMULATION	Course Category	E	Discipline Specific Domain Elective Courses -06	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	To equip students with basic principles of strategy in order to draft their own competitive strategies.			
CLR-2 :	To understand the organizational resource base, segmentation and positioning principles.			
CLR-3 :	To identify complementary products and the reason for strategic alliances.			
CLR-4 :	To gain knowledge about the strategy implementation challenge in marketing.			
CLR-5 :	To understand new ways of connecting with customers in the digital era.			
CLR-6 :				

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Competitive Marketing Strategies in Action	Identifying current and future Competitive positions	Complementary Products and Strategic Partnerships	The development of internal marketing
	SLO-2	Strategy defined for business	The changing market environment	Understanding Complementary Products	The scope of internal marketing
S-2	SLO-1	Human factors in strategy	New strategies for changing macro environments	Complements and ElasticityStrategy	Internal marketing and service quality
	SLO-2	Physical Disruption	The Five Forces model of industry competition	Strategic Alliances	Internal marketing as an internal connection
S-3	SLO-1	Marketing strategy	The product life cycle	Strategic Alliances - Types	Internal marketing and innovation management
	SLO-2	Psychological Disruption	Strategic groups	Reasons for Strategic Alliances	Internal markets instead of external markets for products and services
S-4	SLO-1	Marketing Management	Industry evolution and forecasting	Value creation in strategic Alliances	Planning for internal marketing C
	SLO-2	Market-led Strategic Management	Environmental stability	Pressures to partner	Internal marketing in a computer company
S-5	SLO-1	The marketing concept and market orientation	SPACE analysis	The era of strategic collaboration	Internal marketing in a financial services organisation
	SLO-2	The resource-based view of marketing	The Advantage Matrix	The drivers of collaboration strategies	Cross-functional partnership as internal marketing
S-6	SLO-1	Marketing fundamentals	Customer Analysis	Network forms	The rationale for cross-functional marketing

Duration (hour)		15	15	15	15	15
	SLO-2	The role of marketing in leading strategic management	Competitor Analysis	Alliances and partnerships	Marketing and human resource management	Price, quality, innovation and service positioning
S-7	SLO-1	Strategic Market Planning	Segmentation and positioning principles	Strategic alliances as a competitive force	Marketing and finance and accounting	Differentiated benefits positioning
	SLO-2	The marketing strategy process	Selecting Market Targets	Strategic alliances as a competitive force	Marketing and sales integration	Customised positioning (one-to-one marketing)
S-8	SLO-1	Establishing the core strategy	Creating a sustainable competitive advantage	The risks in strategic alliances	The signs of poor marketing	New Ways of Understanding and Connecting with Customers
	SLO-2	Creation of the competitive positioning	Competing through the evolving marketing mix	Managing strategic alliances	Internal marketing challenges	Strategic communications
S-9	SLO-1	A focus on business strategy	Competing through innovation	Managing strategic alliances	Marketing and operations functions: R&D, manufacturing and supply chain management	Consumer insight
	SLO-2	Competitive intelligence.	Competing through superior service, Customer relationships	Challenges	Marketing and external factors	Advances in Decision Tools

Learning Resource	Text Book: 1. Graham Hooley, Brigitte Nicoulaud, John.M.Rudd, Nick Lee, Marketing Strategy and Competitive Positioning, Pearson, Seventh Edition 2020 2. Douglas west, John Ford and Essam Ibrahim, Strategic Marketing: Creating Competitive Advantage, Oxford, Third edition 2015	Reference Book: 1. John.A.czepiel, Competitive Marketing Strategy, pearson custom publishing 2. E-Marketing: The Essential Guide to Marketing in a Digital World, Red and yellow 6th edition 2018 3. Norton Paley, Competitive Marketing Strategies, Viva Books, 3rd Edition, 2007

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr. GABRIEL PRAKASH, HEAD – TRADE MARKETING, SONY INDIA LTD., CHENNA	1. Dr. VANITHAMANI M.R., DIRECTOR, MBA, KARPAGAM ENGG. COLLEGE, director.mba@kce.ac.in	Dr. R.Megavannan, AP, CoM, SRMIST
2. Mr. CAPTAIN PRASATH – OPEN MIND INNOVATION PVT. LTD., CHENNAI	2. Mr. ABHISHEK NARAYAN J., ASSISTANT PROFESSOR, MBA, KARPAGAM ENGG. COLLEGE, abhisheknarayan.j@kce.ac.in	Dr. L.Jayanthi

Course Code	UBA23E24T	Course Name	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Course- 6	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	NIL	Co-requisite Courses	NIL	Progressive Courses	NIL
Course Offering Department	Business Administration	Data Book / Codes / Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PO)
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CLR-1:	To understand how the key concepts applied in logistics and supply chain management	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To learn documents related to logistics	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyse, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behaviour	Life Long Learning
CLR-3:	To understand different modes of transportation																		
CLR-4:	To develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding																		
CLR-5:	To understand strategies in SCM																		
Course Learning Outcomes (CO):	At the end of this course, learners will be able to:																		
CO-1:	Demonstrate a clear understanding of the key concepts applied in logistics and supply chain management	3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CO-2:	Familiar with logistics documentation	3	90	80	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CO-3:	Familiar with different types of mode of transportation	3	90	70	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
CO-4:	Become familiar with current supply chain management trends Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations	3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CO-5:	To develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding.	3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Meaning of logistics	Preliminary steps in export business	Meaning of transportation system	Introduction and Concept of supply chain management
	SLO-2	Logistics system	Recent development in export business	Evolution, infrastructure and networks.	Supply chain management and its importance
S-2	SLO-1	Objectives of logistics	Steps in establishing a business firm involving export	Importance of effective transportation system	Components of supply chain management
	SLO-2	Purpose of logistics	Export and business	Effective transportation in 21st century	Recent trends in supply chain management
S-3	SLO-1	Scope of logistics	Commercial documents	Modes of transportation	Features of supply chain management
	SLO-2	Importance of Logistics	Various types of documents	Air, Water, Road ways of transportation	Features of supply chain management
S-4	SLO-1	Logistics interface with marketing	Framework of import and export documentation	Advantages and Disadvantages of road transport	Concept of global optimization in supply chain management
	SLO-2	Link of Logistics with other functions of management	Framework of import and export documentation	Advantages and Disadvantages of road transport	Concept of global optimization in supply chain management

S-5	SLO-1	Marketing channels	Regulatory documents	Advantages and Disadvantages of rail transport	Importance of supply chain management	Impact of SCM on grocery and retail sector
	SLO-2	Marketing channels design	Regulatory documents	Advantages and Disadvantages of rail transport	Importance of supply chain management	Impact of SCM on other sectors
S-6	SLO-1	Alternative marketing channels	Classification of commercial and regulatory documents	Advantages and Disadvantages of Sea transport	Key issues in supply chain management	Distribution strategies
	SLO-2	Importance of marketing channels	Classification of commercial and regulatory documents	Advantages and Disadvantages of Sea transport	Examples of supply chain management issues	Distribution strategies
S-7	SLO-1	Channel members	Documents related to goods	Advantages and Disadvantages of Air transport	Concept of inventory management	Concept of procurement
	SLO-2	Interdependence of channel members	Documents related to goods	Advantages and Disadvantages of Air transport	Financial impact on inventory management	Procurement and characteristics
S-8	SLO-1	Channel design	Documents related to shipment	Transportation network and its types	Managing economies in supply chain management	Concept of outsourcing - benefits and risks
	SLO-2	Framework of channel design	Documents related to shipment	Linkage between various transports	Supply chain management and changing economy	Outsourcing and inhouse work
S-9	SLO-1	Elements of logistics systems	Documents related to payment	Multimodal transportation	Different models in supply chain management	Framework / Concept of make or buy decisions
	SLO-2	Logistics systems updation- Relevance of Logistics to export Management- Managing towards logistic excellence	Documents related to payment- inspection- Documents related to excisable goods- Documents related to foreign exchange regulations	Multimodal transportation- Inland container depot (ICD) terminals- Container Freight Station (CFS) terminals- Container Freight Station (CFS) terminals	Different models in supply chain management- Supply chain contracts	Framework / Concept of make or buy decisions- E-procurement systems- Framework of e-procurement

Learning Resource	1. D.K.Agarwal-Text Book of Logistics and Supply Chain Management 2. G.Raghuram- Logistics and Supply Chain Management	3. Dr.Krishnavenimuthiah-Logistics Management World Seaborne Trade 4. Bowersox-Supply Chain Logistics Management 5. Sople, V.V. Pearson –Logistics Management: Supply Chain Imperative
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Learning Assessment													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (05%)		CLA – 5 (05%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%		25%		20%		20%		15%		30%	
	Understand												
Level 2	Apply	45%		45%		50%		50%		20%		40%	
	Analyze												
Level 3	Evaluate	25%		30%		30%		30%		15%		30%	
	Create												
	Total	100 %		100 %		100 %		100%		100 %		100 %	

CLA-1 - Cycle test ,CLA-2- Model,CLA-3 - Mini Project, CLA – 4 Surprise Test ,CLA – 5 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs, Certifications, Conference Paper, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr.Rajan, CEO, XYZ private Ltd, Chennai. drrajan@gmail.com	1. Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai	1. Mr.P.B.Govindarajan, SRMIST 2. Dr.A. Gajendran, SRMIST

Course Code	UBA23E25T	Course Name	FINANCIAL REPORTING AND ANALYSIS	Course Category	E	Discipline Specific Domain Elective Courses -07	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
	Business Administration		Data Book / Codes/Standards		-

Course Learning Rationale (CLR):	The purpose of learningg this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Provide with the basic knowledge of Financial Reporting	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Explore the different techniques to analyse the financial statement,	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	Provide with an understanding on legal andpractical aspects in income statement analysis	Expected Proficiency (%)	Application of Concepts
CLR-4 :	Give insights on Balance sheet analysis	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	Provide with an understanding of financial distress reported in financial statement		Procedural Knowledge
CLR-6 :	Explore the concept of fraud risk management		Skills in Specialization
			Ability to Utilize Knowledge
			Applicability of Skills
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
CLO-1 :	Understand the basic concepts of Financial Reporting	3 80 70	H - L - L M L - L L M L - - L H
CLO-2 :	Analyse the financial statement using different techniques	3 90 80	M M L - L H L - L M M - - L M
CLO-3 :	Understand the legal and practical aspects in analysis of income statement .	3 90 70	H M M - - M M - L L M - - L M
CLO-4 :	Get insights on the legal and practical aspects in analysis of income statement	3 95 75	M H M - L H M - L M - - L M
CLO-5 :	Demonstrate knowledge on financial distress and Fraud risk management	3 80 80	H L M - L - M - L L L - - L H
CLO-6 :	Know the application of fraud risk management	3 85 75	H L L - L M L M L M - - - L M

Duration (hour)	15	15	15	15	15
S-1	SLO-1 SLO-2	Basis of Financial Reporting	Techniques of FSA : Introduction to financial statement Analysis	Income Statement Analysis – Introduction	Balance Sheet Analysis; Introduction – Contents of balance sheet
S-2	SLO-1 SLO-2	Purpose of financial reporting-	Comparison- Intra firm, Inter firm, Inter Period Analysis	Factors affecting reported income	Analysis of Balance sheet
S-3	SLO-1 SLO-2	Purpose of financial reporting-	Regional Performance Analysis	Classification of income statement analysis	Analysis of balance sheet
S-4	SLO-1 SLO-2	Users of financial reports-	Cross Sectional Analysis	Classification of income statement analysis	Audit Tool Bar
S-5	SLO-1 SLO-2	Effective financial reporting	Residual Method	Barriers and measures to overcome objective of income statement analysis-	Asset Reporting;
S-6	SLO-1 SLO-2	Comparison of IFRS with Alternative Reporting Systems	Beyond National Boundary Analysis-Merits and Limitations--,	Revenue and expenses recognition	Accounting for Fixed Assets,
S-7	SLO-1 SLO-2	Comparison of IFRS with Alternative Reporting Systems	Types of Analysis- Comparative financial statement	Revenue and expenses recognition	Accounting for Fixed Assets,
					Fraud Risk Management: -

Duration (hour)		15	15	15	15	15
S-8	SLO-1	Monitoring Developments in FRS	common-size statement	Techniques used by Management for earning manipulation	Accounting for Liabilities,	Analytical Methods in Fraud Risk Management
	SLO-2					
S-9	SLO-1	Monitoring Developments in FRS	Trend analysis, Ratio analysis - merits and limitations	Techniques used by Management for earning manipulation	Off Balance sheet liabilities..	Analytical Methods in Fraud Risk Management.
	SLO-2					

Learning Resource	1. John J., Subramanyam, K.R., Halsey Robert F. Financial Statement Analysis. Tata McGraw Hill Publishing company Ltd. New Delhi.	5. Sinha, G. Financial Statement Analysis. Prentice Hall of India, New Delhi.
	2. Krishna, G., Paul, M. and Victor, L. Business Analysis and Valuation using Financial statements. Cengage Learning India Pvt Ltd., New Delhi.	6. Stephen, H. Financial Statement Analysis and Security Valuation. Tata McGraw hill publishing company Ltd. New Delhi
	3. Robinson, T.R., Henry, E., Pirie, W.L., and Broihahn M.A. International Financial Statement Analysis. Wiley & Sons, USA	7. Turner, C. Fraud Risk Management – A Practical guide for Accountants. CIMA Publishing, UK
	4. Ruzbeh J. Understanding and Analyzing Balance Sheets Using Excel Worksheet. PHI, New Delhi.	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
Sathya ,CA,Auditor – Trichy		Dr.V.Gopal , IIM Trichy
Mr. Austin, PM, BE, MBA (IIM-B)		Dr.Alexander Pravin Durai, St.Joseph's College ,Trichy
		Dr.S.Anitha
		Dr.Subhasree Natarajan

Course Code	UBA23E26T	Course Name	CROSS CULTURAL MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -07	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-1 :		Offers students a theoretical understanding of the concepts and practices of cross cultural management.			H	M	M	H	L	L	-	-	L	L	-	H	-	-	-
CLR-2 :		To familiarize the students about cultural differences in the corporate.			M	H	L	M	L	-	-	-	M	L	-	H	-	-	-
CLR-3 :		To develop the need to understand cultural competence when dealing with teams			M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLR-4 :		To study the methods and techniques in cross cultural conflict management			M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLR-5 :		To understand the requirements for communicating and leading international teams			H	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLR-6 :		To gain an awareness on the different business cultural practices existing in the current global scenario			L	H	-	H	L	-	-	-	L	L	-	H	-	-	-
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																	
		1	2	3															
CLO-1 :		Understand the concepts and practice of managing inter-cultural differences at workplace	3	80	70														
CLO-2 :		Identify with different business practices existing globally.	3	85	75														
CLO-3 :		Ability to identify and manage cross-cultural conflicts in global teams	3	75	70														
CLO-4 :		Demonstrate leadership abilities to manage virtual global teams.	3	85	80														
CLO-5 :		Develop cross cultural competency skills to manage and resolve cultural conflicts.	3	85	75														
CLO-6 :		Acquire thorough knowledge and understanding of multiple facts of team management	3	80	70														

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Introduction: Culture- Concept & Definition	Cultural Dimensions and Dilemmas: Introduction & Concepts	Organisational Culture: Characteristics	Business communication across cultures: Introduction
	SLO-2	Culture: Elements- • Language • Nationality • Gender • Education	Hofstede's cultural dimension theory- Framework of assessing culture	Cultural iceberg	Elements of communication
S-2	SLO-1	Culture: Elements- • Ethnic group • Religion • Family • Values	Low and High Power Distance	Types of organisational culture	Elements of communication
	SLO-2	Characteristics of Culture-I	Individual and collectivism	Bureaucratic culture	Process of communication
S-3	SLO-1	Characteristics of Culture	Masculinity v/s Femininity	Clan culture	Types of Communication
	SLO-2	Determinants of Culture	Uncertainty avoidance	Market culture	Types of Communication
S-4	SLO-1	Determinants of Culture	Long and short term orientation	Entrepreneurial culture	Types of Communication
	SLO-2	Facets of culture	weaknesses of hofstede's cultural dimensions	Building a strong organisational culture	Importance of cross cultural communication
S-5	SLO-1	Levels of Culture- Dominant, Sub-culture	Trompenaars cultural dimensions: Introduction, Features	Determinants of organisational structure	Importance of cross cultural communication
	SLO-2	Levels of Culture- Organisational, Occupational	Universalism versus particularism	Bases of Departmentalisation	Cultural Variables affecting communication
S-6	SLO-1	Cultural Diversity: Elements	Communitarianism versus	Merits and demerits of types of	Steps in effective inter-cultural
					Team management: Introduction
					Importance of Team Building
					Purpose of Team work
					Types of Teams
					Types of Teams
					Stages of Team development
					Stages of Team development
					Barriers to team Building
					Barriers to team Building
					Team/Group Cohesiveness: Types
					Team/Group Cohesiveness: Factors

Duration (hour)		15	15	15	15	15
			individualism	departmentation	communication	
	SLO-2	Cultural Diversity: Need & Importance	Neutral versus emotional	Relationship between organisational Culture and structure	Steps in effective inter-cultural communication	Steps to increase/decrease Team/Group Cohesiveness
S-7	SLO-1	Cultural Diversity: Need & Importance	Diffuse versus specific cultures	Types of Leadership Styles	Barriers to intercultural communication	Characteristics of global teams
	SLO-2	Challenges of managing cultures	Achievement versus ascription	Autocratic leadership style	Barriers to intercultural communication	Characteristics of global teams
S-8	SLO-1	Challenges of managing cultures	Human-Time relationship	Democratic leadership style	Causes of communication conflicts	Challenges of global team effectiveness
	SLO-2	Challenges of managing cultures	Human-Nature relationship	Free rein leadership style	Causes of communication conflicts	Managing International teams
S-9	SLO-1	Benefits of cultural diversity at workplace	Value orientation: Introduction	Transactional leadership style	Strategies for achieving effective cross-cultural communication	Managing International teams
	SLO-2	Barriers to cultural diversity	Kluckhohn and Strodtbeck value orientation model-Perspectives	Transformational leadership style	Strategies for achieving effective cross-cultural communication	Managing International teams
S-10	SLO-1	Steps in effective diversity management	Kluckhohn and Strodtbeck value orientation model	Merits and demerits of Leadership styles	Strategies for achieving effective cross-cultural communication	Leading International teams
	SLO-2	Cultural sensitivity: Definition, features	Kluckhohn and Strodtbeck value orientation model	Relationship between organisational Culture and leadership	Negotiating Internationally: Factors affecting negotiation	Leading International teams
S-11	SLO-1	Cultural sensitivity: Importance	Weaknesses of Kluckhohn and Strodtbeck model	Different levels of strategies	Negotiating Internationally: Factors affecting negotiation	Leading International teams
	SLO-2	Building Cultural awareness	Reconciling cultural dilemmas – Introduction	Corporate level strategy	Negotiating Internationally: Types and strategies of negotiation	Groups processes during international encounters
S-12	SLO-1	National Cultural dimensions in the business context	Reconciling cultural dilemmas – Concepts	Business unit level strategy	Negotiating Internationally: Types and strategies of negotiation	Groups processes during international encounters
	SLO-2	National Cultural dimensions in the business context	Reconciling cultural dilemmas – Strategies	Operational level strategy	Negotiating Internationally: Types and strategies of negotiation	Groups processes during international encounters
S-13	SLO-1	The influence of National Culture on business culture	Culture and Styles of Management- Introduction	Culture and Strategy: Assessing strategy and culture compatibility	Negotiating Internationally: Negotiation process	Conflicts and cultural difference: Forms of conflicts
	SLO-2	The influence of National Culture on business culture	Culture and Styles of Management- Concepts	Cultural change in Organizations: Forces/factors of Change	Negotiating Internationally: Negotiation process	Conflicts and cultural difference: Understanding conflict
S-14	SLO-1	The influence of National Culture on business culture	Culture and Styles of Management- Case studies	Cultural change in Organizations: Causes for Change	Negotiating Internationally: Negotiation process	Conflicts and cultural difference: Conflict Resolution strategies
	SLO-2	Business Cultures: East and West	Management tasks and cultural values	Cultural change in Organizations: Resistance and ways to reduce Resistance	Negotiating Internationally: Prerequisites of effective negotiation	Developing Intercultural relationships: Factors affecting intercultural relationships
S-15	SLO-1	Business Cultures: East and West	Management tasks and cultural values	Impact of culture on Global Business	Negotiating Internationally: Cultural problems in international negotiation	Developing Intercultural relationships: Elements of Cultural competency
	SLO-2	Business Cultures: East and West	Management tasks and cultural values	Impact of culture on Marketing policies & practices	Negotiating Internationally: Cultural problems in international negotiation	Developing Intercultural relationships: Benefits and barriers of Cultural competency

Learning Resources	TEXT BOOKS	REFERENCE BOOKS
	<ol style="list-style-type: none"> 1. Marie-Joelle Browaeys and Roger Price: Understanding Cross-Cultural Management, Pearson, 2015. 2. David C.Thomas: Cross Cultural Management, 2/e, Sage Publications, 2014. 3. Nigel Holden, Cross Cultural Management: Knowledge Management Perspective, Pentice Hall, 2012. 	<ol style="list-style-type: none"> 1. ParissaHaghirian: Multinational and Cross-Cultural Management, Routledge, 2012. 2. Richard Mead: International Management-Cross cultural Dimension, 3/e, Blackwell, 2015.

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 – CYCLE TEST I (10 % weightage)		CLA – 2 CYCLE TEST II (10 % weightage)		CLA – 3 – Model Examination (20 % weightage)		CLA – 4 Assignment (5 % weightage) – Surprise test /Quiz/ Short talk 5 % weightage (Total – 10 % weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	-	30%	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	-	40%	40%	-
	Analyze										
Level 3	Evaluate	20%	-	20%	-	20%	-	-	30%	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100%	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers			
Experts from Industry		Experts from Higher Technical Institutions	Internal Experts
1. Mr.A Ravi Shankar , CEO , A.V.THOMAS & CO. LTD		1. Dr. J.Srinivasan, Associate Professor, RV Govt. Art College, Chengalpet.	1. Dr.N.Santhosh Kumar, SRMIST
			2. Dr.A.Gajendran,SRMIST.

Duration(hour)		9	9	9	9	9
S-6	SLO-1	Definition	BookMarkingSites	Twitter	ResearchCompetition	PartnerProgramme
	SLO-2	Benefits	SocialNews	Tumblr	Choosechannels	Drivesconversions
S-7	SLO-1	IncreasedBrandawareness	MediaSharing	Pinterest	CreatecontentStrategy	Generatesleads
	SLO-2	MoreInboundTraffic	Blogcommentsandforums	Instagram	CreatecontentStrategy	Offersvalue
S-8	SLO-1	Improved Search EngineRankings	SocialCommerce	BenefitsofTraditionalBlogging	CreatecontentStrategy	Offersvalue
	SLO-2	HigherConversionRates	Historyof socialcommerce	Micro Blogging versus TraditionalBlogging	Setobjectives	IdentificationofInfluencers
S-9	SLO-1	BetterCustomerSatisfaction	SocialCommerce	Instagram	Customers	SelectionofRightInfluencer
	SLO-2	ImprovedBrandloyalty- BrandAuthority- TheSocialMediaEnvironment- Importance of Social MediaforBusiness	InstagramSocialcommerce- TwitterSocialCommerce- SocialCommerce	BenefitsofMicroBlogging- contentcreation- VideoMarketing- MarketingwithPhotosSharingSites	Assignroles	ActivatingInfluencers- ActivatingInfluencers- CampaignManagement- Campaigns

LearningResources	1. Social Media Marketing(Tracy L. Tuten,Michael R.Solomon,Adaptedby: Bikramjit(Rishi)),SAGE PublicationsIndiaPvtLtd, 2020Edition.	1.SocialMediaMarketing-EffectivesTrickstoPromoteOnSocialPlatforms,RajendraMaurya, VOAS,2017
	2. SocialMediaMarketing2019,Dollwet Sean,SDPublishingLLC,United States,2019.	

LearningAssessment													
	Bloom'sLevelofThinking	ContinuousLearningAssessment(50%weightage)								FinalExamination(50%weightage)			
		CLA- 1- CYCLETESTI (10%weightage)		CLA-2CYCLETESTII (10%weightage)		CLA - 3 - ModelExamination (20%weightage)		CLA-4Assignment(5%weightage) - Surprisetest /Quiz/ Short talk 5 %weightage(Total-10 %weightage)#					
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
		Level1	Remember	40%	40%	40%	40%	40%	40%	30%	30%	30%	-
			Understand										
Level2	Apply	40%	40%	40%	40%	40%	40%	40%	40%	40%	-		
	Analyze												
Level3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%	30%	-		
	Create												
	Total	100%		100%		100%		100%		100%			

#CLA-4canbefromanycombinationofthese: Assignments,Seminars,ShortTalks, Mini-Projects,Case-Studies, Self-Study,MOOCs,Certifications,Conf.Paperetc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr.Rajan,CEO,XYZprivateLtd,Chennai.drrajan@gmail.com	1.Dr.Jayasanker,D.GVaishnavcollege,Arumbakkam,Chennai	1.Dr.Vinitha.K, AP,SRMIST
		2.Dr.A.Gajendran,Head&AssociateProfessor,BBA,SRMIST

Course Code	UBA23E28T	Course Name	PROCESS IMPROVEMENT	Course Category	E	Discipline Specific Domain Elective Courses -07	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning
CLR-1 :	To make them aware of the basic concepts in process	1 2 3
CLR-2 :	To facilitate the students to understand business process improvement	Level of Thinking (Bloom)
CLR-3 :	To familiarize the students with deriving key performance indicators from business drivers	Expected Proficiency (%)
CLR-4 :	Make them to Identify an assessment plan for conducting the process audits	Expected Attainment (%)
CLR-5 :	Students will be exposed to six sigma and its importance	
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	
CLO-1 :	To measure the expectations of customers	3 80 70
CLO-2 :	Aquaint with business process improvement	3 90 80
CLO-3 :	To apply with Key performance indicators	3 90 70
CLO-4 :	To assess plan for conducting Process Audits	3 95 75
CLO-5 :	To explore six sigma concept and its importance	3 80 80

Program Learning Outcomes (PLO)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
Fundamental Knowledge
Application of Concepts
Link with Related Disciplines
Procedural Knowledge
Skills in Specialization
Ability to Utilize Knowledge
Applicability of Skills
Analyze, Interpret Data
Investigative Skills
Problem Solving Skills
Communication Skills
Analytical Skills
ICT Skills
Professional Behavior
Life Long Learning
H - L M M H M M L L M M - - L M
M M L - L H L - L M M - - L M
H M M - - M M - L L M - - L M
M H M - L H M - L M - - L M
H L M - L - M - L L L - - L H

Duration (hour)	9	9	9	9	9
S-1	SLO-1 Process Improvement	Is your organization ready for BPI?	Tools for Process Analysis	Process communication	Continuous improvement
	SLO-2 Introduction to Process	Understanding Organization Mission	Brainstorming	Identify the style of communication with the stakeholders	Tools for continuous improvement
S-2	SLO-1 Meaning	Vision	How to use cause and Effect Diagram?	Determining barriers to change	Total quality Management
	SLO-2 Evolution-Process Improvement	Process Mapping	Creating Process Inventory	Identifying positive and negative forces for change	Principles of total quality Management
S-3	SLO-1 What is a system?	Business Process Improvement Objectives	Creating process formats	Understanding force field analysis approach	5S
	SLO-2 What is Business Process Improvement?	Why do we need measures?	Methods of Documentation	Facilitating acceptance in your organization	The Juran Trilogy
S-4	SLO-1 Tools	Four Dimensions of Process Measures	Determining Process required for business operations	Preparing the implementation Plan	PDCA Cycle
	SLO-2 Technique	What to consider when defining Measures?	Enhancing your modelling skills	Process audit	Continuous process improvement cycle
S-5	SLO-1 Continuous flow Process	Target Setting	Modelling skills via a cross functional activity diagram	Identifying an assessment plan for conducting the process audits	Kaizen
	SLO-2 Process Hierarchy	Process Analysis	Assessing Modelling techniques	Analysing the performance of the process	Six sigma
S-6	SLO-1 Strategy map designed	Areas of Process Analysis	Evaluating Modelling techniques	Factors responsible for the poor performance of the processes	Meaning of six sigma
	SLO-2 Measures and Targets	Business Analysis	Key principles of modelling techniques	Identifying and fixing the root cause of the problem	Basic concepts in six sigma

Duration (hour)		9	9	9	9	9
S-7	SLO-1	Business Process Design	Porter's five force Model	Designing appropriate success criteria for the processes	Customer oriented Processes (COP)	Characteristics of six sigma
	SLO-2	Innovation with Business Process Improvement	PESTLE	Difference between Optimizing Vs enhancing your business process	Support oriented Processes (SOP)	Structure of six sigma
S-8	SLO-1	Personal Skills required for Business Process Improvement	SWOT	Addressing customer needs via processes	Management Oriented Process (MOP)	Benefits of six sigma
	SLO-2	Framework for Business process Improvement	Identify the needs of Key stakeholders	Assessing Process Performance	ISO 9001-2000	What is benchmarking?
S-9	SLO-1	Example-Process Model	Developing a communication Plan	Deriving key performance indicators from business drivers	ISO 9001-2015	Process of benchmarking
	SLO-2	Cause and Effect	Defining and documenting the phases of communication	Developing key performance indicators dashboard	Seven Principles of ISO 9001	Types of Benchmarking

Learning Resource	1 Gitlow, H. (2009), A Guide to Lean Six Sigma Management Skills (New York: CRC Press).	4. https://www.slideshare.net/smortensen/iso-process-audit-training 5. https://www.slideshare.net/anandsubramaniam/business-process-improvement
	2. Gitlow, H., "Viewing Statistics from a Quality Control Perspective," International Journal of Quality and Reliability Management, vol.18, issue 2, 2001.	
	3. https://www.slideshare.net/oeconsulting/business-process-improvement-frameworks-reference-guide	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
Dr Kumar, Madras Engineering Industries pvt ltd		Dr B Devamaindhan, Assistant Professor, Institute of Distance Education, University of Madras
		Internal Experts
		Dr.A.Thandauthapani-SRMIST-RMP

Course Code	UBA23IP3L	Course Name	MINI PROJECT WORK AND DISSERTATION (INSTITUTIONAL TRAINING)	Course Category	IP	Internship/Apprenticeship / Project/Community Outreach (IAPC)-03	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		Business Administration		Data Book / Codes/Standards	

INSTITUTIONAL TRAINING

- Each candidate has to undergo the Institutional training for 30 days in any industry during the 5th Semester holidays and has to submit the report for the same in the 6th Semester
- The Institutional Training is purely considered as Mini Project.
- The performance of the candidate is evaluated by EXTERNAL EXAMINERS (Examiners approved by Controller of Examination-SRMIST)
- Periodical Report / updates should be submitted by student to the guide and supervisor is mandatory.
- Submission of Certificate with the authorized signatory signature from either public or private limited company or equivalent authority is mandatory.
- Plagiarism check not mandatory.
- Minimum Numbers of Pages – 60 Pages
- Paper size should be A4
- 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings) .
- Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

11. Assessment Method and Awarding Marks

Assessment Tool	Marks
Review – 1 (Abstract and Introduction)	20
Review – 2 (Review of Literature and Research Methodology)	20
Review – 3 (Data Analysis, Findings and Conclusion)	20
Viva Voce Examination	40
Total Marks	100

NOTE: If a candidate fails to submit the Mini Project Work And Dissertation Report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

SEMESTER –VII

Course Code	UBA23701T	Course Name	DATA AND INFORMATION SECURITY	Course Category	C	Discipline Specific Course -Core-23	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learningg this course is to:
CLR-1 :	To understand the basics of Information Security
CLR-2 :	To learn the various authentication schemes to simulate different applications
CLR-3 :	To know the legal, ethical and professional issues in Information Security
CLR-4 :	To understand digital signature concept in security
CLR-5 :	To equip the students' knowledge on digital signature, email security and web security
CLR-6 :	To learn web security basics

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Understand the basics of data and information security
CLO-2 :	Understand the legal, ethical and professional issues in information security
CLO-3 :	Understand the various authentication schemes to simulate different applications
CLO-4 :	Understand various security practices and system security standards
CLO-5 :	Understand the Web security protocols for E-Commerce applications
CLO-6 :	Do secured online financial transaction

Learning	1	2	3
Level of Thinking (Bloom)	1	2	3
Expected Proficiency (%)	80	90	95
Expected Attainment (%)	70	80	85

Program Learning Outcomes (PLO)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
Application of Concepts	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
Link with Related Disciplines	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
Procedural Knowledge	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
Skills in Specialization	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
Ability to Utilize Knowledge	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M
Applicability of Skills															
Analyze, Interpret Data															
Investigative Skills															
Problem Solving Skills															
Communication Skills															
Analytical Skills															
ICT Skills															
Professional Behavior															
Life Long Learning															

Duration (hour)	9	9	9	9	9
	INTRODUCTION	SECURITY INVESTIGATION	DIGITAL SIGNATURE AND AUTHENTICATION	E-MAIL AND IP SECURITY	WEB SECURITY
S-1	SLO-1 SLO-2	History, What is Information Security?, Need for Security,	Digital Signature and Authentication Schemes:	E-mail and IP Security	Web Security: Requirements-
S-2	SLO-1 SLO-2	Critical Characteristics of Information Business Needs,	Digital signature	Electronic mail security:	Secure Sockets Layer
S-3	SLO-1 SLO-2	NSTISSC SecurityModel, Attacks	-Digital Signature Schemes and their Variants	Email Architecture	- Objectives-Layers -
S-4	SLO-1 SLO-2	Components of an Information System Legal Ethical and Professional Issues	Digital Signature Standards	-PGP	SSL securecommunication-Protocols
S-5	SLO-1 SLO-2	AnOverview of Computer Security	Authentication	OperationalDescriptions	Transport Level Security.
S-6	SLO-1 SLO-2	Securing the Components	Access Control Matrix	Key management- Trust Model- S/MIME.IP Security	Secure Electronic Transaction-
S-7	SLO-1	Balancing Security and	Policy-Security policies	Requirements Protocols	Overview- Architecture - ESP, Entities DS

Duration (hour)		9 INTRODUCTION	9 SECURITY INVESTIGATION	9 DIGITAL SIGNATURE AND AUTHENTICATION	9 E-MAIL AND IP SECURITY	9 WEB SECURITY
	SLO-2	Access			AH Protocols IPSec Modes —	Verification-
S-8	SLO-1	The SDLC	Confidentiality policies	Applications	Security association	SET processing
	SLO-2					
S-9	SLO-1	The Security SDLC	Integrity policies and Hybrid policies	Kerberos	Key management	
	SLO-2			X.509 Directory Services		

Learning Resource	1. Michael E Whitman and Herbert J Mattord, "Principles of Information Security, CourseTechnology, 6th Edition, 2017.	3. Harold F. Tipton, Micki Krause Nozaki, "Information Security Management Handbook, Volume 6, 6th Edition, 2016.
	2. Stallings William. Cryptography and Network Security: Principles and Practice, Seventh Edition, Pearson Education, 2017	4. Stuart McClure, Joel Scrambray, George Kurtz, "Hacking Exposed", McGraw- Hill, Seventh Edition, 2012.
		5. Matt Bishop, "Computer Security Art and Science, Addison Wesley Reprint Edition, 2015.
		6. Behrouz A Forouzan, DebdeepMukhopadhyay, Cryptography And network security, 3rd Edition, . McGraw-Hill Education, 2015

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.SivagaminathanChandran, Executive - SAS SQL & MACROS	Dr. P.Chandiran , Professor, Loyola Institute of Business Administration, Chennai	Dr. YaseenMaswood. Associate Professor, College of Managemen
Mr.Muthupandian, Director of Technology, Whirldata Labs Private Ltd.,	Dr. M. Ramasubramaniam Associate Professor - Loyola Institute of Business Administration, Chennai.	Dr.J.Dinesh Assistant Professor, College of Management

Course Code	UBA23702T	Course Name	ETHICS AND CORPORATE GOVERNANCE IN BUSINESS	Course Category	C	Discipline Specific Course -Core-24	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1 :	To understand the Business ethics and to provide the best practices of Business Ethics
CLR-2 :	To learn the values and to implement in their career, to become a good manager
CLR-3 :	To imbibe the ethical issues in corporate governance and to adhere to the ethical code
CLR-4 :	To develop various Corporate social responsibility activities and t practice in their professional life

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Student will be able to understand Business Ethics
CLO-2 :	Student will be able to analyze corporate responsibility
CLO-3 :	Students will be able to analyze various ethical codes in corporate governance
CLO-4 :	Students will be able to analyze the employee condition in business ethics
CLO-5 :	Students will be able to analyze corporate conditions
CLO-6 :	Students will be able to understand values, norms and beliefs

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	80	70
3	90	80
3	90	70
3	95	75
3	80	80
3	85	75

Program Learning Outcomes (PLO)															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Fundamental Knowledge Application of Concepts Link with Related Disciplines Procedural Knowledge Skills in Specialization Ability to Utilize Knowledge Applicability of Skills Analyze, Interpret Data Investigative Skills Problem Solving Skills Communication Skills Analytical Skills ICT Skills Professional Behavior Life Long Learning	H	L	L	L	L	M	L	L	L	L	M	L	L	L	H
	M	M	L	M	M	H	L	M	L	M	M	M	M	M	M
	H	M	M	M	M	M	M	M	L	L	L	M	M	M	M
	M	H	M	M	M	L	M	M	L	M	M	M	M	M	M
	H	L	M	L	L	M	M	L	L	L	M	L	L	L	H
	H	L	L	M	L	M	L	M	L	M	M	M	M	M	M

Duration (hour)	9	9	9	9	9
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Duration (hour)		9	9	9	9	9
S-1	SLO-1	Business Ethics- Introduction	Ethical Issues in the Business World	Environmental Protection	Social Responsibilities of Business	Corporate Governance-defined
	SLO-2	Meaning of Business Ethics	Ethical Issues- examples	Meaning and Understanding	Meaning	-Conceptual Framework
S-2	SLO-1	Role of Business Ethics	Types of Ethical Issues	Role of Business in Environmental Protection	Arguments for and against social responsibility	Principles and practices of corporate governance
	SLO--2	Importance of Business Ethics	Practical Examples	Understanding the elements of ethical environment protection	Understanding Social Responsibility	Understanding on principles
S-3	SLO-1	Values in Business	Internal Ethics: Hiring, Employees	Supportive activities to protect environment	Concept of Stakeholder management	Corporate boards and its powers responsibilities and disqualifications
	SLO-2	Value –understanding	Understanding on Ethics and Hiring	Exploring ways to protect environment	Stakeholders advocacy	Identifying responsibilities and disqualifications
S-4	SLO-1	Role of Values in Business	Internal Ethics: Promotion, Discipline.	Proactive solutions for protecting environment	Social Responsibilities of Business towards Shareholders	Corporate Governance Reforms;
	SLO-2	Importance of Values in Business	Understanding and role of ethics	Exploring proactive innovative solutions	Understanding of equal opportunity to all the shareholders	Understanding of areas where reform is required
S-5	SLO-1	Definition of Business Ethics	Internal Ethics: Job Description,	Protecting Natural environment	Ensuring safety and fair & adequate return on shareholders' investment	Reforms in the Companies Act, 2013,
	SLO-2	Nature of Business Ethics with examples	Understanding of Job Description and Ethics	Exploring ways to protect natural environment	Understanding of responsibility towards Shareholder	Understanding and meaning of reforms of companies act
S-6	SLO-1	Business Policy - introduction	Internal Ethics: Exploitation of employees.	Exploring ways to protect physical environmen	Social Responsibilities of Business towards Employees	corporate governance in PSUs and banks
	SLO-2	Business Policy and Ethics	Understanding on Exploitation of Employees and Ethics	Exploring ways to protect physical environment	Incorporating CSR Culture in the company, Encouraging different models of green practices	Understanding of governance in banks and PSU
S-7	SLO-1	Business Strategy	Role of Ethics within business	Society and its role in environmental protection	Social Responsibilities of Business towards Customers,	Sebi guidelines clause 49
	SLO-2	Business Strategy and Ethics	Understanding on Role of ethics within Organisation	Role of corporate in environmental management, waste management and pollution control.	Consumers awareness and willingness to pay for socially responsible corporate behavior	Understanding of fairness and governance issues in Stock exchanges
S-8	SLO-1	Impact of Business Ethics on	Corporates with strong internal ethics	Understanding practical ways environmental management	Social Responsibilities of Business towards Dealers, Vendors	Major Corporate Scandals in India and abroad
	SLO-2	Policy and Strategy	Practical Corporate Examples	Values : Meaning	modes to include suppliers and vendors in sustainability practices	Understanding nature of scandals
S-9	SLO-1	Business Ethics and Role of top	External Ethics: Consumers	Understanding Values	Social Responsibilities of Business towards Government	International Scams : Anderson ,

Duration (hour)		9	9	9	9	9
		management				
	SLO-2	Business examples on Business Ethics and Role of Top Management	Understanding on ethics for consumers	Importance of Values on Stakeholders	Understanding of legal system payment of taxes, public welfare initiatives,	Understanding of Underlying Reasons of International scams
S-10	SLO-1	Business Ethics and the Role of CEO	External Ethics: Fair Prices,	Importance of Values on Stakeholders	Concept of Stakeholder management	International Scams : Enron
	SLO-2	Practical Cases on Business Ethics and Role of CEO	Understanding on Fair Prices and impact	Relationship of Values and Ethics	Understanding on how it is managed	Understanding of Underlying Reasons of International scams
S-11	SLO-1	Business Culture	External Ethics: False Claims	Indian Ethos	Stakeholders advocacy	Indian Scams : Kingfisher , Satyam, Computers
	SLO-2	Meaning and understanding	Understanding on False claims and dealing ethically	Understanding Indian Ethos	Meaning and Understanding	Understanding of Underlying Reasons of Indian scams
S-12		Business Culture	Ethical Issues in the Business World	Elements of Ethos	Social Audit.	Indian Scams : Sahara
		Meaning and Understanding	Exposure on Global Ethical Issues	Explaining Elements	Meaning and understanding	Understanding of Underlying Reasons of Indian scams

Learning Resource		
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	40%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	40%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	20%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1 Mr.Rajan, CEO, XYZ private Ltd, Chennai. drrajan@gmail.com	1.Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai	1.Dr.A.Anbu SRMIST, KTR

Course Code	UBA23703T	Course Name	DIGITAL TECHNOLOGIES AND THE FUTURE OF MANUFACTURING	Course Category	C	Discipline Specific Course -Core-25	L	T	P	O	C
							2	0	2	3	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 : Understand the basics of IOT		1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 : Learn contemporary Industry 4.0 techniques		Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 : Learn the relationship between IIOT and Industry 4.0		Expected Proficiency (%)	Application of Concepts
CLR-4 : Understand usage of sensor in industry		Expected Attainment (%)	Link with Related Disciplines
CLR-5 : Understand the overview of Digital Twin concept in Manufacturing			Procedural Knowledge
CLR-6 : Familiarise the additive manufacturing in manufacturing concept			Skills in Specialization
			Ability to Utilize Knowledge
			Applicability of Skills
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:		
CLO-1 : Able to use Internet of Things in manufacturing		3 80 70	H L L L L M L L L M L L M M M M M
CLO-2 : Apply industry 4.0 concept in automating the manufacturing process		3 90 80	M M L M M H L M L M M M M M M M
CLO-3 : Use sensor in industrial manufacturing process		3 90 70	H M M M M M M M L L L L M M M M M
CLO-4 : Use of digital twin in manufacturing		3 95 75	M H M M M M L M M L M M M M M M M
CLO-5 : Apply additive manufacturing concept in manufacturing		3 80 80	H L M L L M M L L L M L L L L H
CLO-6 : Apply 3D printing in new product development		3 85 75	H L L M L M L M L M M M M M M M M

Duration (hour)	9	9	9	9	9
	Internet of things(IOT)	Overview of Industry 4.0 and Industrial Internet of Things	Industrial Internet of Thing Basics	Overview of Digital Twin	Additive Manufacturing
S-1	SLO-1 Internet of things(IOT)-Introduction SLO-2 IOT architecture	Introduction –Industry 4.0 Industrial revolution : plan of development	Introduction IIOT& Industry 4.0	A simplistic definition to digital twin Basic definition and explanation of what is digital twin	Basic concepts of additive manufacturing
S-2	SLO-1 Application based IOT applications SLO-2 Infrastructure based protocols	The evolution of Industry 4.0 Environmental impact of Industrial resolution	Industrial Internet Systems Design of Industrial Internet systems	The history of digital twin	Basic procedure of additive manufacturing
S-3	SLO-1 Data protocols SLO-2 Transport protocols	Industrial internet Applications of industrial 4.0	Impact of industrial internet Benefits of industrial internet	Features of digital twin	Categoroes of additivemanufacturing
S-4	SLO-1 Cloud Computing SLO-2 Types of cloud	IIot-prerequisites of IIOT Basics of CPS	Industrial sensing	Advantages of digital twin	Applications of additive manufacturing
S-5	SLO-1 Business aspects of cloud virtualisation SLO-2 Key aspects of cloud computing	CPS & IIOT Application of IIOT		Applications of difital twin	Comparison of additive manufacturing and sustainable manufacturing
S-6	SLO-1 Mobile computing SLO-2 Fog computing	Industry 4.0 basics Design requirements of industry 4.0	Traditional sensing	A sample explanation of digital twin	Hybrid manufacturing

Duration (hour)		9 Internet of things(IOT)	9 Overview of Industry 4.0 and Industrial Internet of Things	9 Industrial Internet of Thing Basics	9 Overview of Digital Twin	9 Additive Manufacturing
S-7	SLO-1		Drivers of industry 4.0	Contemporary sensing	Applications of dital twin technology and the metaverse	Challenges and limitations of current additive manufacturing
	SLO-2	Applications of fog computing	Sustainability assessment of industries	Features of IIOT for industrial processes		
S-8	SLO-1	Sensor cloud	Globalisation effects	Viewpoint of industrial processes	Challenges of digital twin	3d Printing
	SLO-2	Applications of Sensor cloud	Social economic effect	Digital enterprises		
S-9	SLO-1	Big data	Characteristics of small business model	Applications of Industrial 4.0	Types of digital twin	Pros and cons of 3D printing
	SLO-2		Various cyber security threat	Business models of IIOT	Digital twin solution and architecture	

Learning Resource	1. Roy, Chandana, et al. Introduction to Industrial Internet of Things and Industry 4.0. United States, CRC Press, 2021.	3. Additive Manufacturing. Netherlands, Elsevier Science, 2021..
	2. Digital Twin Technology: Fundamentals and Applications. United Kingdom, Wiley, 2023.	

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.Milan Kumar. Global Chief Information Officer, WABCO	Dr. Saji K Mathew , Professor, Department of Management Studies, IIT Madras.	Dr. YaseenMaswood. Associate Professor, College of Managemen
Mr. Rajesh ,Software Architect, Secure W 2	Dr. N. Thamaraiselvan , Professor, Department of Management Studies, National Institute of Technology, Tiruchirappalli	Dr.J.Dinesh Assistant Professor, College of Management

Course Code	UBA23704T	Course Name	INTERNATIONAL STRATEGIC HUMAN RESOURCE MANAGEMENT	Course Category	C	Discipline Specific Course -Core-26				
						L	T	P	O	C
						2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learningg this course is to:		
CLR-1 :	Develop a comprehensive understanding of the importance of international strategic HRM in today's global business environment.			
CLR-2 :	Explore the key theories, concepts, and frameworks relevant to international strategic HRM and their practical application.			
CLR-3 :	Analyze the challenges and complexities associated with managing human resources in a global context, including cultural differences, legal frameworks, and labor markets.			
CLR-4 :	Gain insights into the role of HRM in supporting international business strategies and enhancing organizational performance on a global scale.			
CLR-5 :	Understand the impact of globalization on HRM practices and the need for adaptation and flexibility in international HR strategies.			
CLR-6 :	Explore the evolving role of HR professionals in shaping and implementing international HRM strategies aligned with organizational goals.			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Understand the fundamentals of international strategic HRM and its relevance in a global business context.			
CLO-2 :	Analyze the impact of cultural diversity on international HRM practices.			
CLO-3 :	Evaluate the challenges and opportunities of managing a global workforce.			
CLO-4 :	Apply strategic HRM frameworks to develop effective international HR strategies.			
CLO-5 :	Assess the legal, ethical, and social implications of international HRM decisions.			
CLO-6 :	Understand the importance of HR analytics and technology in international HRM practices.			

Learning			
1	2	3	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	

Program Learning Outcomes (PLO)															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning	
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H	
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M	
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M	
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M	
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H	
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M	

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Definition and Scope of International Strategic HRM	Strategic HR Planning in International Organizations	Definition and Importance of Cross-Cultural Management	Factors influencing Global Business Environment	Introduction to Emerging Trends in International HRM
	SLO-2	Historical Evolution of International HRM	HR Strategies for Global Expansion	Impact of Culture on International Business	Aligning HR Strategy with Organizational Goals-I	Globalization and Its Impact on HRM Practices
S-2	SLO-1	Challenges and Opportunities in International HRM	International Business Environment and HRM	Cultural Intelligence and its Significance	Aligning HR Strategy with Organizational Goals-II	Digitalization and HR Technology in Global Organizations
	SLO-2	The role of HR professionals in global organizations	Impact of Political and Legal Factors on Global HRM	Cultural Sensitivity and Adaptability	Assessing Global HR Needs and Demographics	Artificial Intelligence in International HRM

Duration (hour)		15	15	15	15	15
S-3	SLO-1	HR Planning in the Global Context-I	Economic Factors and Global HRM Strategies	Cross-Cultural Communication Strategies	Analyzing Cultural Factors in International HR Strategy	Agile HR Practices for Global Flexibility
	SLO-2	HR Planning in the Global Context-II	Talent Acquisition and Selection in Global Markets	Cross-Cultural Negotiation and Conflict Resolution	Global Talent Acquisition and Recruitment Strategies	HR Analytics and Metrics in International Contexts
S-4	SLO-1	Importance of Cultural Intelligence in Global HRM	Technological Trends in International HRM-I	Managing Diversity in a Global Context-I	Global HR Planning and Forecasting	Remote Talent Acquisition and Onboarding
	SLO-2	Managing cross-cultural teams and virtual teams-I	Technological Trends in International HRM-II	Managing Diversity in a Global Context-II	International Talent Management and Succession Planning	Sustainability and Corporate Social Responsibility in Global HRM
S-5	SLO-1	Managing cross-cultural teams and virtual teams-II	Environmental Sustainability and HRM	Cultural Differences in Leadership Styles	Knowledge Transfer and Knowledge Management in MNCs-I	Employee Well-being and Mental Health in Global Workplace
	SLO-2	Impact of Globalization on HRM-I	Managing International Joint Ventures and Alliances	Cross-Cultural Leadership Competencies	Knowledge Transfer and Knowledge Management in MNCs-II	Future of Remote Work and Virtual Teams
S-6	SLO-1	Impact of Globalization on HRM-II	Mergers and Acquisitions: HR Challenges and Strategies-I	Leading Virtual and Remote Cross-Cultural Teams-I	Building Global Organizational Culture	HRM in Crisis and Change Management
	SLO-2	International HRM and employee relations-I	Mergers and Acquisitions: HR Challenges and Strategies-II	Leading Virtual and Remote Cross-Cultural Teams-II	Strategic HRM and Competitive Advantage in Global Market	Talent Acquisition and Employer Branding in a Global Context
S-7	SLO-1	International HRM and employee relations-II	International Assignment Policies and Practices-I	Team Dynamics in Diverse Cultural Settings	Performance Appraisal and Feedback in International Contexts	Flexible Work Arrangements and Remote Workforce Management
	SLO-2	Cross-Cultural Communication in International Organizations	International Assignment Policies and Practices-II	Communication Strategies for Cross-Cultural Teams	Global Compensation Strategies	Workforce Localization and Global Staffing Strategies
S-8	SLO-1	Cross-cultural leadership and its implications for HRM	Repatriation and Knowledge Transfer-I	Conflict Resolution in Cross-Cultural Teams	Incentives and Rewards in Global HRM	Data Analytics and HR Metrics in International HRM
	SLO-2	HRM issues in international joint ventures and strategic alliances	Repatriation and Knowledge Transfer-II	Decision Making in Cross-Cultural Teams	Global Employee Engagement and Retention	Sustainability and Corporate Social Responsibility in Global HRM
S-9	SLO-1	HRM Strategies for Expatriate Management	Leadership Development in a Global Context-I	Trust and Relationship Building across Cultures	Work-Life Balance in a Global Workforce	Employee Well-being and Work-Life Balance in International Settings
	SLO-2	Global Staffing Approaches:Ethnocentric	Leadership Development in a Global Context-II	Cultural Influences on Team Performance	HRM in Virtual and Remote Work Arrangements	Talent Development and Succession Planning in a Global Context
S-10	SLO-1	Global Staffing Approaches:Polycentric	Succession Planning in International Organizations	Effective Cross-Cultural Team Meetings-I	Developing Global HR Policies and Procedures-I	Change Management and Organizational Development in Global Companies
	SLO-2	Global Staffing Approaches:Geocentric	Global Employer Branding and Employee Value Proposition	Effective Cross-Cultural Team Meetings-II	Developing Global HR Policies and Procedures-II	Global Performance Management and Feedback Systems
S-11	SLO-1	Training and Development for Global Employees	HRM Challenges in Emerging Markets-I	Building Trust and Relationships across Cultures	Global Compensation and Benefits Planning	Ethical Considerations in International HRM
	SLO-2	Performance management in a global context-I	HRM Challenges in Emerging Markets-II	Cultural Influences on Decision Making in Teams	Managing Expatriate Assignments and Cross-Cultural Training	HRM Challenges in Emerging Markets
S-12	SLO-1	Performance management in a global context-II	Cross-Border Mergers and Acquisitions: HRM Considerations	Decision Making in Cross-Cultural Teams	Enhancing Employee Engagement and Retention-I	Managing Cultural Differences in International Mergers and Acquisitions
	SLO-2	Compensation and Benefits in International Assignments	HR Technology and Automation in International HRM	Cross-Cultural Training and Development for Managers	Enhancing Employee Engagement and Retention-II	The Role of HR in Navigating Political and Legal Complexity in Global HRM
S-13	SLO-1	International Employee Relations and Legal Issues	Recruitment through social media and digital platforms-I	Motivating and Engaging a Diverse Workforce-I	Ensuring Compliance with International Employment Laws	Employer-Employee Relations in Global Workplaces
	SLO-2	Cultural dimensions and their impact on international HRM-I	Recruitment through social media and digital platforms-II	Ethical Leadership in Cross-Cultural Contexts	Analyzing effectiveness HR Data for Strategic Decision-Making	HRM in the Gig Economy and Freelancer Management

Duration (hour)		15	15	15	15	15
S-14	SLO-1	Cultural dimensions and their impact on international HRM-II	Diversity and Inclusion in Global Workforce	Ethical Decision Making in Global Organizations	Adapting HR Strategies to Cultural and Legal Differences	Employee Engagement Strategies for Global Workforces
	SLO-2	Ethical considerations in international HRM	Cross-Cultural Training and Development-I	Corporate Social Responsibility in Cross-Cultural Contexts	Flexibility and Agility in International HR Management	HRM Practices for Cross-Border Joint Ventures
S-15	SLO-1	The role of HR technology in global HRM-I	Cross-Cultural Training and Development-II	Sustainability and Environmental Practices across Cultures	Addressing Challenges and Mitigating Risks in Global HRM	Emerging Issues in International HRM Research
	SLO-2	Case Study: Managing Cultural Diversity in a Multinational Corporation	Case Study: Strategic HR Planning in a Transnational Corporation	Case Study: Leadership Challenges in a Multinational Team	Case Study: Developing Global HR Strategies for a Transnational Corporation	Case Study: Implementing Innovative HRM Practices in a Global Company

Learning Resource	1. Dowling, P., Festing, M., & Engle, A. D. (2019). International human resource management, (7th Edition), Cengage India Private Limited.	4. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6th Edition, 2011. Jan Carmichael, et.al. Leadership and Management Development, Oxford Publications, 2011. 5. Uday Kumar Haldar, Leadership And Team Building, Oxford Publications, 2011
	2. K Aswathappa and Sadhna Dash (2020). International human resource management, (3rd Edition), McGraw Hill Education. 3. P. Subba Rao (2015). International Human Resource Management, (Second Edition), Himalaya Publishing House	

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%	20%	-
Total		100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr.Rajan, CEO, XYZ private Ltd, Chennai. drrajan@gmail.com	1.Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai	1. Dr. J. Rajalakshmi, SRMIST
		2. Dr.A. Gajendran, SRMIST.

Course Code	UBA23705T	Course Name	INDUSTRIAL RELATION MANAGEMENT	Course Category	C	Discipline Specific Course -Core-27					L	T	P	o	C
											2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	To provide exposure to trade unions, techniques, and approaches to manage Industrial Relations.			
CLR-2 :	To understand the framework of the Industrial environment & mechanism for Settlement of Industrial Disputes and grievance mechanisms.			
CLR-3 :	To know the importance of labour welfare andworkers' participation in management.			
CLR-4 :	To equip the students with knowledge of Industrial Safety, and Working conditions.			
CLR-5 :	To understand the provisions relating to special categories of labour.			
CLR-6 :	To impart the students with the intricacies ofindustrial relations so that a healthy environment is developed for the functioning ofemployees			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Introduction to Industrial relations Definition	Introduction to Industrial Disputes	Emergence and Objectives of Labour Administration	Introduction to Industrial Safety
	SLO-2	Concept and Scope	Concepts and Forms of Industrial Disputes	ILO, ILC, and Indian Constitutional Provisions in Relation to Labor Administration	Accidents- Definition, Causes of accidents and Types of Industrial Accidents.
S-2	SLO-1	Objectives of Industrial Relations	Industrial Dispute Act, 1947	Introduction to labour Welfare	Provisions regarding the Safety of workers
	SLO-2	Factors affecting IR in changing environment.	Causes of Industrial Disputes	Evolution of labour welfare	Prevention of industrial Accidents
S-3	SLO-1	Approaches to Industrial Relations	Authorities for Settlement	Concept and Scope	Safety Committee
	SLO-2	Problems of Industrial Relations.	Mechanism of Settlement disputes under the Industrial Dispute Act	Labour welfare officer	Introduction to Industrial Health and Hygiene
S-4	SLO-1	Managing Industrial Relations changes	Measures Taken by Government for Prevention of Disputes	Labour welfare services	Importance of Workers' health
	SLO-2	Trade Union Act 1926	Works committee	Labour Welfare measures- Types	Provisions regarding the Health of Workers

Duration (hour)		15	15	15	15	15
S-5	SLO-1	Trade Union - Origin and Growth.	Conciliation	Statutory measures	Occupational hazards	Right of children for Education
	SLO-2	Objectives of Trade Unions	Role of Conciliator	Non – Statutory Measures	Types of Hazards	Constitutional Rights of A Child
S-6	SLO-1	History of the Trade Union Movement	Adjudication - Meaning	Labour welfare funds	Chemical and Biological hazards	Female Labour
	SLO-2	Unions after Independence	Types of Adjudication	Tripartite Advisory Committee	Physical and Ergonomic hazards	Provisions for Female Workers in Various Acts
S-7	SLO-1	Unions in the era of liberalization	Arbitration- Meaning	Education and Training program	Occupational Diseases	Special step taken to promote welfare and development of female workers in India
	SLO-2	Functions of Trade Unions	Types of Arbitration	Workers Education Scheme in India	Recommendations of the National Commission on Labour.	Construction labour
S-8	SLO-1	Types of Trade Union	Industrial Tribunals	Worker Participation in management	Psychological Problems	Building and Other Construction Works (Regulation of Employment and Working Condition) Act, 1996
	SLO-2	Blue collar unions	Collective Bargaining - Meaning	Need and Scope	Counseling	Disabled Labor – Advantages and Disadvantages
S-9	SLO-1	White collar unions	Process	Barriers	Importance of Counseling	Social Security – Objectives
	SLO-2	Code of Discipline in Industry	Model of collective bargaining in India	Determinants of WPM in India	Objectives of counseling	Features of Social Security

Learning Resource	<ol style="list-style-type: none"> 1. Pc Tripathi, Cb Gupta, Nd Kapoor, (2012), Industrial Relations & Labour Laws, Sultan Chand & Sons Publications, New Delhi 2. Srivastava, S.C., Industrial Relations and Labour Law, Vikas Publishers, New Delhi 3. P.R.N. Sinha and Sinha Indu Bala (2017), Industrial Relations, Trade Unions and Labour Legislation, Pearson Education; Third edition. 4. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws Tata McGrawHill, 2016. 	. Sivarethinamohan, INDUSTRIAL RELATIONS AND LABOUR WELFARE, PHI Learning, New Delhi, 2010.
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	40%	40%	40%	40%	40%	40%	30%	30%		30%	-
	Understand											
Level 2	Apply	40%	40%	40%	40%	40%	40%	40%	40%		50%	-
	Analyze											
Level 3	Evaluate	20%	20%	20%	20%	20%	20%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Ms.T.Srimathi, AP, SRMIST, VDP

Course Code	UBA23E29T	Course Name	FINANCIAL DERIVATIVES	Course Category	E	Discipline Specific Domain Elective Courses -08	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learningg this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :		A basic understanding of the derivatives market is imperative for any manager as all managers are financial managers at some point. Thus this unit provides a basic understanding of the derivatives market and the concept of interest rates with respect to derivatives.			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :		A financial manager should have a basic understanding of the difference forwards and futures to frame profitable investment strategies for his firm. This unit provides a clear understanding of the various derivative instruments including the option trading strategies.			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :		In order to understand options and their working, a thorough understanding of the models used for option pricing is essential. These complex models provide the basis for profitable investment strategies in options. This unit dissects these complex option pricing models for better understanding of students.																				
CLR-4 :		Swaps are one another significant derivative instrument and this unit provides a basic understanding of swaps and it's types.																				
CLR-5 :		This unit provides a thorough understanding of other types of derivative instruments which is essential for managers in order to plan for profitable investment strategies.																				
CLR-6 :		A thorough understanding of all the derivative instruments and their working and significance in stock market.																				
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			3	80	70	H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLO-1 :		Understand the concept of derivatives and interest rates associated with it.			3	80	70	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CLO-2 :		Analyze the difference between futures and forwards contracts.			3	90	80	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
CLO-3 :		Apply the logic behind the complex option pricing models to derive at successful option trading strategies.			3	90	70	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-4 :		Apply swaps to the create value.			3	95	75	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
CLO-5 :		Understand all other types of derivative instruments.			3	80	80	H	L	L	-	L	M	L	M	L	M	-	-	-	L	M
CLO-6 :		Create successful strategies for generating profit through the various derivative instruments.			3	85	75															

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to exchange traded markets.	Introduction to a future contract	Basics of options	Introduction to swaps
	SLO-2	Introduction to OTC markets.	Introduction to forward contracts	Terminologies used in options	Types of swaps
S-2	SLO-1	Introduction to derivatives	Basic differences between forwards	Types of options	Currency swaps
					Risk management using derivatives
					Risk management using derivatives
					Exotic derivatives

Duration (hour)		9	9	9	9	9
			and futures contract			
	SLO-2	Types of derivatives	Specifications of forwards and futures contracts	European options	Equity swaps	Exotic derivatives
S-3	SLO-1	Forwards	Types of traders and types of orders	American option	Mechanics of interest rate swaps	Weather derivatives
	SLO-2	Futures	Types of traders and types of orders	Difference between European and American options	Types of interest rate swaps	Weather derivatives
S-4	SLO-1	Options	Pricing of futures	Other types of options	The nature of swap rates	Credit derivatives
	SLO-2	Swaps	Pricing of forwards	Call option	Determine the LIBOR	Credit derivatives
S-5	SLO-1	Necessity for derivatives	Introduction to options	Break-even of call option	Value of interest rate swaps	Real derivatives
	SLO-2	Importance of derivatives in Indian Financial Market	Basics of option pricing strategy	Put option	Term structure effects	Real derivatives
S-6	SLO-1	Real world examples of derivatives	Commodity derivatives	Break-even of put option	Fixed for fixed currency swaps	Scenario analysis and simulation
	SLO-2	Real world examples of derivatives	Commodity derivatives	Introduction to option pricing models	Valuation of fixed for fixed currency swaps	Scenario analysis and simulation
S-7	SLO-1	Introduction to valuation of derivatives	Currency derivatives	Significance of option pricing	Other currency swaps	Developments in the area of derivatives trading
	SLO-2	Discounting concept and it's relevance	Currency derivatives	Black Scholes Model – Working, Assumptions	Credit risk	Developments in the area of derivatives trading
S-8	SLO-1	Compounding concept and it's relevance.	Currency futures	Problems in black scholes option pricing model	Other types of swaps	Trends in the area of derivatives trading
	SLO-2	Problems in discounting and compounding concept	Currency futures	Bionomial Model – Working, Assumptions	Pricing	Trends in the area of derivatives trading
S-9	SLO-1	Time value of money	Interest rate futures	Problems in bionomial models	Pricing	Other derivatives
	SLO-2	Continuous compounding and it's significance	Index futures	Volatility	Financial derivatives in Indian financial markets	Trends in the area of Financial derivatives

Learning Resource	<ol style="list-style-type: none"> 1. Hull, John C, Options, Options, futures and other derivatives, Prentice Hall of India, 10th edition, 2016 2. Ranganatham and Madhumathi, Derivatives and Risk Management, Pearson, 2017 3. Kevin, S, Commodity and Financial Derivatives, PHI, 2016 4. Rajiv Srivastav, Derivatives and Risk Management, Oxford University Press, 2015
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		Theory	Practice
	Understand										30%	-
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze										50%	-
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create									20%	-	
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Velan Silas, CA & CEO VV Associates	Dr. Sharon Sophia, Assistant Professor, VIT Business School, VIT University Chennai.	Dr Maria Evelyn Jucunda. M
Mr. Arul Leo, Assistant Vice-President, Citi Bank	Dr. Govindarajan, K L University, Hyderabad.	Dr . Vinitha. K

Course Code	UBA23E30T	Course Name	GLOBAL AND STRATEGIC LEADERSHIP	Course Category	C	Discipline specific domain elective courses-08	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Remember the cultural characteristics of Leadership	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Understand the strategies involved in the conflict resolution																		
CLR-3 :	Analyze the inter cultural leaership																		
CLR-4 :	Evaluate the importance of strategic leadership																		
CLR-5 :	Analyze the barriers to effective leadership																		
CLR-6 :	Create concepts and Familiarize the implications of Global and strategic leadership																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)															
CLO-1 :	To be able to manage cultural diversity in Leadership	3	80	70										2					3
CLO-2 :	Expertize in conflict resolution and team building	3	90	80							1			3	2				
CLO-3 :	To identify and cultivate global mind set in leadership	3	90	70		2												3	
CLO-4 :	To understand organizations and apply effective strategic leadership	3	95	75					3		2		1						
CLO-5 :	Identifying barriers of leadership and understand negotiation	3	80	80									2	3					
CLO-6 :	Expertize in leadership attributes and global exposure.	3	85	75					3		2								1

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to Cultural characteristics, societal culture and Leadership	Leadership and Conflict resolution	Global Leadership	Strategic Leadership
S-2	SLO-1	Implications, need and purpose	Introduction to Virtual team leadership	Defining Global leadership	Introduction to Strategic Leadership
S-3	SLO-1	Cultural Influences on Leadership	Collaborative approach	Purpose and need	Importance
S-4	SLO-2	Cultural Influences on Leadership	Collaborative approach	Impact of global leadership	Intellectual side of Leadership
S-5	SLO-1	Theoretical reasons for understanding cultural Influence	Conflict resolution and Leadership Mindfulness	Intercultural communication competence	Intellectual side of Leadership
S-6	SLO-2		Conflict resolution and Leadership Mindfulness	Intercultural communication competence	Understanding Organization
S-7	SLO-1	proliferation of cross-cultural leadership	Educational leadership sustainability	Leveraging diversity and inclusion	Different leadership responsibilities
S-8	SLO-2	proliferation of cross-cultural leadership-Extension	Educational leadership sustainability	Leveraging diversity and inclusion	Different leadership responsibilities
S-9	SLO-1	Six global Leadership behaviors	– Emergence of spiritual leadership	Managing intercultural conflict	Functions
S-10	SLO-2	Six global Leadership behaviors	– Emergence of spiritual leadership	Managing intercultural conflict	Functions
S-11	SLO-1	Factors of society affecting leadership	Uncertainty avoidance	cultivating global mindset	Nature of strategic thinking
S-12	SLO-2	Factors of culture affecting leadership	In-group collectivism	cultivating global mindset	Nature of strategic thinking
S-13	SLO-1	Linking Cognitive psychology to cross-	Institutional collectivism	Transactional Global Leadership	Importance of Teamwork
S-14					
S-15					
S-16					
S-17					
S-18					
S-19					
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S-100					

Duration (hour)		9	9	9	9	9
		cultural leadership				
	SLO-2	Cultural Value dimensions	Creative leadership approaches	Participative Global Leadership	Eight hallmarks of a high-performance Team	Managing attitudes
S-8	SLO-1	Team oriented leadership	Creative leadership approaches	Transformational Global Leadership	Eight hallmarks of a high-performance Team	Despite Forces outside your control
	SLO-2	Participative Leadership	Innovateadership	Directive Global Leadership	Harmony at work	Management Renewal challenges.
S-9	SLO-1	Implicit leadership theories.	perceptions and consequences	Leading in the new millennium	Building partnerships	Management Renewal challenges.
	SLO-2	Implicit leadership theories.	Case Study analysis	Case Study analysis	Case Study analysis	Case Study analysis

Learning Resource		
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr Rathinavel Raja, Woory Automotives	Dr Khaja Sheriff, Professor, DOMS, Univesity of Madras	Dr.Vijay Raja, Asst Professor, SRMIST
Mr.Govardhan, Rane Industries	Dr. Magesh, Professor and Head, DOMS, Anna University	Dr. Srinivasan. Asst Professor, SRMIST

Course Code	UBA23E31T	Course Name	VIRAL AND INFLUENCER MARKETING	Course Category	E	Discipline Specific Domain Elective Courses -08	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the origin of viral marketing, laws and theories behind it and various medias using viral marketing	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Familiarize the characteristics and tool of viral marketing, its commercial contents, viral advertising, releasing the virus and negative viral campaigns.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Comprehend the importance of influencer marketing, popular influencer sectors in the market, advantages of influencer marketing and how to use influencers.				H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLR-4 :	Acquaint the major platforms of influencer marketing, understanding various types of media, and legal impacts of influencer marketing.				M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CLR-5 :	Know the online fraud tactics and bad practices in influencer marketing, various types of influencers and finding appropriate influencers.				H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:				M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-1 :	Elicit the inception of viral marketing, theories of viral marketing and various medias using viral marketing	3	80	70	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
CLO-2 :	Explain appropriate tools of viral marketing, viral advertising and how virus is released and about negative viral campaigns.	3	90	80	M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CLO-3 :	Elucidate the importance of influencer marketing, popular sectors in the market and how to use and how not to use influencers.	3	90	70	H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
CLO-4 :	Explicate major platforms of influencer marketing, various types of media to publish contents and legal impacts of influencer marketing.	3	95	75	M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
CLO-5 :	Explain online fraud tactics and bad practices in influencer marketing, various types of influencers and finding appropriate influencers.	3	80	80	H	L	M	-	L	-	M	-	L	L	L	-	-	L	H

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Introduction to viral marketing: Birth of a virus	Viral marketing characteristics and tools: An introduction	Influencer marketing: A brief history	The major platforms of influencer marketing
	SLO-2	Introduction to viral marketing: Birth of a virus	Viral marketing characteristics and tools: An introduction	Why do people follow content creators?	Instagram and its influence
S-2	SLO-1	Word-of-Mouth, Buzz, and Viral	Contragion: provocation and shock	Why do people follow content creators?	What makes a great YouTube channel? and YouTube algorithm
	SLO-2	Word-of-Mouth, Buzz, and Viral	Contragion: provocation and shock	What influencer market isn't	How do brands build their influencer strategy into LinkedIn? and top LinkedIn influencers
S-3	SLO-1	The social network and viral marketing	Contragion: Incongruity and surprise	Popular influencer sectors: fashion and beauty, and gaming	Twitter algorithm, twitter influencers
	SLO-2	The social network and viral marketing	Contragion: Incongruity and surprise	Popular influencer sectors: fashion and	Creating a Twitter watch party,

Duration (hour)		9	9	9	9	9
				beauty, and gaming	Competitions and promotions, thought leader articles and conferences	
S-4	SLO-1	Social network theory	Commercial content viral tools and platforms: Business web pages	Popular influencer sectors: food and drink	Facebook, its opportunities and influences	Working with influencers: common characteristics
	SLO-2	Social network theory	Commercial content viral tools and platforms: Social media communication	Popular influencer sectors: music and film	Snapchat and snapchatters to follow	Working with influencers: common characteristics
S-5	SLO-1	Network laws and benefits: Metcalfe's Law, Moore's Law	Commercial content viral tools and platforms: Mobile sites and applications	Popular influencer sectors: parenting, technology and travel	TikTok, TikTok ads and TikTok influencers	Calculating influence and negotiating influencers
	SLO-2	Network laws and benefits: Reed's Law, Beckstrom's Law	User generated content	Popular influencer sectors: parenting, technology and travel	Pinterest and Twitch, and its influencers	Calculating influence and negotiating influencers
S-6	SLO-1	Network laws and benefits: Dunbar's Number, Six (or Less) Degrees of Separation	Viral advertising: Emotions	The advantages of influencer marketing	Understanding the media: paid media, owned media	Different types of influencers
	SLO-2	Network laws and benefits: Dunbar's Number, Six (or Less) Degrees of Separation	Viral advertising: Humorous appeals	The advantages of influencer marketing	Understanding the media: earned media and shared media	Different types of influencers
S-7	SLO-1	Viral marketing media: Social media platforms	Viral advertising: Sexual appeals	Influencer marketing and brands	Legal impacts of influencer marketing: the influencer campaign contract	Content creation
	SLO-2	Viral marketing media: Top social media websites	Viral advertising: Negative emotions and social messages	Influencer marketing and brands	Rules and regulations: key actors, general principles and rules	The role of influencer marketing manager
S-8	SLO-1	Viral marketing media: Facebook, Instagram	Releasing the virus: Market mavens and interpersonal resources	Influencer marketing in the marketing mix	Federal trades and guidelines	Finding influencers: direct reach
	SLO-2	Viral marketing media: YouTube, Twitter	Releasing the virus: Stealth viral marketing	Influencer marketing in the marketing mix	What counts as an ad? What counts as a payment?	Finding influencers: dedicated platforms
S-9	SLO-1	Viral marketing media: LinkedIn, Pinterest	Negative viral campaigns: Positive becoming negative	How to use and how not to use influencers	Artificial intelligence	Finding influencers: working with agencies
	SLO-2	Viral marketing media: Tumblr, and others	Negative viral campaigns: Negative is positive	How to use and how not to use influencers	Artificial intelligence	Finding influencers: networking

Learning Resource	Unit 1 and 2: Maria Petrescu, Viral Marketing and Social Networks, Business Expert Press, LLC, New York, 2014. Link to download this textbook: https://tinyurl.com/36athey Unit 3, 4 and 5: Gordon Glenister, Influencer Marketing Strategy: How to create successful influencer marketing, Kogan Page Ltd., UK, 2021. Link to download this textbook: https://tinyurl.com/yc288krw
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Dr. Sriram M., Assistant Professor SRMIST-KTR

Course Code	UBA23E32T	Course Name	SERVICE OPERATIONS MANAGEMENT	Course Category	E	Discipline Specific Domain Elective Courses -08	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Program Learning Outcomes (PLO)														
CLR-1 :		To learn Service Operations and its evolution, growth, characteristics, classification			1 2 3 4 5 6 7 8 9 10 11 12 13 14 15														
CLR-2 :		To understand the Service management in international arena and service strategy			Fundamental Knowledge														
CLR-3 :		To develop service innovations and technology, design and delivery & services in HRM			Application of Concepts														
CLR-4 :		To understand the forecasting demand of services, demand & supply, Queuing & simulation			Link with Related Disciplines														
CLR-5 :		To learn about Project management, service quality, service productivity and TQM			Procedural Knowledge														
CLR-6 :		To acquire the knowledge about the latest trends in service operations industry			Skills in Specialization														
					Ability to Utilize Knowledge														
					Applicability of Skills														
					Analyze, Interpret Data														
					Investigative Skills														
					Problem Solving Skills														
					Communication Skills														
					Analytical Skills														
					ICT Skills														
					Professional Behavior														
					Life Long Learning														

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Service Industry	Service Operations	Service innovations	Forecasting demand for service
	SLO-2	Service Industry with Indian Perspective	Introduction to Service Operation	Process of service innovations	Meaning for service demand
S-2	SLO-1	Evolution service marketing	Characteristics for service operations	Technologies for service operation	Managing Demand in services
					Service Quality Gap Model

Duration (hour)		9	9	9	9	9
	SLO-2	Crawling out and Erect Stages	On stage and Off Stage	Stages in implementing technology in service	Matching demand with services (Stages)	Gap Analysis
S-3	SLO-1	Growth of service marketing	Service Management	Technology and its Impact	Supporting facility	Service Quality
	SLO-2	Characteristics of service marketing	Importance of service management	automation, e-commerce	Service scapes,	Measuring Service Quality
S-4	SLO-1	Difference between Product and Service	Hurdles in service management	Service blueprint	Facility design	SERVQUAL
	SLO-2	Classification of Service Management	Service Management in the international Arena	Service Design	Service facility layout.	SERVQUAL Dimensions
S-5	SLO-1	Services towards Society	Service Strategy	Design elements	Service Facility Location	Walk-through Audit
	SLO-2	Nature of services	Types of service strategy	Service Delivery	Service Facility Location	Quality service by design
S-6	SLO-1	Service Encounters	Competitiveness	Work measurement in services	facility location techniques	Service Recovery
	SLO-2	Customers as the focus of service Management	Competitive Advantage in services	Locating Facilities	Managing Supply in services	Service Guarantees
S-7	SLO-1	Service Strategy	service-dominant logic	Layout Design	Queuing	Process Improvement
	SLO-2	Strategic service vision	Opensystems view	Process structure	Managing Waiting Lines	productivity improvement with DEA-Data Envelopment Analysis (DEA)
S-8	SLO-1	competitive environment	Service Package	Service profit chain	Simulation	quality tools
	SLO-2	generic strategies	Service Encounter – triad,	Service Mix	Vehicle Routing	Six Sigma in Service Industry
S-9	SLO-1	Role of information technology	creating service orientation	New Service Development	Linear applications for service	Benchmarking
	SLO-2	stages in service firm competitiveness	Interface– service decoupling	Human Resource Management in services	Service Inventory System	Quality improvement programs

Learning Resource	1. James A. Fitzsimmons, Mona J, Fitzsimmons, Sanjeev Bordoloi, Service Management – Operations, Strategy, Information Technology, McGraw-Hill Education – 8th Edition 2018. Robert Johnston, Graham Clark-Service Operations Management, 3rd Edition, , 2016	4. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3rd Ed., Irwin/McGraw-Hill
	2. Cengiz Haksever, Barry Render, Service Management, Pearson Education, 2013 3. Richard D. Metters, Successful Service Operations Management, Cengage Learning, 2nd Edition, 2012.	4. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2nd Edition, 2005. 6. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006.

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	

	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Dr.Kumar, Madras Engineering Industries Pvt. Ltd	1. Dr.B.Devamaindhan., Assistant Professor, Institute of Distance Education, University of Madras.	1.Dr.T.Rekha Kiran Kumar, HOD BBA, SRMIST-RMP

Course Code	UBA23E33T	Course Name	BEHAVIOURAL FINANCE	Course Category	E	Discipline Specific Domain Elective Courses -09	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Program Learning Outcomes (PLO)														
CLR-1	To introduce the new field of behavioural finance and underline its importance as a driving force in the global markets.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2	To provide the conceptual framework of behavioural finance based on traditional and modern theories	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3	To impart the psychological aspects and challenges underlying the issue of rational and irrational behaviour				H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLR-4	To demonstrate the impact of news and timing from the corporate angle and highlight the ramifications of effective news communication.				M	H	L	-	L	H	L	-	L	M	M	-	-	L	H
CLR-5					H	H	M	-	-	M	M	-	L	L	M	-	-	L	M
CLR-6					M	H	M	-	L	H	M	-	L	H	-	-	-	L	H
					H	L	M	-	L	-	M	-	L	H	L	-	-	L	H
					H	M	M	-	L	M	L	M	L	M	-	-	-	L	M
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																	
CLO-1	To understand psychological processes behind human financial decision-making	3	80	70															
CLO-2	To Know why psychology is useful for understanding financial problems	3	90	80															
CLO-3	To Acquire knowledge of major trends in the disciplines of finance and psychology	3	90	70															
CLO-4	To understand the various effects like endowment, disposition etc	3	95	75															
CLO-5	To understand investors' behaviour in secondary markets	3	80	80															
CLO-6	To Critically evaluate psychological mechanisms underlying anomalies in finance markets	3	85	75															

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Introduction to Behavioral Finance	Building blocks of Behavioural Finance	Behavioural Finance	Behavioral Corporate Finance	Investor Behaviour
	SLO-2	Overview	Utility Function	Introduction	Introduction	Introduction
S-2	SLO-1	History of Behavioral Finance	Preference Functions	Basics of Behavioural Finance	Concept	The Psychology of Financial Markets and Investor Behaviour
	SLO-2	From standard finance to behavioral finance	Expected Utility Theory [EUT]	Behavioral Factors and Financial Markets	Objectives	Prospect Theory
S-3	SLO-1	Nature, scope, objectives and application	Rational Thinking	The Efficient Markets Hypothesis	Scope and need	Mental Accounting
	SLO-2	Investment Decision Cycle	Arguments for EUT	Fundamental Information and Financial Markets	Significance	Investors Disposition Effect
S-4	SLO-1	Judgment under Uncertainty	Objectives on Expected Utility Theory	Information available for Market Participants and Market Efficiency	Application	Emotions and Decision – Making
	SLO-2	Cognitive information perception	Decision making under risk and uncertainty	Market Predictability	Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy	Experimental measurement of risk
S-5	SLO-1	Peculiarities (biases) of quantitative and numerical information perception	Expected utility as a basis for decision-making	The Concept of limits of Arbitrage Model	Capital Structure dependence on Market Timing	Measuring Risk
	SLO-2	Representativeness	Theories based on Expected Utility Concept	Asset management	Systematic approach to using behavioral factors in corporate decision making.	Emotional mechanisms in modulating risk - taking attitude
S-6	SLO-1	Anchoring	Investor rationality	behavioral factors	External Factors and Investor Behavior	Neurophysiology of risk taking
	SLO-2	Belief perseverance	market efficiency	Demand by arbitrageurs	Mechanisms of the External Factor influence on risk perception and attitudes	Personality traits and risk attitudes in different domain
S-7	SLO-1	Overconfidence	arbitrage	Professional arbitrage	Connection to human psychophysiology and emotional regulation Active	External factors and investor behaviour
	SLO-2	Optimism	Fundamental Risk	Destabilizing informed trading	portfolio management the source of the systematic underperformance.	investor behaviour
S-8	SLO-1	wishful thinking	Noise Trader Risk	Active Portfolio Management	Empirical data on dividend presence or absence	Fear & Greed in Financial Market
	SLO-2	Overreaction	Implementation cost	return statistics and sources of systematic underperformance	ex-dividend day behaviour	Emotions and financial markets
S-9	SLO-1	Conservatism	evidence of limits to arbitrage	Fundamental information and technical analysis	Timing of good and bad corporate news announcement	Geomagnetic storm
	SLO-2	Self- attribution	Exponential discounting and Hyperbolic discounting	the case for psychological influence.	Systematic approach of using behavioural factors in corporate decision-making	Statistical methodology for capturing the effects of external influence onto stock market returns

Learning Resource	1. Forbes, William, "Behavioural Finance", Student ed, Wiley Publication 2. Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves 3. Chandra, Behavioral Finance Paperback – 1 Jul 2017, McGraw–Hill Education	Sulphery M.M., Behavioral Finance Paperback – 2014, PHI Learning Private Limited
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			

Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Ms.S.Subashree, Assistant Professor, Department of Business Administration, SRM IST, VDP Campus.

Course Code	UBA23E34T	Course Name	HR ANALYTICS AND METRICS	Course Category	E	Discipline Specific Domain Elective Courses -09	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Have an understanding of How HR function adds value and demonstrates the value in business terms			
CLR-2 :	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.			
CLR-3 :	Convert soft factors in a people management context into measurable variables across various domains.			
CLR-4 :	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization.			
CLR-5 :	Students will be able to summarize and express (oral and written)their views on decision			
CLR-6 :	Studentswillbeabletoact as the link between HR and the business			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Remember Evolution of HR analyticsand its Importance			
CLO-2 :	UnderstandHRA Frameworks			
CLO-3 :	Apply Basics of HR Analytics			
CLO-4 :	AnalysetheInsight into Data Driven HRA.			
CLO-5 :	Evaluate withHR Matrics			
CLO-6 :	Creatingskills and knowledge necessary for insightful and impactful reports with HR Scorecard.			

Learning			
1	2	3	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	-	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)	15	15	15	15	15
S-1	SLO-1	What is analytics	HRA Frameworks	Basics of HR Analytics	Insight into Data Driven HRA
	SLO-2	Evolution of HR analytics	Current approaches to measuring HR and reporting value from HR contributions	Concept of HR Analytics	Definitions, Need
S-2	SLO-1	Role of Analytics,	Strategic HR Metrics versus Benchmarking	Need	Human capital analytics continuum.
	SLO-2	Objectives	HR Scorecards & Workforce Scorecard	Importance	Typical data sources
S-3	SLO-1	Defining HR Analytics	how they are different from HR Analytics	Objectives	typical questions faced (survey),
	SLO-2	The Third Wave for HR value creation	HR Maturity Framework:	Analytical capabilities	Typical data issues,
S-4	SLO-1	HR Measurement journey in tune with HR maturity journey	HR Analytics Frameworks : From level 1 to level 5	Analytic value chain	Connecting HR Analytics to business benefit (case studies)
	SLO-2	Understanding the organizational system (Lean)	LAMP framework	Analytical Model	Techniques for establishing questions
S-5	SLO-1	Locating the HR challenge in the system data sources	Merits and demerits	Typical application of HR analytics	Building support and interest
	SLO-2	Valuing HR Analytics in the organizational system	HCM:21 Framework	Predictive Analytics	Obtaining data

S-6	SLO-1	Intuition versus analytical thinking	Merits and demerits	Steps involved in predictive analytics	Cleaning data (exercise)	Linking HR Data to operational performance,
	SLO-2	Valuing HR Analytics in the organizational system	Talentship Framework	Determine key performance indicator	Supplementing data	HR Data and stock performance.
S-7	SLO-1	Typical problems (working session)	5 overarching components of an effective Analytics framework.	analyse and report data	Defining metrics,	Creating HR Scorecard
S-8	SLO-2	HR information systems,	HR Metric and HR Analytics	interpreting the results	Demographics,	develop and design HR measurement system
	SLO-1	HRMS/HRIS and data sources	Need for HR Metric and HR Analytics	predicting the future	data sources and requirements,	
	SLO-2	What are Analytics frameworks	Role of HR Metric and HR Analytics	Metrics analysis	tying data sets together	guidelines for implementing a HR Scorecard
S-9	SLO-1	Role and importance	Importance of HR Metric and HR Analytics	Regression analysis	Difficulties in obtaining data	Merits of HR Dash boardd
	SLO-2	Objectives and functions	Functions of HR Metric and HR Analytics	Causation	ethics of measurement and evaluation	Demerits of HR Dash boardd

Learning Resource	1. Sundmark, Lyndon "Doing HR Analytics: Handbook with R examples. First Edition, Lyndon Sundmark publication, USA. 2. Ramesh Soundrrajan, Kul deep Singh, "Winning on HR Analytics", First Edition, Sage publications. 3. Pratush Banerjee, Jatin Pandey, Manish Guptha, "Practical Applications of HR Analytics" First Edition, Sage publications.	4. Moore, McCabe, Duckworth, and Alwan. The Practice of Business Statistics: Using Data for Decisions, Second Edition, New York: W.H. Freeman, 2008. 5. Predictive analytics for Human Resources, Jac Fitz-enz, John R. Mattox, II, Wiley, 2014. 6. Human Capital Analytics: Gene Pease Boyce Byerly, Jac Fitz-enz, Wiley, 2013.

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		Theory	Practice
	Understand										30%	-
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze										50%	-
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create										20%	-
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		Dr. Alpa Srivastava (VDP)-SRMIST

Course Code	UBA23E35T	Course Name	MARKETING ANALYTICS	Course Category	E	Discipline Specific Domain Elective Courses -09	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Give a basic understanding of Marketing Analytics concepts.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Get an in-depth understanding of Business strategy, its operations and product and service analytics.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Able to comprehend Pricing and Distribution Analytics.																		
CLR-4 :	Learn the concepts of Promotion and Sales Analytics.																		
CLR-5 :	Learn about Brand Personality and Brand Architecture																		
CLR-6 :	Able to do analysis in Excel & able to compute Customer Lifetime Value(CLV)																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Have a clear understanding of the subject related concepts and of contemporary issues	3	80	70	H	H	L	-	L	M	L	H	-	L	M	L	-	-	H
CLO-2 :	Have an ability to apply mathematics / business problem solving techniques in business applications	3	80	70	M	H	M	-	M	H	M	H	-	M	M	H	-	-	M
CLO-3 :	Have problem solving ability – solving social issues and business problems	3	80	70	H	M	M	-	M	M	M	M	-	L	M	M	-	-	M
CLO-4 :	Have an ability to design and conduct case analysis, simulation / survey / experiments, as well as to analyze and interpret data	3	85	75	M	H	M	-	M	H	M	M	-	M	M	M	-	-	M
CLO-5 :	Have an ability to use techniques, skills and modern managerial tools & techniques necessary for business practice	3	80	70	H	L	M	-	M	M	M	M	-	H	M	M	-	-	H
CLO-6 :	Learn by doing through hands-on computer spreadsheet models and metrics	3	85	75	H	M	L	-	M	M	M	M	-	M	M	M	-	-	M

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Marketing Analytics-Introduction	Analytics based strategy selection with strategic models	Pricing Analytics-Pricing Techniques	Promotion Analytics
S-2	SLO-2	Scope and Characteristics	Strategic Scenarios	Pricing Techniques	Promotion Budget Estimation
S-3	SLO-1	Marketing Analytics Adoption	Strategic Decision Models	Pricing Assessment	Promotion Budget Estimation
S-4	SLO-2	Marketing Analytics Advantages	Strategic Metrics	Pricing Assessment	Promotion Budget Allocation
S-5	SLO-1	Introduction to Models	Business Operations-Forecasting	Profitable Pricing	Promotion Budget Allocation
S-6	SLO-2	Introduction to Metrics	Forecasting Methods	Pricing for Business Markets	Promotion Metrics for Traditional Media
S-7	SLO-1	Market Insight	Predictive Analytics	Pricing Methods	Promotion Metrics for Social Media
S-8	SLO-2	Market Data sources	Predictive Analytics applications	Pricing Discrimination	Sales Analytics
S-9	SLO-1	Market sizing,	Data Mining	Distribution Analytics	Consumer Sales Process
S-10	SLO-2	PESTLE Market analysis	Balance Scorecard	Distribution Channel Characteristics	Consumer Sales Process
S-11	SLO-1	Porter Five Force Analysis	Critical Success Factors	Distribution Channel Characteristics	E-commerce Sales Model
S-12	SLO-2				Revenue premium as a measure of Brand

Duration (hour)		9	9	9	9	9
						Equity
	SLO-2	Market Segment Identification	Product and Service Analytics	Retail Location selection	Sales Metrics-Market Level	Calculating Brand Value
S-7	SLO-1	Targeting	Conjoint Analysis Model	Potential Site Identification	Geography & Segment Level	Measuring Brand Value
	SLO-2	Positioning	Decision Tree Model	Individual Site Selection	Brand & Channel Level	Customer Lifetime Value(CLV)
S-8	SLO-1	Tools and Techniques: Regression,	Portfolio Resource Allocation	Channel Evaluation and Selection	Product/service & Customer Level	Calculating CLV & Understanding the CLV formula
	SLO-2	Cluster Analysis	Product/Service Metrics	Channel Evaluation and Selection	Profitability Metrics-Profitability at Company & Channel Level	Applying CLV formula & Extending CLV formula
S-9	SLO-1	Mapping Methods	Product/Service Metrics	Multi-channel Distribution	Profitability at Product/Service level & Customer Level	Using CLV to make Decisions
	SLO-2	Perceptual Mapping Techniques	Attribute Preference Testing	Distribution Channel Metrics	Support Metrics	CLV-A Forward Looking measure

Learning Resource	<ol style="list-style-type: none"> 1. Stephen Sorger, (2013), MARKETING ANALYTICS, Strategic Models and Metrics, First Edition, Admiral Press. 2. Gary L. Lilien and Arvind Rangaswamy (2014), Marketing Engineering: Computer- Assisted Marketing Analysis and Planning, Trafford Publishing UK 3. Wayne L. Winston (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, Indianapolis. 4. Marketing and Sales Analytics: Proven Techniques and Powerful Applications from Industry Leaders (FT Press Analytics) 1st Edition, Kindle Edition, by Cesar Brea. 	<ol style="list-style-type: none"> 7. Marketing Analytics: Optimize Your Business with Data Science in R, Python, and SQL Kindle Edition, by Dave Jacobs 8. Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010), Marketing Metrics, 2nd Edition, Pearson USA.
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	40%	-	30%	-	
	Understand											
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	50%	-	
	Analyze											
Level 3	Evaluate	20%	-	20%	-	20%	-	20%	-	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Anand- Regional Manager-Marketing- Carrier Air conditioners	Prof. Swagato Chatterjee, IIT Kharagpur Dr. Ramakrishnan Raman, Professor and Director, Symbiosis Institute of Business Management - Pune	Mrs. Anandhi, AP, SRMIST(RMP)

Course Code	UBA23E36T	Course Name	SCALING OPERATIONS: LINKING STRATEGY AND EXECUTION	Course Category	E	Discipline Specific Domain Elective Courses -09	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Learn the concepts of Scaling Processes in Business			
CLR-2 :	Get an in-depth understanding of operation and process strategy			
CLR-3 :	Able to understand the concept of operation strategy			
CLR-4 :	Learn the process selection and infrastructure development			
CLR-5 :	Learn about changes required in operational strategy with changing environment			
CLR-6 :	Able to have a perspective about operation strategy & ways to redefine operation strategy			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	H	L	-	L	M	L	H	-	L	M	L	-	-	H
M	H	M	-	M	H	M	H	-	M	M	H	-	-	M
H	M	M	-	M	M	M	M	-	L	M	M	-	-	M
M	H	M	-	M	H	M	M	-	M	M	M	-	-	M
H	L	M	-	M	M	M	M	-	H	M	M	-	-	H
H	M	L	-	M	M	M	M	-	M	M	M	-	-	M

Duration (hour)		9	9	9	9	9
S-1	SLO-1	What is Scaling: Introduction	Introduction and Motivation on Scaling	Operation Strategy	Principles and Concepts of Developing Operations Strategy	Implementation of Operations Strategy
	SLO-2	Scale: Framework for Scaling	Scalability	Role and Objectives of Operations Strategy	Principles and Concepts of Developing Operations Strategy	Business Implication of Process Choice
S-2	SLO-1	Why Firms Scales	Business Scaling Challenges	Operations Strategy Framework	Methodology of Developing Operations Strategy	Dynamics of process-product life cycles
	SLO-2	Product Market Fit	Achieving Profitable growth in Middle – market	Adopting a resource, Process, and capability view	Capacity Strategy	Product Profiling
S-3	SLO-1	Where to scale: Scale vs Position	Capabilities and Competition	The VCAP Framework	Facility Strategy & Globalization	Improving Operations Process by Process Positioning
	SLO-2	Efficiency: Identifying Scaling Metrics	Defensibility and Trade-offs	Value Creation and Operations : The Investor View	Supply Network Strategy	Cross-cutting capability
S-4	SLO-1	Scaling Metrics	Introduction to Motivation	Quantifying value	Process Technology Strategy	Operations Strategy Process – Implementation
	SLO-2	Assessts and Risks : Scale	The Concept of Tradeoff Curves	Linking ROIC to operations with a ROIC Tree	Integration of Operations Strategy Planning and Technology Planning	Pre-requisites of Organized and Focused Operations Strategy & Unit

Duration (hour)		9	9	9	9	9
S-5	SLO-1	Platforms: Resourceless Scaling	The Concept of Tradeoff Curves	Planning scalable growth in the ROIC Tree	Integration of Operations Strategy Planning and Technology Planning	Principles and Concepts of Factory-withinFactory
	SLO-2	Introduction to People and Processes: The Challenges	Tradeoff Curves to Analyze Competitive Threat	Incorporating Operations Strategy in the Corporate Strategy	Production Implications of Corporate Marketing Decisions	Involvement of Human Aspects
S-6	SLO-1	How to Scale: Structure and Processes (Early Stage)	Process Strategy: Strategic Sourcing	Operations performance essentials	Production Implications of Corporate Marketing Decisions	Operations Redefining & Restructuring
	SLO-2	Scaling Structure (in a growing organization)	Forecasting and Modeling Uncertainty	Operations performance essentials	Strategy Development and Practices	Operations Strategy Process– Substitutes:
S-7	SLO-1	How to Scale: People and Organizations (Mature)	Tools to Incorporate Uncertainty into Capacity Analysis	Competition, Competencies & Operations	Strategy Development and Practices	BPR
	SLO-2	The Risks of Scaling	Optimal Capacity Sizing	Competition, Competencies & Operations	Improvement & Innovation	TQM
S-8	SLO-1	How to scale Assets Globally	Asset Strategy: Capacity Sizing	Defining a Operations Strategy in Overall Environment	New Product & New Service Development	Lean
	SLO-2	How to Scale: Supply wise	Spectrum of Sourcing Relationship	Defining a Operations Strategy in Overall Environment	New Product & New Service Development	Six Sigma
S-9	SLO-1	How to scale: platforms	A Framework for the Outsourcing Decision	Process of Operations Strategy Formulation	Product Variety Impact in Operations Strategy	Business Process Focused Strategies & Organization Development
	SLO-2	Framework for Scaling Operations	Cost of Ownership and Total Landed Cost	Process of Operations Strategy Formulation	Operations Strategy Process – Sustainable Alignment	Business Process Focused Strategies & Organization Development

Learning Resource	<ol style="list-style-type: none"> 1. Operations Strategy: Competing in the 21st Century. S. L. Beckman and D. B. Rosenfield. McGraw-Hill, 2007. 2. Operations, Strategy, and Technology: Pursuing the competitive edge. R. Hayes, G. Pisano, D. Upton and S. Wheelwright. Wiley, 2005. 3. Operations Strategy by Slack and Lewis. Prentice Hall, 2003. 4. Brown / Lamming / Bessant / Jones. Strategic Operations Management, Elsevier-India (Butterworth-Heinemann) 5. Deborah. Competitive Strategies for Service Businesses, New Delhi: Jaico
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	40%	-	30%	-	
	Understand											
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	50%	-	
	Analyze											
Level 3	Evaluate	20%	-	20%	-	20%	-	20%	-	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts

Mr.Sriram Ramamurthy, GM, Carr Lane Manufacturing, Chennai	Dr.M.A.Baskar, Professor and Head, -Department of Mathematics, -Loyola College, Chennai	Dr. T. Rekha Kiran Kumar, HOD,SRMIST(RMP)
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SEMESTER – VIII

Course Code	UBA23801T	Course Name	DIGITAL STRATEGY AND DIGITAL TRANSFORMATION	Course Category	C	Discipline Specific Course -Core-28	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)											
CLR-1 :	To provide the reasons and directions digital business initiatives		1	2	3	1	2	3	4	5	6	7	8	9			
CLR-2 :	To apply digital organizational strategy – related to overall transformation		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Link with Related Disciplines	Skills in Specialization	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Analytical Skills	Professional Behavior			
CLR-3 :	To introduce the students how to assess a corporate environment, applying several analytical techniques																
CLR-4 :	To understand the concept of Design thinking																
CLR-5 :	To calculate priorities and risks, and performs impact analysis																
CLR-6 :	To formulate a transformation and change approach, in the relevant business context																
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:															
CLO-1 :	To gain a better understanding of the reasons and directions digital business initiatives		3	80	70	H	L	M	L	-	L	L	L	L	H		
CLO-2 :	To formulate and justify an outlined digital organizational strategy – related to overall transformation		3	90	80	M	L	L	L	-	L	M	-	-	M		
CLO-3 :	To assess a corporate environment, applying several analytical techniques		3	90	70	H	M	M	-	-	M	M	-	L	L	M	
CLO-4 :	To initiate the students to understand the concept of Design thinking		3	95	75	M	H	M	-	L	H	M	-	L	M	-	
CLO-5 :	Students can calculate priorities and risks, and performs impact analysis		3	80	80	H	L	M	-	L	-	M	-	L	L	L	
CLO-6 :	Students can formulate a transformation and change approach, in the relevant business context		3	85	75	H	L	L	-	L	M	L	M	L	M	-	

Duration (hour)	9	9	9	9	9
S-1	SLO-1	Overview of Digital Strategy	Overview of Digital Transformation	Transformation Using AI	Introduction to Design Thinking
	SLO-2	Meaning and Importance of Digital Strategy	Building Blocks of Digital	Overview of Deep Learning	Importance of Design Thinking
S-2	SLO-1	Objectives of Digital Strategy	Customer Journey Maps	Importance of Deep learning	Empathy: Begin with the user in Mind
	SLO-2	Scope of Digital Strategy	Ecosystem as Strategy	NLP Meaning and Importance	Empathy: Begin with the user in Mind
S-3	SLO-1	Multi sided Platforms	Rise of Prosumer	Big Data and Computer Vision	Define: Finding the Innovation Opportunity
	SLO-2	Business models updating Dating	Value Chain Fragmentation	Big Data and Computer Vision	Define: Finding the Innovation Opportunity

S-4	SLO-1	Platform Design Open Table	Big Data Business Model Maturity Index	Explainable AI	Ideate: Brainstorming without boundaries	Scale Economies and Business
	SLO-2	Competitive Strategy Airbnb	Big Data Business Model Maturity Index	Automation V/S Augmentation	Ideate: Brainstorming without boundaries	Scale Economies and Business
S-5	SLO-1	Marketing Strategy Uber	Digital Transformation: From Strategy to Execution	Competing in the Age of AI	Prototype: The Minimum viable solution	Multisided Platform and Disruptive Business
	SLO-2	Fundamentals of Digital Strategy	Digital Transformation: From Strategy to Execution	Key Emerging Technologies for digital	Prototype: The Minimum viable solution	Models Towards a customer centric Organisation
S-6	SLO-1	Search Engine Marketing	Navigating through Digital Transformation	Key Emerging Technologies for digital transformation	Test, Iterate & Implement to Product	Design Thinking
	SLO-2	Product listing Ads	Navigating through Digital Transformation	Cloud Services	Test, Iterate & Implement to Product	Digital Product Management
S-7	SLO-1	Retargeting – Search Engine Optimization	Digital Matrix –Meaning	Low Code	Design Project	Agile and DevOps Fireside chat with CXO & Digital leaders
	SLO-2	Walled Gardens	Digital Matrix – Objectives	Digital Twin	Overview of Business Analytics	Agile and DevOps Fireside chat with CXO & Digital leaders
S-8	SLO-1	Email Marketing	Reshaping IT Architecture for Digital	Business Case and Adoption	Introduction to ML-AI	Leading Organisations from the C-Suite
	SLO-2	Display Marketing	API Strategy	Business Case and Adoption	Economics of AI	Leading Organisations from the C-Suite
S-9	SLO-1	Voice Marketing	Driving Business Value from Data	Issues and Associated Risks	Creating a Data Savvy Organisation	Designing and Executing Digital Strategy
	SLO-2	Google Analytics	Driving Business Value from Data	Blockchain	Enterprise Data Strategy	Designing and Executing Digital Strategy

Learning Resource	<ol style="list-style-type: none"> 1. Textbook: (optional)The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing 2020) 2. Driving Digital Strategy: A Guide to Reimagining Your Business-Sunil Gupta -2018 3. Digital Transformation: Build Your Organization's Future for the Innovation Age-Lindsay Herbert 2017 4. http://www.imd.org/dbt/digital-business-transformation/ 5. https://courses.ceu.edu/sites/courses.ceu.hu/files/attachment/course/4074/digitalstrategy-developingdigitalorganizationssyllabus.pdf 	
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1.Mr. Karthikeyan Kadirvel, Data Scientist, Karthikeyankit005@gmail.com	1.Dr.Aravinth Kumaran,LIBA	Dr. P.Sathiyabama, Asst. Professor, BBA, SRMIST

Course Code	UBA23E37T	Course Name	TALLY PRIME	Course Category	E	Discipline Specific Domain Elective Courses -10	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards			-

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Program Learning Outcomes (PLO)														
CLR-1 :		This course develop accounting software skills for the students			1 2 3 4 5 6 7 8 9 10 11 12 13 14 15														
CLR-2 :		The student will get practical exposure and concepts of creating ledger process			Fundamental Knowledge														
CLR-3 :		To study the techniques used in accounting vouchers			Application of Concepts														
CLR-4 :		To enable the process and methods of inventory and stock transactions in Tally			Link with Related Disciplines														
CLR-5 :		To learn the Preparation of MIS Reports using Tally Package			Procedural Knowledge														
CLR-6 :		To provide a strong understanding in incorporating GST concepts			Skills in Specialization														
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Ability to Utilize Knowledge														
CLO-1 :		Understanding the fundamental and key components of Tally software.			Applicability of Skills														
CLO-2 :		Create ledgers and groups in various modes			Analyze, Interpret Data														
CLO-3 :		Understanding the vouching process			Investigative Skills														
CLO-4 :		Analyse inventory transactions in inventory vouchers			Problem Solving Skills														
CLO-5 :		Compile the various financial reports			Communication Skills														
CLO-6 :		Summarize the purchase and sales order and describe the fundamentals of GST			Analytical Skills														
					ICT Skills														
					Professional Behavior														
					Life Long Learning														

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Introduction to Accounting Packages	Recording Day-to-Day Transactions in Tally	Maintaining Stock Keeping Units	MIS Reports	Goods and Services tax (GST)
	SLO-2	Features of computerized Accounting	Introduction – Accounting Vouchers	Introduction - Inventory	Introduction	Introduction and GST Concepts
S-2	SLO-1	Introduction to Tally	Business Transactions	Inventory Masters in Tally	Advantages of Management Information Systems	Rate of GST
	SLO-2	Tally-Meaning of Tally software	Source Document for Voucher	Creation, alteration and deletion of stock groups	MIS Reports in Tally	GST in other countries

Duration (hour)		15	15	15	15	15
S-3	SLO-1	Tally software – Features	Various types of accounting Vouchers and their short cut keys	Creation of Stock Group	Trial Balance	Company Setting Up GST Rates
	SLO-2	Tally software – Advantages	Receipt Voucher (F6); Contra Voucher (F4)	Creation of Units of Measure	Balance Sheet and Profit and Loss Account	Configuring Master with GST Details
S-4	SLO-1	Creation – alteration and Deletion of company	Payment Voucher (F5);	Creation of Godown	Cash Flow Statement	Creating ledgers
	SLO-2	Creation – alteration and Deletion of company	Purchase Voucher (F9); Sales Voucher (F8);	Creation of stock items	Ratio Analysis	GST Vouchers- Inward Supplies, Outward Supplies,
S-5	SLO-1	Company Details – Accounting Groups	Debit Note Voucher; Credit Note (Ctrl+F8)	Batch wise details – Bill of materials	Books and Reports	Updating Sales Ledgers for GST Compliance
	SLO-2	Predefined Groups – User defined groups (creation, alteration and deletion)	Journal Voucher (F7)	Purchase and sales order processing – Pure Inventory Vouchers	Day Book - Receipts and Payments	Updating Purchase Ledgers for GST Compliance
S-6	SLO-1	Ledgers (Creation, alteration and deletion)	Recording Transactions in Tally	Entries in Accounting and Inventory vouchers using stock items	Purchase Register and Sales Register	Creating Income and Expense Ledgers
	SLO-2	Ledgers (Creation, alteration and deletion)	Display of Vouchers; Alteration of Voucher	Defining of Stock Opening Balance in Tally	Bills Receivable and Bills Payable	Creating Income and Expense Ledgers
S-7	SLO-1	Preparation of Final accounts with adjustments	Cancellation of Voucher Deletion of Voucher	Stock Category	Introduction to Payroll	Interstate and intra state – returns
	SLO-2	Preparation of Final accounts with adjustments	Adding/Inserting Vouchers	Integration Of Accounts With Inventory	Employee Categories and Employee Groups	Voucher for Refund of Tax Credit
S-8	SLO-1	Preparation of Balance sheet using ledger balances	Voucher entries in double and single entry modes	Integration Of Accounts With Inventory	Employee Attendance and Pay Heads	GST Reports - Printing, Exporting
	SLO-2	Preparation of Balance sheet using ledger balances	Voucher entries in double and single entry modes	Reports	Payroll Voucher Entry / Transaction and Payroll Report	GST Reports - Printing, Exporting
S-9	SLO-1	Summary	Summary	Summary	Summary	Summary
	SLO-2	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels

Learning Resource	1. AK Nadhani, Tally 9, BPB Publications, Chennai. 2017	Nadhani A.K and Nadhani K.K., 'Implementing Tally', BPB Publications, New Delhi. 2005. Srinivasa Valaban, Computer applications in Business, Sultan & Sons, New Delhi. 2012.
	2. Vishnu P. Singh, Tally. ERP 9, Computech Publications Ltd., New Delhi.	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		1. Dr. Shankar Kumar S – SRMIST - VDP

Course Code	UBA23E38T	Course Name	MANAGING REMOTE TEAMS	Course Category	E	Discipline Specific Domain Elective Courses -10	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Understand the concepts and Characteristics of Groups	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Examine the development of Groups	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Learn about the stages of Group and Decision-Making				H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
CLR-4 :	Basic Understanding of teams, Selection and Training				M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
CLR-5 :	Explore the possibilities of virtual team				H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
CLR-6 :	Analyse the issues and conflicts in groups				M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
					H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
					H	L	L	-	L	M	L	M	L	M	-	-	-	L	M
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Identify the different terminologies, interpret concepts in Groups	3	80	70															
CLO-2 :	Apply the concepts in management of Groups	3	90	80															
CLO-3 :	Integrate the knowledge of concepts in real time environment relates with team-building	3	90	70															
CLO-4 :	Analyze the complexities with management of teams in the organisation	3	95	75															
CLO-5 :	Identify and resolve the possibilities in the virtual team	3	80	80															
CLO-6 :	Acquire an understanding about the issues and conflict in groups.	3	85	75															

Duration (hour)	15	15	15	15	15
S-1	SLO-1 Groups in Organizations:	Group Development and Decision Making:	Work Teams: Concept of Teams	The Challenge of Managing Remotely:	Issues in Groups:
	SLO-2 Characteristics of Groups	Stages of Group Development	Distinguishing Team from Groups	What is a virtual team?	Introduction and Concept
S-2	SLO-1 Types of Groups	The Five-Stage Model	Types of Teams Problem solving Teams	Myths and Reality in Leading Virtually	Power Processes
	SLO-2 Group Properties	The Punctuated Equilibrium Model	Self Managed Teams	Critical Success Factors	Sources of Group Influence
S-3	SLO-1 Roles in Groups	Groups versus the Individual	Cross functional Teams	Encourage and Embrace Diversity	Leader Effectiveness
	SLO-2 Role perception	Groupthink	Virtual Teams	Identify the Right Remote Virtual Tools	Leadership Skills
S-4	SLO-1 Role Expectations	Groupshift or Group Polarization	Creating Effective Teams through the Team Effectiveness Model	Leading a Virtual Team: Developing Virtual Leadership Competencies	Group Process Losses
	SLO-2 Role Conflict	Group Decision Making Techniques	Contextual Influences	Assess the Strengths and Weaknesses of the Team Members	Group Process Gains
S-5	SLO-1 Zimbardo's Prison Experiment	Group Decision Making Techniques	Composition of Teams	Helping Your Team Succeed:	Functional Perspectives regarding groups and decisions
	SLO-2 Group Norms and Conformity	Interacting groups	Process Variables	Set Roles & Responsibilities with Remote Workers	Conflicts: Meaning and Definition
S-6	SLO-1 Deviant Workplace Behaviour	Brainstorming	Turning Individuals into Team Players	Delegation & Empowerment	Roots of Conflicts
	SLO-2 Status: Sources of Status - Status and	Nominal	Selecting and Training	Increase Engagement in a Virtual Team	Roots of Conflicts

Duration (hour)		15	15	15	15	15
		Norms				
S-7	SLO-1	Status and Group Interaction and Group Size	Group Technique	Rewarding	Managing Performance: Measuring Team Performance	Conflict Resolution
	SLO-2	Social Loafing and Group Cohesiveness	Electronic Meetings	Managing Global Teams	Managing Individual Performance	Managing Conflicts
S-8	SLO-1	Relationship between Group Cohesiveness, Performance Norms and Productivity	Evaluating Group Effectiveness	Building Team skills	Recognize the Specific Issues and Problems and Find Solutions to Them	Resolving Conflicts
	SLO-2	Group Diversity	Intergroup Relations	Understanding Organizational Social Networks	Individual Action Plans and Follow Up	Resolving Conflicts.
S-9	SLO-1	Summary	Summary	Summary	Summary	Summary
	SLO-2	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels

Learning Resource	1. Brown, R. Group Processes: Dynamics within and between groups. New Jersey: John Wiley & Sons	3. Forsyth, D.R. Group Dynamics. Belmont, CA: Wadsworth Cengage Learning.
	2. Corey, M. S., & Corey, G. Groups: Process and Practice. Belmont, CA: Brooks/Cole Cengage Learning.	4. Levi, D. Group Dynamics and Teams. Los Angeles: Sage Publications Limited. 5. Sahu, R.K. Group Dynamics and Team Building. New Delhi: Excel Books.

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions
		Internal Experts
		1. Dr. Suresh V – SRMIST - VDP

Course Code	UBA23E39T	Course Name	BUSINESS ANALYTICS AND INTELLIGENCE	Course Category	E	Discipline Specific Domain Elective Courses -10	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
CourseOfferingDepartment	BusinessAdministration	DataBook/Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Develop a strong foundation in business analytics.			
CLR-2 :	Make students understand about Analytics 3.0 and data warehouse.			
CLR-3 :	Apply the concept of data visualization.			
CLR-4 :	Enable students to link BPM and BI.			
CLR-5 :	Measure BI using Predictive analytics			
CLR-6 :	Develop knowledge on how to present data to clients			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Recall the concepts of Business Analytics & Intelligence			
CLO-2 :	Understand the various tools & technologies of BI and data warehousing			
CLO-3 :	Integrate the concepts of Data Visualization with Business Intelligence			
CLO-4 :	Appraise the strategies of BPM and its lifecycles			
CLO-5 :	Assess the methodologies of BI through predictive analytics			
CLO-6 :	Design data charts and data presentations			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	L	-	H	-	-	L	M	-	M	H	-	H
H	M	H	-	-	M	L	-	H	M	-	M	H	-	H
H	H	H	H	H	M	H	M	H	M	M	H	H	-	H
H	H	M	-	H	H	H	H	M	M	M	H	H	-	H
H	M	M	M	M	M	M	L	M	M	-	H	H	-	H
H	M	H	H	L	L	-	M	H	M	L	H	H	-	H

Duration (hour)	15	15	15	15	15
S-1	SLO-1 Introduction	Introduction to DWH	Introduction to Data Visualization	Business Performance Management (BPM)-Introduction	Business Performance Management Methodologies
	SLO-2 Concept & Definition of BI-Examples	Definition of Data Warehouse	DV using Tables & Charts	BPM-Definition and its key concepts	Essential Practice Skills for High-Impact Analytics Projects
S-2	SLO-1 Process & Components of BI	Components & Process of DWH	Forms of data charts	Comparison of BPM & BI	Listening to the client
	SLO-2 Areas of BI Application	DWH Architecture	Bars, Pies and Line Charts	Role of BI in BPM	Framing the central problem
S-3	SLO-1 Layer of Business Intelligence	Future insights of DWH	Scatter diagrams and Radar charts	BPM framework	Speaking to the client about the central problem
	SLO-2 Automated Decision Making System (ADS)	Meta Data & its types	Bubble Box and Whisker-Tree maps	BPM Lifecycle	Scoping a project
S-4	SLO-1 Architecture/Framework of BI	Major BI Tools and Techniques	Heat map-Circle and Area	Balance Scorecard in BPM framework	Defining metrics for success
	SLO-2 BI Governance Issues/Tasks	Data management (DBMS)	Presenting data using Histogram & Charts	Quality Management in BPM framework	Creating a work plan
S-5	SLO-1 Issues in implementing BI	Reporting, status tracking (OLAP)	Data Visualization and Analytics	Activity based costing in BPM framework	Assembling data and expert sources
	SLO-2 Successful BI Implementation	OLAP Introduction	DV using Dashboard	Performance Measurement System	Selecting modeling approaches
	SLO-1 Impact of BAI across key industries	Characteristics and types of OLAP	Creating a storyboard to visualize data	Key Performance Indicator (KPI)	Validating and verifying analytical results

S-6	SLO-2	Analytics 3.0	OLAP operations	Pros & Cons of Data visualization	Distinguishing features of KPIs	How to interpret analytical results
S-7	SLO-1	Nature of Analytical competition	Data summarization	Tips for Successful Data visualization	Operational areas covered by driver KPIs	Communicating and presenting results to clients
	SLO-2	What makes an analytical competitor	DS for Structured Data	Data Modeling & Types of data modeling	Performance Dashboard	Driving organizational change through BPM
S-8	SLO-1	Competing on Analytics through internal and external processes	Machine Learning, Statistics & Semantics	Predictive Analytics & its tools	BPM applications in strategic management	Assessing impact of OC
	SLO-2	Future of Analytical Competition	DS for Unstructured Data	Linear Regression, Cluster Analysis	BPM applications in budgeting, planning and forecasting	Issues with BPM
S-9	SLO-1	Gartner Magic Quadrant	Machine Learning & Natural Language Processing	CART technique	BPM application in financial consolidation	Strategies to enhance BPM
	SLO-2	Hype Cycle for Business Intelligence and Analytics	Presenting effective Data summaries	Neural Network modeling	BPM application in financial, statutory and management reporting	Process to optimize BPM

Learning Resources	1. Sharda R, Delen D, Turban E, Aronson J, Liang T. P, (2014), Business Intelligence and Analytics: Systems for Decision Support, 10th edition, Pearson Education.	3. Powell S. G, Barker K. R, (2014), Management Science: The Art of Modeling With Spreadsheets, (W/Cd), 4th edition, John Wiley & Sons.
	2. Business Intelligence (2nd Edition) - Author: Efraim Turban/Ramesh Shrada/Dursen Delen/David King, Pearson.	4. Frank B, Green B, Harris T, Van De Vanter K, (2010), Business Intelligence Strategy: A Practical Guide for Achieving BI Excellence, MC Press. 5. Hair, J. F, Black W. C, Babin B. J, Anderson R. E, Tatham R. L, (2009), Multivariate data analysis, 7th edition, Pearson education.

LearningAssessment											
	Bloom'sLevelofThinking	ContinuousLearningAssessment(50%weightage)								FinalExamination (50%weightage)	
		CLA–1–CYCLETESTI (10%weightage)		CLA–2CYCLETESTII (10%weightage)		CLA–3–ModelExamination (20%weightage)		CLA–4Assignment(5%)– Surprisetest/Quiz/Shorttalk5% (Total–10%weightage)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember	50%	-	30%	-	40%	-	-	35%	40%	-
	Understand										
Level2	Apply	40%	-	50%	-	40%	-	-	35%	40%	-
	Analyze										
Level3	Evaluate	10%	-	20%	-	20%	-	-	30%	20%	-
	Create										
	Total	100%		100%		100%		100%		100%	

#CLA-4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		1. Dr. N. Bargavi, AP (Sr.G), SRMIST, VDP
		2. Dr. X. Naveen Raj, AP, SRMIST, VDP

Course Code	UBA23E40T	Course Name	DIGITAL MARKETING STRATEGY	Course Category	E	Discipline Specific Domain Elective Courses -10	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learningg this course is to:		
CLR-1 :	Define digital marketing, how is it different from traditional marketing and why is it relevant now.			
CLR-2 :	Techniques used to optimize any article, website, or blog for traffic & revenue generation.			
CLR-3 :	Using different social media platforms (Facebook/Instagram/Twitter) to connect with the audience & convert them to a call of action .			
CLR-4 :	Techniques used to increase the visibility of your webpage on Google search results (SERP); Search engine marketing mostly revolves around paid search advertising (text-based ads that are visible on top of every search result).			
CLR-5 :	Analyzing the behaviour of visitors to a website through reports based on traffic sources, referring sites, page views, and conversion rates of that website.			
CLR-6 :	Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Create a structured digital marketing plan			
CLO-2 :	Identify the techniques used to optimize any article, website, or blog for traffic & revenue generation using social media marketing			
CLO-3 :	Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.			
CLO-4 :	Understand and follow the practical success factors to improve results from digital marketing.			
CLO-5 :	Understand the behaviour of visitors to a website through reports based on traffic sources, referring sites, page views, and conversion rates of that website.			
CLO-6 :	Optimize the performance of campaigns and track the progress of digital marketing campaigns			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning

Duration (hour)	15	15	15	15	15
S-1	SLO-1 Introduction to Digital Marketing	Search Engine Optimisation (SEO)	Search Engine Marketing	Planning and Creating a Website	Content Strategy- Introduction
	SLO-2 Defining digital marketing	Types of SEO	Significance of search engine marketing	Website planning	ROI -focussed content strategy
S-2	SLO-1 How is it different from traditional marketing	SEO Specialities	Basic SEM concepts	Importance of website planning	Understanding Keywords, Researching Opportunities, & Creating Keyword Reports
	SLO-2 why is it relevant now.	Working of SEO	Advantages and Disadvantages of SEM	Creation of a website Plan	Building an Authority Presence Online
S-3	SLO-1 Importance of Digital Marketing	SEO ranking factors	SEM vs SEO	Web application Development challenges	Practical Content Creation on (Your Site & Guest Blogs)
	SLO-2 Benefits of Digital Marketing	ON-page optimization			
S-4	SLO-1 Types of Digital Marketing	Off-page optimization	Working of Search Engine Marketing	How to plan a website	Content Promotion Techniques
	SLO-2	Technical SEO	SEM on Google	Creation of your website plan	

Duration (hour)		15	15	15	15	15
S-5	SLO-1	How to develop digital marketing strategy	Social Media Marketing	Web Analytics - meaning	Email Marketing- Definition	Affiliate Marketing = Introduction
	SLO-2		Five core pillars of social media marketing	Benefits of Web Analytics	Strategies of E-mail Marketing	Types of Affiliate marketing strategies
S-6	SLO-1	B2B versus B2C Digital Marketing	Social media marketing resources	Significance of Web analytics	Significance of Email Marketing	Partnership with affiliate Networks,
	SLO-2				Objectives of Email Marketing	Adsense and Adnetworks Setting up an Affiliate website
S-7	SLO-1	Digital Marketing tools and channels	Bybuilding social media marketing strategy	Example metrics to track with Web Analytics	Email Marketing Platforms	Strategy planning
	SLO-2					
S-8	SLO-1	Role and skills of a digital Marketer	Social media marketing for small business	Web Analytics tools	Elements of marketing Emails	Working of Affiliate Programs
	SLO-2					Major Players
S-9	SLO-1	Digital Marketing Challenges	Social media platforms for small business	Common issues with Web Analytics	Working of Email Marketing	Approach to Affiliate Marketing
	SLO-2	Key performance indicators in Digital Marketing	Social media management tools for small business	Importance of Web Analytics for Business		

Learning Resource	1. . Digital Marketing Strategy An integrated Approach to Online marketing Simson Kingsnorth 2022 2. . Digital Marketing March oyinikiAdmate communications Ltd. ISBN-13 : 978-9789716142 2021	
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. B.Captain Prasath –Managing Director- Open mind Innovations Pvt.Ltd	Dr. Raguram- Associate Professor- VIT, Chennai	Dr.Vinitha.K
Mr. Surjadeep Dutta – Managing Director –Brandocube Solutions	Dr. Usha – Associate Professor – Madras University	

Course Code	UBA23IP4L	Course Name	MAIN PROJECT WORK AND DISSERTATION	Course Category	IP	Internship/Apprenticeship / Project/Community Outreach (IAPC)-04	L	T	P	O	C
							0	0	12	0	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Project Work and Dissertation

- Each candidate has to undergo the Internship training for 45 days in any industry during the 7th Semester holidays and has to submit the report for the same in the 8th Semester
- The Internship Training is purely called as Main Project and Dissertation.
- It includes Internal and external Evaluation. The Internal and External Examiners appointed by Controller of Examination, will evaluate the performance through ViVa Voce Examinations.
- Students should complete internship training 7th semester vacation and they should prepare and submit Mini Project report in 8th semester.
- Periodical Report / updates should be submitted by student to the guide and supervisor is mandatory.
- Submission of Internship training Certificate with the authorized signatory signature from either public or private limited company or equivalent authority is mandatory.
- Plagiarism check with the project report (up to 40 plagiarism may be allowed)
- Minimum Numbers of Pages – 60 Pages
- Paper size should be A4
- 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings).
- Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

Internal Assessment: 50Marks

Assessment Tool	Marks
Review – 1 (Abstract and Introduction)	10
Review – 2 (Review of Literature and Research Methodology)	10
Review – 3 (Data Analysis, Findings and Conclusion)	10
Model Viva Voce Examination	20
Total Marks	50

External Examination: 50Marks

Assessment Tool	Marks
Report Presentation	20
Viva Voce	30
Total Marks	50

NOTE: If a candidate fails to submit the Main Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper