

**FACULTY OF MANAGEMENT**

**ACADEMIC CURRICULA**

**UNDERGRADUATE DEGREE PROGRAMME  
(REGULATIONS 2024)**

**Bachelor in Business Administration (Honours)**

**Four Years**

**Academic Year  
2024 - 2025**



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
*(Deemed to be University u/s 3 of UGC Act, 1956)*  
**Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India**

## **Regulations 2024**

**Bachelor in Business Administration (Honours)**

## **Program Structure**

## Semester- I

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24101T	CC-1	Principles and Practices of Management	3	1	0	4
2	UBA24AE1T	AEC-1	Business Communication - I	1	1	0	2
3	UBA24102T	CC-2	Financial Accounting	3	1	0	4
4	UBA24103T	CC-3	Business Statistics and Logic	3	1	0	4
5	UBA24AE2T	AEC-2	General English	1	1	0	2
6	UBA24ME1T	MDE-1	Indian Health, Wellness and Psychology (including Ayurved)	2	0	0	2
7	UBA24VA1T	VAC-1	Environmental Science and Sustainability	2	0	0	2
8	ULT24AE1T	AEC-3	Tamil-I	1	1	0	0*
	ULH24AE1T		Hindi - I	1	1	0	
	ULF24AE1T		French-I	1	1	0	
			<b>Total Credits</b>				<b>20</b>

**Note:** 3 Weeks Compulsory Induction program (UHV I),

\*Optional Course

## Semester- II

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24201T	CC-4	Human Behaviour and Organization	3	1	0	4
2	UBA24202T	CC-5	Marketing Management	3	1	0	4
3	UBA24203T	CC-6	Business Economics	3	1	0	4
4	UBA24SE1L	SEC-1	Emerging Technologies and application	1	0	2	2
5	UBA24ME2T	MDE-2	Media Literacy and Critical Thinking	1	1	0	2
6	UBA24VA2T	VAC-2	Indian Constitution	2	0	0	2
7	UBA24AE3T	AEC-4	Business Communication - II	1	1	0	2
8	ULT24AE2T	AEC-5	Tamil - II	1	1	0	0*
	ULH24AE2T		Hindi - II	1	1	0	
	ULF24AE2T		French - II	1	1	0	
			<b>Total Learning Credits</b>				<b>20</b>

**Internship: Applicable only for the students those who exit at the end of second semester**

9	UBA24SE2L	SEC-2	Internship-I: Business Admin Insights	0	0	8	4
			<b>Total Learning Credits</b>				<b>24</b>

\*optional course

An **UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of First year.

**NOTE:** The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or internship/Apprenticeship / Social Responsibility & Community Engagement, encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body

### Semester- III

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24301T	CC-7	Cost and Management Accounting	3	1	0	4
2	UBA24302T	CC-8	Legal and Ethical issues in business	3	1	0	4
3	UBA24303T	CC-9	Human Resource Management	3	1	0	4
4	UBA24ME3T	MDE-3	Indian Systems of Health and Wellness	1	1	0	2
5	UBA24SE3L	SEC-3	Management Information System (MIS)	2	0	4	4
6	UBA24VA3L	VAC-2	Yoga	0	0	4	2
	UBA24VA4L		Sports	0	0	4	
	UBA24VA5L		NCC	0	0	4	
	UBA24VA6L		NSS	0	0	4	
	UBA24VA7L		Disaster Management	0	0	4	
			Total Learning Credits				20

### Semester- IV

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24401T	CC-10	Entrepreneurship and Startup Ecosystem	1	1	0	2
2	UBA24402T	CC-11	Operations Management	3	1	0	4
3	UBA24403T	CC-12	Financial Management	3	1	0	4
4	UBA24404T	CC-13	Business Research methodology	3	1	0	4
5	UBA24VA8T	VAC-3	Business environment and public policy	2	0	0	2
	UBA24VA9L		Enterprise System and platforms	0	1	2	
	UBA24VA10T		Geo Politics and impact on business	2	0	0	
	UBA24VA11T		Public Health and management	2	0	0	
6	UBA24405T	CC-14	International Business	0	1	2	2
7	UBA24SE4T	SEC-4	Design Thinking and Innovation	1	1	0	2
Total Learning Credits							20
<b>Internship: Applicable only for the students those who exit at the end of 4th semester</b>							
8	UBA24SE5L	SEC-5	Internship-II: My India project	0	0	8	4
Total Learning Credits							24

An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

**Note:** Exit Criteria after the Second Year of the BBA Programme The students shall have the option to exit after 2nd year of the Business Administration Program and will be awarded a UG Diploma in Business Administration. Students on exit have to compulsorily complete an additional 04 Credits either in a Skill based subject or work-based Vocational Course offered during the summer term or internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body.

## Semester- V

No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24501T	CC-15	Strategic Management	3	1	0	4
2	UBA24502T	CC-16	Logistics and Supply Chain Management	3	1	0	4
3	UBA24E01T	DSE-1	International Financial Management	3	1	0	4
	UBA24E02T		Consumer Behaviour	3	1	0	
	UBA24E03T		HRD – Systems & Strategies	3	1	0	
	UBA24E04T		Data Analytics using R / Python	3	1	0	
	UBA24E05T		International Trade Policy & Strategy	3	1	0	
	UBA24E06T		Operations Management	3	1	0	
4	UBA24E07T	DSE-2	Investment Analysis & Portfolio Management	3	1	0	4
	UBA24E08T		Sales Marketing	3	1	0	
	UBA24E09T		Change Management and Organizational Development	3	1	0	
	UBA24E10T		Data Visualization using Tableau / Powerbi	3	1	0	
	UBA24E11T		Global Business Environment	3	1	0	
	UBA24E12T		Inventory Management	3	1	0	
5	UBA24SE6L	SEC-6	Internship- III -Business Development Plan	0	0	8	4
6	UBA24E13T	DSE*AC1	Discipline Specific Elective (Audit Course)	3	1	0	0
			<b>Total Learning Credits</b>				<b>20</b>

**Note:** (SEC) Major Project start in 5th Semester [evaluation in sixth semester]

## Semester- VI

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24601T	CC-17	Project Management	3	1	0	4
2	UBA24602T	CC-18	Business Taxation	2	0	0	2
3	UBA24E14T	DSE-3	Business Analysis & Valuation	3	1	0	4
	UBA24E15T		Retail Marketing	3	1	0	
	UBA24E16T		Training & Development	3	1	0	
	UBA24E17T		Marketing Analytics	3	1	0	
	UBA24E18T		Transnational & Cross cultural Marketing	3	1	0	
	UBA24E19T		Logistics & Distribution Management	3	1	0	
4	UBA24E20T	DSE-4	Financial Modelling & Derivatives	3	1	0	4
	UBA24E21T		Marketing of Services	3	1	0	
	UBA24E22T		Performance & Compensation Management	3	1	0	
	UBA24E23T		Finance Analytics	3	1	0	
	UBA24E24T		International Supply Chain Management	3	1	0	
5	UBA24SE7T	SEC-7	Corporate Governance	2	0	0	2
6	UBA24SE8L	SEC-8	Major Project	0	0	8	4
	UBA24E25T	DSE*AC2	Discipline Specific Elective (Audit Course)	3	1	0	0
			<b>Total Learning Credits</b>				<b>20</b>

**Note :** BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year

**Note :** Bachelor in Business Administration Degree will be awarded to those who successfully complete all the courses

**Total Learning Credits for this Course(BBA) : 120**

## Semester- VII

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24701T	CC-19	AI for Business; Diversity, Equity, and Inclusion; Digital Ethnography or Online Course	3	1	0	4
3	UBA24702T	CC-20	Entrepreneurial Leadership	2	2	0	4
4	UBA24E26T	DSE-5	Strategic Corporate Finance	3	1	0	4
	UBA24E27T		Digital Marketing	3	1	0	
	UBA24E28T		Negotiation Skills	3	1	0	
	UBA24E29T		HR Analytics	3	1	0	
	UBA24E30T		International Accounting & Reporting System	3	1	0	
	UBA24E31T		Project Management	3	1	0	
5	UBA24E32T	DSE-6	Financial Analytics	3	1	0	4
	UBA24E33T		Supply- Chain Management	3	1	0	
	UBA24E34T		Cross Culture HRM	3	1	0	
	UBA24E35T		Social Media & Web Analytics	3	1	0	
	UBA24E36T		International Ventures, Mergers & Acquisition	3	1	0	
	UBA24E37T		Supply Chain Analytics	3	1	0	
6	UBA24SE9L	SEC-9	Summer Internship- IV Institutional Training	0	0	8	4
Total Learning Credits							20

**Note: SEC-Dissertation work- I [Started in the Seventh semester and evaluation in the eighth semester]**

## Semester- VIII

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24E38T	DSE-7	Neuro-Finance	3	1	0	4
	UBA24E39T		International Marketing	3	1	0	
	UBA24E40T		HR Analytics	3	1	0	
	UBA24E41T		EXIM Policy and Documentation	3	1	0	
2	UBA24E42T	DSE-8	Rural Marketing	3	1	0	4
	UBA24E43T		Team Building in the Organizations	3	1	0	
	UBA24E44T		Behavioural testing and training for employee retention.	3	1	0	
	UBA24E45T		Talent Acquisition and Management	3	1	0	
3	UBA24E46T	DSE-9	Neuro-Marketing	3	1	0	4
	UBA24E47T		B2B Marketing	3	1	0	
	UBA24E48T		Compensation Management	3	1	0	
	UBA24E49T		Employee Life Cycle Management	3	1	0	
	UBA24E50T		Coaching & Mentoring	3	1	0	
4	UBA24SE10L	SEC-10	Dissertation work -I	0	0	16	8
Total Learning Credits							20

(UBA- Undergraduate Business Administration-Regulation 2024)

\*-L-Lecture, T-Tutorial, P –Practical or Laboratory work, C-Credit, CC –Core Courses, AEC -Ability Enhancement Courses, MDE -Multi-Disciplinary Elective course, IKS-Indian Knowledge System- VAC -Value added Courses, SEC - Skill Enhancement courses, DSE -Discipline Specific Elective, OE -Open Elective

**Total Learning Credits for this Course(BBA –Honours): 160**

**Note :** Bachelor in Business Administration (Honours) Degree will be awarded to those who successfully complete all the courses

## **Semester-I**

course Code	UBA24101T	Course Name	PRINCIPLES AND PRACTICES OF MANAGEMENT	Course Category	CC	Core Course-1	L	T	P		C
							3	1	0		4

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

		Learning			Program Learning Outcomes (PLO)				
		1	2	3	1	2	3	4	5
Course Learning Rationale (CLR):		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
The purpose of learning this course is to:									
CLR-1 :	To understand the basic concepts, principles, and theories of management								
CLR-2 :	To examine the essential functions of managers								
CLR-3 :	To analyze the impact of globalization, diversity, and ethics on management								
CLR-4 :	To develop skills in strategic planning, decision-making, and leadership.								
CLR-5 :	To equip students with the tools and insights necessary to manage effectively and drive organizational success.								
Course Learning Outcomes (CLO):									
At the end of this course, learners will be able to									
CLO-1 :	Understand the fundamental management concepts, management theories and philosophies.	1	90	70	3			2	
CLO-2 :	Practice planning and rational decision-making.	2	90	80		3	2		
CLO-3 :	Perform organizing and construct organizational structure.	4	85	70			3		2
CLO-4 :	Implement concepts related to leadership, motivation and communication.	4	95	75	3			2	
CLO-5 :	Apply controlling techniques in business.	3	95	80		3		2	

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Management- Definition	Planning- Definition	Organizing - Definition	Leadership - Meaning, Importance of leadership	Strategic management- Definition
	SLO-2 Nature and purpose	Nature & purpose of planning	Nature and characteristic of organizing	Leadership qualities	Overview of strategic management,
S-2	SLO-1 Different levels of Management	Planning process	Process of Organizing	Leadership styles	SWOT analysis
	SLO-2 Management vs administration	Benefits of Planning	Principles of Organizing	Leadership Theories	Strategic formulation
S-3	SLO-1 Management science or Art	Pitfalls of planning	Importance of Organizing	Trait Theories, Behavioural Theories	Implementing and evaluating strategies
	SLO-2 Management functions	Types of Plans- Missions, objectives	Classification of Organizations - Formal Organization, Informal Organization	Contingency Theories, Participative Theories	Implementing and evaluating strategies
S-4	SLO-1 Levels of management	Types of Plans - procedures, rules	Line organization, Line and Staff Organization.	Charismatic Theories, Transformational Theories,	Strategic Management process
	SLO-2 significance of management	Types of Plans- programs, budgets	Organisational structure - Meaning	Level-5 leader Theories	Elements in Strategic Management process
S-5	SLO-1 Principles of management	Objectives - Setting objectives	Functional Organization Structure, Product Organizational Structure	Communication eaning and importance	Model of Strategic Management Process
	SLO-2 Principles of management	Organizational structure	Geographic Organizational Structure, Matrix Organizational Structure.	Team building and group dynamics	Steps in strategy formulation.
S-6	SLO-1 Kinds of managers	Organizational design	Departmentation - Meaning	Coordination-Definition	Types of Strategies
	SLO-2 Managerial skills	Types of rganizational structures	Bases of Departmentation- Functions, Products	Features and importance of Coordination	Concentration Strategies



Duration (hour)		12	12	12	12	12
S-7	SLO-1	The evolution of management Thought	Functional matrix	Territory, Customers, Process or Equipment, Time and Numbers.	Principles of Coordination	Business level Strategies
	SLO-2	Pre-scientific Management Period	Divisional matrix	Span of Management ,Delegation of authority	Controlling – meaning	Strategic Analysis - Meaning
S-8	SLO-1	Classical Theory - ScientificManagement - F. W. Taylor	Authority and responsibility	Directing- Definition	Importance of Controlling and Limitations of Controlling	Strategic Analysis - Meaning
	SLO-2	Behavioural, Quantitative approach	Delegation of Authority	Features & Importance of Directing	Essentials of sound control system	Process of Strategic Choice
S-9	SLO-1	Systems Contingency approaches	Centralization Vs Decentralization	Elements of directing	Controlling Process	Focusing on Strategic Alternatives, Analyzing the Strategic Alternatives.
	SLO-2	Modern approaches	Span of Control	Motivation -Meaning	Types of control	Evaluating the Strategic Alternatives , Choosing from among the Strategic Alternatives.
S-10	SLO-1	Administrative theory- Henry Fayol	Management by objectives - MBO	Nature and Importance of motivation	Steps in controlling	Strategy Implementation
	SLO-2	Neo-classical management era - Elton Mayo	Process of MBO	Different Methods of Motivation	Techniques of Managerial control	Nature of Strategy Implementation
S-11	SLO-1	Planning Intro	Advantages and disadvantages of MBO	Theories or Models of Motivation - Abraham Maslow's need hierarchy theory	Traditional Techniques - Personal observation Statistical reports	Barriers to Strategy Implementation
	SLO-2	Organizing Intro	Decision Making Process	Frederick Herzberg's motivation-hygiene theory	Modern Techniques - Return on investment , Ratioanalysis	Ethical issues in management,
S-12	SLO-1	Leading direction Intro	Nature and Importance of staffing	Victor vroom's expectancy theory & McGregor's theory x and theory y	Modern Techniques – PERT	Corporate social responsibility (CSR)
	SLO-2	Controlling Intro	Process of selection and recruitment	Hawthorne effect	Performance measurement	Sustainable management practices

Learning Resource	1. Chuck. Tripathywilliams (manasranjan.), Manas Tripathy , MGMT - A south Asian Perspective, Cengage South-Western .2021	6. Richard Daft, Principles of Management, Cengage Learning.2022 7. <a href="https://lecturenotes.in/subject/62/principles-of-management-pom">https://lecturenotes.in/subject/62/principles-of-management-pom</a> 2021 8. <a href="https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes">https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes</a> 2017
	2. Dr.J.Jayasankar, Principles of Management, MarghamPublications.2017 3. P.C Tripathi& P.N Reddy, Principles of Management, Tata McGraw Hill.2019 4. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India.2020 5. L.M.Prasad, Principles and Practice of Management, S.Chand Publishers.2021	

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Mahesh, Professor, Anna University, Chennai 2. Dr Kahaja Sherif , Professor, Madras University, Chennai	1. Dr.T.Rekha Kiran Kumar, SRMIST / FOM / RMP 2. Dr.A.R.Krishnan, Professor, SRM IST

Course Code	UBA24AE1T	Course Name	BUSINESS COMMUNICATION-I	Course Category	AEC	Ability Enhancement Courses-01	L	T	P	C
							1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To understand the concept, process, and importance of business communication.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-2:	To help students in understanding the basic principles and techniques of business communication.								
CLR-3:	To train students to acquire and master written communication for the corporate world.								
CLR-4:	To sensitize students to understand Business Communication in Global and Cross-Cultural context.								
CLR-5:	To develop the ability of students to create and deliver professional presentations using appropriate visual aids and persuasive communication techniques.								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:							
CLO-1:	Apply the skills of effective letter writing and be able to create various kinds of business letters.	1	85	90	3	2	-	-	-
CLO-2:	Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.	2	80	90	3	2	-	-	-
CLO-3:	Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.	4	85	90	2	3	-	-	-
CLO-4:	Able to present in front of audience with confidence and expertise.	3	80	90	2	3	-	-	-
CLO-5:	Students will be able to design and deliver professional presentations, & effectively convey their messages.	4	85	90	3	3	-	-	-

Duration (hour)		6	6	6	6	6
S-1	<b>SLO-1</b>	Introduction to Communication in Organizations	Written Communication	Interpersonal Communication	Digital Communication	Exercises and Cases: Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
	<b>SLO-2</b>	Introduction to Business Environment and Communication	Planning and executing different types of messages	Team communication	Social media and individual	Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
S-2	<b>SLO-1</b>	Models of communication	E-mails	Managing communication during online meeting	Social media & organizations	Preparing on curriculum vitae/resume and cover letter
	<b>SLO-2</b>	Basics of Communication (types, channels and barriers)	Formal letters (Planning & Layout of Business Letter)	Communication with virtual team	Media Literacy	Reading of annual reports
S-3	<b>SLO-1</b>	7Cs of communication	Informal messages on e-platforms	Communication in gig economy	Strong Digital communication skills	The Future of Internal Communication, Rita Linjuan Men, Shannon A. Bowen, Business Expert Press, BEP336-PDF-ENG
	<b>SLO-2</b>	7Cs of communication	Negative messages: indirect & direct negative messages	Presentation skills (Verbal and non-verbal)	Email, instant messaging	Change Management and Internal Communication, Rita Linjuan Men, Shannon A. Bowen, Business Expert Press, BEP334-PDF-ENG
S-4	<b>SLO-1</b>	Formal and informal communication	Negative messages: indirect & direct negative messages	Presentation skills (Verbal and non-verbal)	video conferencing, e-meetings	Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages, Tsedal Neeley, Tom Ryder, Harvard Business School, 416046-PDF-ENG
	<b>SLO-2</b>	Formal and informal communication	Persuasive messages	Powerpoint presentation skills	Digital collaboration	Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages, Tsedal Neeley, Tom Ryder, Harvard Business School, 416046-PDF-ENG
S-5	<b>SLO-1</b>	Listening Skills	Request letters to various stakeholders	Powerpoint presentation skills	Digital citizenship	Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
	<b>SLO-2</b>	Listening Skills	Sales Letters, Complaint & Follow-up Letters, Promotion Letters	Infographics	Digital etiquette & responsibilities	Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
S-6	<b>SLO-1</b>	Communication on social media platforms	Job application Letters, cover letters	Introduction to contemporary alternatives (such as Prezi, Visme, Microsoft Sway, and Zoho)	Introduction to personal and organisational websites.	Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch
	<b>SLO-2</b>	Communication on social media platforms	Resume, Resignation Letters.	Introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)	Introduction to personal and organizational websites.	Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

Learning Resources	<b>Text Books (Latest Editions):</b> <ol style="list-style-type: none"> <li>1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.</li> <li>2. Lesikar, R.V. &amp; M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.</li> <li>3. Murphy, H. A., Hildebrandt, H. &amp; Thomas, J.P., Effective Business Communication. McGraw Hill.</li> <li>4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication</li> <li>5. Boove, C.L., Thill, J. V. &amp; Raina, R. L, Business Communication Today, Pearson.</li> </ol> <b>References:</b> <ol style="list-style-type: none"> <li>1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing</li> <li>2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing.  <a href="https://hbr.org/2021/07/the-science-of-strong-business-writing">https://hbr.org/2021/07/the-science-of-strong-business-writing</a></li> <li>3. Exercise &amp; Case: <a href="https://hbsp.harvard.edu/product/BEP336-PDF-ENG">https://hbsp.harvard.edu/product/BEP336-PDF-ENG</a></li> <li>4. Exercise &amp; Case: <a href="https://hbsp.harvard.edu/product/BEP334-PDF-ENG">https://hbsp.harvard.edu/product/BEP334-PDF-ENG</a></li> <li>5. Exercise &amp; Case: <a href="https://hbsp.harvard.edu/product/416046-PDF-ENG?">https://hbsp.harvard.edu/product/416046-PDF-ENG?</a></li> <li>6. Exercise &amp; Case: <a href="https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity">https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity</a></li> </ol>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Sivakumar , Professor, NIT Trichy 2. Dr Balamurugan, Professor , Anna University, Trichy	<b>1. Dr.K.J.Vinodini., Assistant Professor (SG), Faculty of Management, SRM IST, VDP</b> <b>2. Dr S Senthilkumar, Professor, SRMIST</b>

Course Code	UBA24102T	Course Name	FINANCIAL ACCOUNTING		Course Category	CC	Core Courses-2			L	T	P	C
										3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable			
Course Offering Department	Faculty of Management			Data Book / Codes/Standards				

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)				
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CLR-1:	To provide an understanding of application of various principles and practice of Accounting	Level of Thinking (Bloom)	2	3	1	2	3	4	5
CLR-2:	To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.								
CLR-3:	To apply the knowledge of systematic maintenance of books of accounts to real life business								
CLR-4:	To estimate Annual Financial statements of Sole proprietorship and Company form of business								
CLR-5:	To facilitate the students to understand Green Accounting and Sustainable Reporting								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:							
CLO-1:	Identify the application of various principles and practice of Accounting in preparation of accounting statements.	3	80	85	3	2	-	-	-
CLO-2:	Demonstrate the knowledge on the process of accounting cycle.	3	80	85	3	3	-	-	-
CLO-3:	Apply the knowledge of systematic maintenance of books of accounts to real life business.	3	75	80	2	3	-	-	-
CLO-4:	Estimate Annual Financial statements of Sole proprietorship and Company form of business	3	85	90	2	3	-	-	-
CLO-5:	Attain knowledge about Green Accounting and Sustainable Reporting of the company to improve value of business	3	85	90	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to Accounting, Accounting system and process:	Recording transactions and Trial balance	Final Accounts - Introduction	Company Final Accounts	Green Accounting and Sustainable Reporting
	SLO-2	Meaning & Definition	Transactions –nature	Preparation of Trading account	Introduction to company – kinds	Green Accounting -Meaning
S-2	SLO-1	Objectives of Accounting	Entry in Journal	Items appearing on the Debit side of Trading account	Meaning and Definition of shares	Need and objectives
	SLO-2	Advantages of Accounting	Entry in Journal	Items appearing on the Credit side of Trading account	share capital - Issue of shares	Need and objectives
S-3	SLO-1	limitations of Accounting	Purchases, sales, Returns	Preparation of Profit and Loss account	Issue of shares for consideration other than cash	Components of Green Accounting

	<b>SLO-2</b>	Branches of Accounting	Purchases, sales, Returns	Items appearing on the Debit side of profit and loss account	Issue of Shares for cash	Types of Green Accounting
S-4	<b>SLO-1</b>	Need for accounting & accounting information system	Receivables, and payables, Inventory	Items appearing on the Credit side of profit and loss account	(i) Receipt of share money in one instalment	Importance of Green Accounting
	<b>SLO-2</b>	Stakeholder using accounting information	Receivables, and payables, Inventory	Preparation of Balance Sheet of sole trading concerns	(ii) Share money received in two or more instalments	data collection
S-5	<b>SLO-1</b>	Qualitative aspects of financial accounting	Depreciation and amortizations	Balance sheet-Classification of assets and liabilities	a). On receipt of application money, b). On allotment of shares	Green Accounting in India
	<b>SLO-2</b>	Accounting standards in India and International (outline)	Depreciation and amortizations	Adjustment entries:	Allotment Money becoming due and received	Green Accounting in India
S-6	<b>SLO-1</b>	Types of Business Organisations	reserves, Intangible assets accounting	Closing stock, Outstanding Expenses	Calls on shares and Receipt of call money	Sustainable Reporting - Introduction
	<b>SLO-2</b>	Accounting taxonomy	reserves, Intangible assets accounting	Prepaid Expenses, Accrued Income	Subscription of shares: Full Subscription	objective and importance
S-7	<b>SLO-1</b>	Accounting Cycle	GST transactions, Entry in Ledger	Income receivable in advance, Depreciation of assets	Under subscription and Over subscription	Nature and Scope
	<b>SLO-2</b>	Accounting concepts	GST transactions, Entry in Ledger	Interest on capital & drawings	(i) Rejection of Excess Applications and Money Returned	benefits of Sustainability Reporting
S-8	<b>SLO-1</b>	Accounting conventions	Accounting accuracy through Trial balance, correction of errors	Bad debts & Doubtful debts Provision	(ii) Excess application money adjusted towards sums due on allotment Journal entry	Sustainability reporting need and methods
	<b>SLO-2</b>	Accounting concept of income and expenditure	Accounting accuracy through Trial balance, correction of errors	Provision for discount on Debtors, Provision for discount on Creditors	Issue of shares at premium & Discount, Calls in advance, Calls in arrears	Sustainability reporting need and methods
S-9	<b>SLO-1</b>	Classification of capital and revenue	Consolidated Problems – Journal, Ledger & Trial Balance	Importance of disclosures in final accounts	Accounting treatment of Reissue of forfeited shares	analysis for sustainable reporting to improve value of business
	<b>SLO-2</b>	expenditure and income	Consolidated Problems – Journal, Ledger & Trial Balance	Importance of disclosures in final accounts	schedules to accounts	analysis for sustainable reporting to improve value of business
S-10	<b>SLO-1</b>	accounting equation of assets equals capital and liabilities	Preparation of cash books	Consolidated Problems- Trading, P&L and Balance sheet	Financial statements as per Companies Act- 2013	IFRS Financial sustainability disclosure standards
	<b>SLO-2</b>	accounting process	Single Column Cash Book	Consolidated Problems- Trading, P&L and Balance sheet	Provisions as to Preparation of Financial Statements	IFRS Financial sustainability disclosure standards
S-11	<b>SLO-1</b>	contingent assets and liabilities	Double Column Cash Book	Consolidated Problems: Trading, P&L and Balance sheet	Preparation of Income statement	Computerized Accounting system
	<b>SLO-2</b>	Fictitious Assets	Three Column Cash Book	Consolidated Problems- Trading, P&L and Balance sheet	Preparation of Balance sheet (horizontal and Vertical)	Popular Accounting Software.
S-12	<b>SLO-1</b>	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
	<b>SLO-2</b>	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 Resources	1. Reddy,T.S and Murthy,A Financial Accounting,Eight Revised Edition Margham Publications, 2022 2. R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi-2015 3. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi,2017 4. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications,2019 5. IFRS sustainability standards: <a href="http://www.ifrs.org">www.ifrs.org</a>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Dhandayuthapani sp , Associate Professor, Anna University, Trichy 2. Dr Kamaraj Professor, Annamali University, Chidambaram	1.Dr. Shankar Kumar S, Assistant <b>Professor, Faculty of Management</b> , SRMIST – VDP 2. Dr T Ramachandran, Professor, SRMIST

Course Code	UBA24103T	Course Name	BUSINESS STATISTICS AND LOGIC	Course Category	CC	Core Course-3	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To provide a strong foundations in the principles of statistics.	1	2	3	1	2	3	4	5
CLR-2:	To apply Statistical techniques for solving real life problems	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To develop the students 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.								
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.	1	80	85	3		-	2	-
CLO-2:	To have skill in description ,interpretation and exploratory analysis of data by graphical and other means	2	80	85		3	-	-	3
CLO-3:	To understand statistical tools to business problems which would enable to take decisions and quantify various business plans.	3	75	80	2		3	-	-
CLO-4:	To calculate and apply measures of location and measures of dispersion--grouped and ungrouped Data cases.	3	85	90	2	3	-	-	-
CLO-5:	To apply discrete and continuous probability distributions to various business problems	3	85	90	3		-	3	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to statistics,uses,functions	Introduction to Measures of dispersion	Meaning of Correlation	Introduction to Probability	Introduction to Number series



		of statistics				
	<b>SLO-2</b>	Characteristics of statistics, Nature of Statistics	Introduction to Range	Definition of Correlation	Basic Concepts of Probability	Introduction to Number series
<b>S-2</b>	<b>SLO-1</b>	Classification of data	Simple problems	Uses of Correlation	Basic Concepts of Probability	coding decoding
	<b>SLO-2</b>	Tabulation of data	Introduction to Mean Deviation	Covariance	Classical Definition of Probability	coding decoding
<b>S-3</b>	<b>SLO-1</b>	Frequency Distribution	Mean Deviation based problems	Graphical Method, Scatter Diagram	Addition theorem	odd man out series
	<b>SLO-2</b>	Bar diagrams	Problems	Types of Correlation, Properties of Correlation	Simple Problems	odd man out series
<b>S-4</b>	<b>SLO-1</b>	Simple bar diagram	Introduction to Quartile Deviation	Introduction of Karl Pearson's Correlation Coefficient	Multiplication Theorem	direction sense test
	<b>SLO-2</b>	Multiple bar diagram	Quartile Deviation based problems	Problems based on Karl Pearson's Correlation Coefficient	Simple Problems	direction sense test
<b>S-5</b>	<b>SLO-1</b>	Sub-divided bar diagram	Problems	Introduction to Spearman's Rank Correlation Coefficient	Introduction to Probability Distributions	direction sense test
	<b>SLO-2</b>	Percentage bar diagram	Standard deviation based problems	Problems based on Spearman's Rank Correlation Coefficient (with non repeated rank)	Introduction to Binomial Distribution	seating arrangements
<b>S-6</b>	<b>SLO-1</b>	Pie Diagram	Problems	Problems based on Spearman's Rank Correlation Coefficient (with repeated rank)	Mean and variance of Binomial Distribution	seating arrangements
	<b>SLO-2</b>	Sub divided Pie diagram	Introduction to coefficient of variation	Advantages of Rank Correlation	Simple Problems	linear and circular
<b>S-7</b>	<b>SLO-1</b>	Introduction to Measures of central tendency	Problems	Meaning of Regression	Finding of Expected value	linear and circular
	<b>SLO-2</b>	Calculating Mean (raw data and Discrete type),	Problems Continuation	Utility of Regression Analysis	Simple Problems	blood relations

		Calculating Mean(Continuous type)				
S-8	SLO-1	Merits and demerits of Mean	Introduction to Skewness	Comparison between Correlation and regression	Introduction to Poisson Distribution	blood relations
	SLO-2	Mean for Continuous series	Meaning of Skewness	Regression Line X on Y	Mean and variance of Poisson Distribution	blood relations
S-9	SLO-1	Calculating Median(raw data and Discrete type), Calculating Median (Continuous type)	Difference between Skewness and dispersion	Problems	Simple Problems	Arithmetic Progression
	SLO-2	Calculating Mode(raw data and Discrete type), Calculating Mode (Continuous type)	Problems based on Karl Pearson's Coefficient of skewness	Regression Line Y on X	Finding of Expected value	Arithmetic Progression
S-10	SLO-1	Problems	Problems based on Karl Pearson's Coefficient of skewness	Problems	Simple Problems	Arithmetic Progression
	SLO-2	Merits and Demerits of Geometric mean, Calculating Geometric mean(raw data and Discrete type)	Problems based on Bowley's Coefficient of skewness	Regression Equations	Simple Problems	Geometric Progression
S-11	SLO-1	Calculating Geometric mean(Continuous type)	Concept of Kurtosis	Types of Regression Equations, Regression Equation of X on Y, Regression Equation of Y on X	Introduction to Normal Distribution	Geometric Progression
	SLO-2	Merits and Demerits of Harmonic mean, Calculating Harmonic mean(raw data and Discrete type)	Types of Kurtosis	Relationship between Correlation and Regression Coefficients, Merit and demerits of Regression analysis	Simple Problems	Geometric Progression
S-12	SLO-1	Calculating Harmonic mean(Continuous type)	Importance of Kurtosis	Problems	Expected value	Inductive and deductive reasoning
	SLO-2	Meaning of partition values- quartiles, deciles, percentiles	Simple problems	Problems	Problems based on Normal Distribution	Inductive and deductive reasoning

Learning Resources	Theory: 1. Levin R. I. & Rubin D. S. Statistics for Management. Delhi: Pearson.2017 2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing ,2019 3. SP Gupta. Statistical Methods, Sultan Chand and Sons,2021 4. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House,2020 5. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.2016 6. Sharma J.K. Business Statistics, Vikas Publishing House ,2019
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Parvathi , Professor, VIT Chennai 2. Dr Gopal V ,Professor, IIM , Trichy	Mrs. A. Sudha Rani, Assistant <b>Professor, SRMIST</b> Dr Jahira parveen , Asst Professor, SRMIST

Course Code	UBA24AE2T	Course Name	GENERAL ENGLISH			Course Category	AEC	Ability Enhancement Courses -02				L	T	P	C
												1	1	0	2
Pre-requisite Courses		Nil	Co-requisite Courses		Nil	Progressive Courses		Nil							
Course Offering Department		Department of English, FOM, SRMIST			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 provide a learning environment to practice listening, speaking, reading, and writing skills				1	2	3	1	2	3	4	5			
CLR-2 :	To assist the students in carrying on the tasks and activities through guided instructions and materials				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment			
CLR-3 :	To effectively integrate English language learning with employability skills and training														
CLR-4 :	To provide hands-on experience through case studies, mini-projects, group and individual presentations														
CLR-5 :	To train students to communicate effectively to gain employment														
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:													
CLO-1 :	Analyze different grammar topics to understand the essence of language and its use	2	75	60				3	-	2	-	-			
CLO-2 :	Apply critical thinking skills to analyze the basic writings	2	80	70				3	-	-	2	-			
CLO-3 :	Support the learners to integrate the English language with the skills of employability and training	2	70	65				-	3	3	-	-			
CLO-4 :	Refine their general writing skills to write case studies, mini-projects, group and individual presentations	2	70	70				2	-	-	3	-			
CLO-5 :	Improve their language application skills and communicate effectively in the interviews	2	80	70				3	3	-	-	3			
Duration (hour)		6	6	6	6	6	6	6	6	6	6	6	6	6	6
		Vocabulary Building	Basic Writing Skills	Identifying Common Errors in Writing	Nature and Style of Sensible Writing		Oral Communication								
S-1	SLO-1	The Concept of Word Formation	Sentence Structure and Four Types of Sentences	Subject-Verb Agreement	Describing, Defining, and Classifying Writing		Listening Comprehension and Pronunciation								
	SLO-2	Word Formation – Drills and Exercises	Tutorials on Sentence Structure and Types of Sentences	Subject-Verb Agreement – Drills and Exercises	Describing, Defining, and Classifying Writing – Practicing different types of writings		Listening Comprehension and Pronunciation – Pre-recorded stories will be played to understand different sounds								
S-2	SLO-1	Root Words from Foreign Languages and their use in English	Use of Phrases (Noun, Verb, Adverb, Adjective, and Preposition) and Clauses(Independent and Dependent) in Sentences	Noun-Pronoun Agreement	Providing Examples or Evidence		Intonation, Stress, and Rhythm								
	SLO-1	Root Words from Foreign Languages and their use in	Practices on phrases and	Noun-Pronoun Agreement - Drills and	Practice on the Use of Different Sources in		Practices on Intonation, Stress, and Rhythm								

Duration (hour)		6	6	6	6	6
		Vocabulary Building	Basic Writing Skills	Identifying Common Errors in Writing	Nature and Style of Sensible Writing	Oral Communication
		English – Drills and Exercises	clauses in Sentences	Exercises	Writing and providing examples aptly	
S-3	SLO-1	Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Derivatives	Importance of proper Punctuation	Misplaced Modifiers	Importance of Writing Introduction and Conclusion	Everyday common situations: Conversations and Dialogues
	SLO-1	Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Derivatives – Drills and Exercise	Exercise on punctuation marks in sentences	Practices on misplaced modifiers	Writing Introduction and Conclusion – Drills and Exercises	Oral Practices on Everyday Common Situations: Conversations and Dialogues
S-4	SLO-1	Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Synonyms	Creating Coherence	Articles: Definite and Indefinite; Vowel and Consonant Sounds	Comprehension	Communication at the Workplace: Greetings and Others
	SLO- 2	Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Synonyms – Drills and Exercises	Creating Coherence – through writing paragraphs	Articles - Drills and Exercises based on Sounds	Drills and Exercises on Comprehension	Drills and Exercises in Workplace Communication
S-5	SLO-1	Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Antonyms	Organizing Principles of Paragraphs in Documents	Prepositions and their types	Précis Writing	Interview: Importance and Techniques
	SLO- 2	Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Antonyms – Drills and Exercises	Topical Sentence and Supporting Sentences in a Paragraph – Practice	Drills and exercises on Prepositions	Drills and Exercises on Précis Writing	Mock Interview Practices
S-6	SLO-1	Standard Abbreviations	Techniques for Writing precisely.	Redundancies	Essay Writing	Formal Presentations
	SLO- 2	Standard Abbreviations – Drills and Exercises	Writing paragraphs based on given situations	Drills and Exercises on Redundancies	Drills and Exercises on Essay Writing	Presentation based on Board Presentation or PPT or Other Methods of Presentations

<b>Learning Resources (Latest Editions)</b>	<ol style="list-style-type: none"> <li>1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual). Anjana Tiwari, Khanna Book Publishing Co.</li> <li>2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing Co.</li> <li>3. Practical English Usage. Michael Swan. OUP</li> <li>4. Remedial English Grammar. F.T. Wood. MacMillan</li> <li>5. On Writing Well. William Zinsser. Harper Resource Book</li> <li>6. Study Writing. Liz Hamp-Lyons and Ben Heasley. CUP</li> <li>7. Communication Skills. Sanjay Kumar and Pushpalata. OUP</li> <li>8. Exercises in Spoken English. Parts I-II. CIEFL, Hyderabad. OUP</li> </ol>
<b>Alternative NPTEL / SWAYAM Courses</b>	<ol style="list-style-type: none"> <li>1. English Language for Competitive Exams. Instructor: Prof. Aysha Iqbal, IIT Madras</li> <li>2. Technical English for Engineers. Prof. Aysha Iqbal, IIT Madras</li> </ol>

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

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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 Women Chennai jmbwilson97@gmail.com	Dr. Jagan Babu K, Assistant Professor of English, FOM, SRMIST, Kattankulathur Dr. Sakthi Prasath G B, Assistant Professor of English, FOM, SRMIST, Kattankulathur
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	1. Dr Anchal Sharma, Prof & Head, EFL SRMIST, NCR Campus 2. Dr T Sridevi, Assistant Professor of English, FSH, Ramapuram 3. Dr Shanmuga Priya, Assistant Professor, SRMIST, Tiruchirapalli Campus

## Indian Knowledge System:

Course Code	UBA24ME1T	Course Name	Indian Health, Wellness and Psychology (including Ayurved)	Course Category	MDE	Multi-Disciplinary Elective course -01	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management			Data Book / Codes/Standards	

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR1	To Understanding the fundamental principles of Indian health systems such as Ayurveda and yoga.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5
CLR2	Practical implementation of health principles to correct the intake of our food, air, water and sunlight to achieve perfect health.				Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR3	To Understanding traditional way of cleansing the body regularly, strengthening body with Yogic exercises, maintaining the internal balance to prevent diseases								
CLR4	To Understanding our unique Mind Body Constitution and choosing the right lifestyle suitable to maintain the internal balance								
CLR5	To Understanding the influence of external environment on internal health and ways to synchronize our body and mind with nature to ensure smooth functioning of all organ systems of our body								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:							
CLO1	Apply the skills of effective principles of Indian health systems such as Ayurveda and yoga.	1	85	90	3	2	-	-	-
CLO2	Understand the various Practical implementation of health principles to correct the intake of our food, air, water and sunlight to achieve perfect health.	2	80	90	3	2	-	-	-
CLO3	Understanding traditional way of cleansing the body regularly, strengthening body with Yogic exercises, maintaining the internal balance to prevent diseases	4	85	90	2	3	-	-	-
CLO4	Students will be able to Understanding our unique Mind Body Constitution and choosing the right lifestyle suitable to maintain the internal balance	3	80	90	2	3	-	-	-
CLO5	Students will be able to influence of external environment on internal health and ways to synchronize our body and mind with nature to ensure smooth functioning of all organ systems of our body	4	85	90	3	3	-	-	-

Duration (hour)		6	6	6	6	6
S-1	<b>SLO-1</b>	Understanding human body	Understanding the communication between body & Mind	Introduction to Health Regimen	Introduction to Yoga	Introduction to Indian Psychology
	<b>SLO-2</b>	Introduction to Ayurveda,	Establishing communication between body and mind by understanding the language of body.	Understanding Swastha vritta	Definition,	Concept of Manas in Ayurveda and understanding Mind Body harmony,
S-2	<b>SLO-1</b>	The Knowledge of Life,	Establishing communication between body and mind by understanding the language of body	, the healthy regimen to maintain state of wellbeing Dinacharya,	Meaning and objectives of Yoga,	Triguna based Psychology in Ayurveda and Yoga,
	<b>SLO-2</b>	The Knowledge of Life,	Establishing communication between body and mind by understanding the language of body	the Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight,	Relevance of yoga in modern age.	Influence of Tri dosha on Mind,
S-3	<b>SLO-1</b>	Health and treatment aspects in Ayurveda,	Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections.	work and ergonomics, Rest and sleep hygiene.	Brief Introduction of Hatha yoga	Influence of Tri dosha on Mind,
	<b>SLO-2</b>	Health and treatment aspects in Ayurveda,,	Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections	Ritu charya, the seasonal regimen,	, Raja yoga,	Mind body intellect and consciousness complex,
S-4	<b>SLO-1</b>	Influence of Pancha maha bhuta on Internal environment of Human being,	and their relevance in enhancing our immunity to protect from various infections	Sadvritta and the concept of social wellbeing,	Karma yoga,	Mind body intellect and consciousness complex,
	<b>SLO-2</b>	Influence of Pancha maha bhuta on Internal environment of Human being,	and their relevance in enhancing our immunity to protect from various infections	understanding trividha upastambhas,	Gyana Yoga	Mind body intellect and consciousness complex,
S-5	<b>SLO-1</b>	Understanding composition of Human body through the concept of Dosha Dhatu Mala	Looking at the world through the lenses of Dravya, Guna and Karma	three pillars to health,	, Bhakti yoga	Understanding Consciousness and solution to issues within Human Mind.
	<b>SLO-2</b>	Understanding composition of Human body through the concept of Dosha Dhatu Mala	Looking at the world through the lenses of Dravya, Guna and Karma	Concept of Shadrasa in choosing appropriate nourishment to the body and mind	Understanding eight steps of Ashtanga yoga,	Understanding Consciousness and solution to issues within Human Mind.
S-6	<b>SLO-1</b>	Understanding Prakruthi , the Mind – Body Constitution	Applying the principle of Samanya and Vishesha in every aspect of life to achieve perfect health	Concept of Shadrasa in choosing appropriate nourishment to the body and mind	Understanding Shatkriyas , the six cleansing procedures of Yoga	Understanding Consciousness and solution to issues within Human Mind.
	<b>SLO-2</b>	Understanding Prakruthi , the Mind – Body Constitution	Applying the principle of Samanya and Vishesha in every aspect of life to achieve perfect health	review	review	review



Learning Resources	<b>Text Books (Latest Editions) &amp;References:</b> <ol style="list-style-type: none"> <li>1. The Charaka Samhita</li> <li>2. The Susruta Samhita</li> <li>3. Teh Ashtanga Hridaya</li> <li>4. Dr Deepak Chopra, Perfect Health--Revised and Updated: The Complete Mind Body Guide, Harmony publication, 2001</li> <li>5. Vasant lad, Ayurveda, the Science of Self-healing: A Practical Guide: Science of Self- healing, lotus press, 1984</li> <li>6. The Hatha yoga pradiipika</li> <li>7. The Patanjali yoga sutras</li> <li>8. The Gheranda samhita</li> <li>9. BKS Iyengar, Light on Yoga: The Classic Guide to Yoga by the World's Foremost Authority, thronson publication, 2006</li> <li>7.</li> </ol>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) cycle Test-I		CLA– 2 (10%) cycle Test-II		CLA– 3 (20%) model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr Senthilkumar Professor, Anna university, Chennai	Dr.M. Srinivasn, FOM, SRMIST-KTR
	Dr Rajan Sexana , Professor, IIM indore	.Dr.A.Suganya, FOM, SRMIST-KTR

Course Code	UBA24VA1T	Course Name	ENVIRONMENTAL SCIENCE AND SUSTAINABILITY	Course Category	VAC	Value added Courses -01	L	T	P	C
							2	0	0	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):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	This course aims to familiarize students with basic environmental concepts,	Level of Thinking (Bloom)	2	3	1	2	3	4	5
CLR-2:	This course aims to their relevance to business operations,								
CLR-3:	This course will equip students to make decisions that consider environmental consequences.								
CLR-4:	This course will enable future business graduates to become environmentally sensitive and responsible managers.								
CLR-5:	This course will enable future business graduates to become environmentally sensitive and responsible managers								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:							
CLO-1:	Explore the basic environmental concepts and issues relevant to the business and management field.	1	85	90	3	2	-	-	-
CLO-2:	Recognize the interdependence between environmental processes and socio- economic dynamics.	2	80	90	3	2	-	-	-
CLO-3:	Determine the role of business decisions, policies, and actions in minimizing environmental degradation	4	85	90	2	3	-	-	-
CLO-4:	Identify possible solutions to curb environmental problems caused by managerial actions.	3	80	90	2	3	-	-	-
CLO-5:	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	4	85	90	3	3	-	-	-

Duration (hour)	6	6	6	6	6
S-1	<b>SLO-1</b> Understanding Environment, Natural Resources, and Sustainability	<b>Ecosystems, Biodiversity, and Sustainable Practices</b>	<b>Environmental Pollution, Waste Management, and Sustainable Development</b>	<b>Social Issues, Legislation</b>	<b>Practical Applications</b>
	<b>SLO-2</b> Fundamental environmental concepts and their relevance to business operations	Various natural ecosystems	Various types of environmental pollution	Dynamic interactions between society and the environment	Environmental justice
S-2	<b>SLO-1</b> Components of the environment	learning about their structure	Air, water, noise	focus on sustainable development	Environmental justice
	<b>SLO-2</b> segments of the environment	Functions of ecosystems	Soil and marine pollution	environmental ethics	environmental refugees
S-3	<b>SLO-1</b> the man-environment relationship, and historical environmental movements	ecological characteristics	their impacts on businesses and communities	Role of businesses in achieving sustainable development goals	environmental refugees

Duration (hour)		6	6	6	6	6
	SLO-2	Concept of sustainability	The importance of biodiversity threats it faces	Causes of pollution	promoting responsible consumption	resettlement and rehabilitation of affected populations
S-4	SLO-1	Classification of natural resources, issues related to their overutilization, and strategies for their conservation	methods used for its conservation	global climate change, ozone layer depletion, the greenhouse effect, and acid rain	Overview of key environmental legislation	resettlement and rehabilitation of affected populations
	SLO-2	Sustainable practices in managing resources, including deforestation	Ecosystem resilience	particular focus on pollution episodes in India	judiciary's role in environmental protection	Ecological economics
S-5	SLO-1	water conservation, energy security, and food security issues	homeostasis, and carrying capacity	Importance of adopting cleaner technologies	judiciary's role in environmental protection	Ecological economics
	SLO-2	The conservation and equitable use of resources	emphasizing the need for sustainable ecosystem management	Solid waste management	Water (Prevention and Control of Pollution) Act of 1974	human population growth
S-6	SLO-1	considering both intergenerational and intergenerational equity	Strategies for in situ and ex situ conservation, nature reserves	Natural and man-made disasters, their management	Environment (Protection) Act of 1986	human population growth
	SLO-2	importance of public awareness and education	significance of India as a mega diverse nation	role of businesses in mitigating disaster impacts	Air (Prevention and Control of Pollution) Act of 1981	demographic changes in India

Learning Resource	1. Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.	4. Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.
	2. Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.	5. Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
	3. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd	6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
		7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
		8. Pritwani, KS. sustainability of business in the context of environmental management. CRC Press.
		9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.
		10. <a href="https://www.ourplanet.com">https://www.ourplanet.com</a>
		11. <a href="https://www.undp.org/content/undp/en/home/sustainable-development-goals.html">https://www.undp.org/content/undp/en/home/sustainable-development-goals.html</a>
		12. <a href="http://www.myfootprint.org">www.myfootprint.org</a>
		13. <a href="https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html">https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html</a>

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.		Dr.A.Suganya, Assistant Professor,SRMIST.
		Dr.M. Srinivasn, Assistant Professor SRMIST.

Course Code	ULT24AE1T	Course Title	Tamil - I	Category	AEC	Ability Enhancement Course-03	L	T	P	C
							1	1	0	0

Course Offering Department	Tamil	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment		Program learning Outcomes														
CLR-1	மரபிலிருந்து மாற்றம் பெற்ற புதுக்கவிதை மரபின் சிந்தனைகளை அறியச் செய்தல்	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Communication Skills, Independent Thinking, Leadership Qualities, Digital Technology Skills, Value Incultation, Environmental Action, Entrepreneurial Risk Taking	PLO-9	PLO-10	1	2	3	4	5	6	7	8	9	10	
CLR-2	நவீனகவிதையின் வழி மனித வாழ்வியல் விழுமியங்களைத் தெரியச் செய்தல்																					
CLR-3	சுற்றிலக்கியங்கள், காப்பியங்கள் கற்பிக்கும் தமிழ்ச் சமூகத்தின் வாழ்வியலை அறியச் செய்தல்																					
CLR-4	நவீன தமிழ் இலக்கிய வளர்ச்சி வரலாற்றைப் புரியச் செய்தல்																					
CLR-5	மொழிப் பயிற்சி வழி மொழியின் பல்வேறு நுட்பங்களைத் தெரியச் செய்தல்																					
Outcomes (CLO)	At the end of this course, learners will be able to:																					
CLO-1	புதுக்கவிதை உருவாக்கித் தந்த புதிய சிந்தனைக் களங்களை அறிந்துகொள்ளுதல்	✓	✓	-	-	1	75	60	3		3								3			
CLO-2	நவீன கவிதைகள் வழி மாற்றம் பெற்று வரும் மானுட விழுமியங்களைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	-	2	80	70					2		3	3						
CLO-3	தமிழ்ச்சமூகத்தின் இடைக்கால வாழ்வியல் முறைகளை உணர்ந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	65	3		3				2							
CLO-4	நவீன இலக்கிய வரலாறு வழி தமிழ்க் கல்வி வரலாறு, சமூக வரலாறு பெற்ற வளர்ச்சி நிலைகளைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	70			3			L	2							
CLO-5	மொழியின் நுட்பங்களைத் தெரிந்து மொழி ஆளுமையோடு செயல்படும் திறன்பெறுதல்	✓	✓	✓	✓	3	80	70	3	3		2										

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	தமிழ்க் கவிதை மரபு	நவீன கவிதை தோற்றம், வரலாறு	தமிழரின் வீரமரபு - போர் விழுமியங்கள்	சுற்றிலக்கியத் தோற்றம் - வகைமை	தமிழ் உரைநடை மரபு - உ.வே.சா. வின் பங்களிப்பு
SLO-2	புதுக்கவிதை உருவாக்கம், புதுக்கவிதை வளர்ச்சிநெறிகள்	நவீன கவிதைகளில் செல்நெறிகள்	பரணி அறிமுகம் பரணி இலக்கியங்கள்	பிள்ளைத்தமிழ் - உலா - தூது	உ.வே. சா. வின் ராஜ வைத்தியம்
SLO-3	பாரதியார் பன்முக ஆளுமைத்திறன்	கவிதை மொழி - நவீன கவி ஆளுமைகள்	தலைவனின் வீரம் - கலிங்கத்துப்பரணி 477, 490	புதுக்கவிதையின் தோற்றமும் மொழியும்	நாட்டுப்புற மரபில் சிறுதெய்வ வழிபாடு
SLO-4	பாரத தேசம் பாரததேசத்தின் வளம்	கவிதையில் நாட்டுப்புற வடிவம்	தமிழ் இலக்கிய மரபில் தூது இலக்கியங்கள்	புதுக்கவிதையில் சமூகம் - புதுக்கவிதையும் இதழ்களும்	கழனியூரனின் பொன் காத்த ஜயனார்

<i>SLO-5</i>	வெள்ளிப் பனிமலையின் மீதுலவுவோம்...	பெண்களின் கல்வி நிலை - இளம்பிறை - அம்மா	தமிழின் பெருமை - தமிழ் விடு தூது (184 - 186)	மணிக்கொடி இதழ், எழுத்து இதழ், வானம்பாடி இதழ்	பிழை நீக்கி எழுதும் நுட்பங்கள்
<i>SLO-6</i>	20 ஆம் நூற்றாண்டுக் கவிதை மரபில் பாரதிதாசன்	ஆண் பெண் சமத்துவமும் ப.கல்பனா - கீறல் விழுந்த மாலைக் காலங்கள்	செய்யுள் மரபில் கலம்பக இலக்கியங்கள்	சிறுகதை தோற்றம் - சிறுகதை வளர்ச்சி	எழுத்துப் பிழை - ந - ண - ன ல, ள, ழ, ர, ற வேறுபாடு அறிதல்
<i>SLO-7</i>	பாரதிதாசன் - அழகின் சிரிப்பு ஆல் - ஆயிரம் கிளைகள் கொண்ட அடிமரம்	விளிம்புநிலை வாழ்வியல்: திருநற்களும் சாதனைகளும்	கையறுநிலை - நந்திக் கலம்பகம் - வானுறு மதியை (110)	சிறுகதை வரலாறு - சிறுகதை ஆசிரியர்கள்	தொடர்பிழை ஒருமை பன்மை வேறுபாடு
<i>SLO-8</i>	ஆல் - ஆயிரம் கிளைகள் கொண்ட அடிமரம்	திருநங்கை குணவதி - சமூகப்பார்வை	தமிழ் இலக்கிய மரபில் குறவஞ்சி இலக்கியங்கள்	இதழ்களும் சிறுகதையும்	பிறமொழிச் சொற்களை நீக்கி எழுதுதல், ஷ, ஜ, ஸ, ஹ மாற்றொலிகள்
<i>SLO-9</i>	வானம்பாடிக் கவிஞர்களும் மு.மேத்தாவும்	புலம்பெயர் வாழ்வியல் - வலியும் நம்பிக்கையும்	குற்றாலக் குறவஞ்சி - ஆடுமர வீனுமணி (3)	புதினம் தோற்றம் - புதினம் வளர்ச்சி வரலாறு	தமிழில் சொல் வகைகள் சொல்லும் பயன்பாடும்
<i>SLO-10</i>	மனித நேயம் - மு.மேத்தாவின் மனிதனைத்தேடி	ஸர்மிளா ஸெய்யித் - புராதன ஊர்	காப்பிய இலக்கணம் - காப்பிய வகைமைகள்	புதினத்தின் வகைமை புதின ஆசிரியர்கள்	பெயர்ச்சொற்கள் பெயர்ச்சொற்களும் வகைகளும்
<i>SLO-11</i>	தமிழ்க் கவிதையில் சுற்றுச்சூழலியல்	காலந்தோறும் கவிதை வடிவில் மாற்றங்கள். ஹைக்கூ - மு.முருகேஷ்	சிலப்பதிகாரம் - அறிமுகம் கட்டுரைக்காதை	தமிழ் இலக்கியத்தில் உரைநடைக்கூறுகள் - உரைநடையின் தோற்றம்	வினைச்சொற்கள் அறிதல்
<i>SLO-12</i>	இயற்கையும் சமத்துவமும் பழனிபாரதியின் காடு	லிமரைக்கூ - ஈரோடு தமிழன்பன் சென்ரியூ - மாமதயானை	ஊழ்வினை - கோவலனின் முற்பிறப்பு வரலாறு	தமிழில் உரைநடை வளர்த்த அறிஞர்கள்	தமிழில் பெயரடை, வினையடை அறிதல்

<i>Resources</i>					
<i>1</i>	முல்லைக்காடு, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023	<i>2</i>	வல்லிக்கண்ணன், புதுக்கவிதை தோற்றமும் வளர்ச்சியும், ஆழி பதிப்பகம், சென்னை, 2018		
<i>3</i>	கா. சிவத்தம்பி, தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும், என்.சி.பி.எச்., சென்னை, 2013	<i>4</i>	மு.வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்திய அக்காதெமி, 1972.		
<i>5</i>	மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - <a href="https://www.projectmadurai.org/">https://www.projectmadurai.org/</a>	<i>6</i>	தமிழ் இணையக் கல்விக்கழகம் - <a href="http://www.tamilvu.org/">http://www.tamilvu.org/</a>		

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

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

Designers				
Professional Experts		Higher Institution Experts		Internal Experts
1	<b>1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvannamiyur, Chennai – 600 041.</b>	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.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
				5 Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
<b>Learning Resources</b>	<b>Edited Book:</b> <b>1.</b> <a href="https://www.femina.in">https://www.femina.in</a> <b>2.</b> <a href="https://www.selfstudys.com">https://www.selfstudys.com</a> <b>3.</b> <a href="https://www.hindwi.org">https://www.hindwi.org</a> <b>4.</b> <a href="https://www.hindisamay.com">https://www.hindisamay.com</a> <b>5.</b> samanya hindi srijanlok prakashan ara			

Course Code	ULH24AE1T	Course Title	Hindi-I	Category	AEC	Ability Enhancement Course-03	L	T	P	C
							1	1	0	0

Course Offering Department	Hindi	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes									
CLR-1	To Communicate in Hindi without any inhibition	1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
CLR-2	To appreciate the Hindi Language in its various forms																	
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																	
Outcomes (CLO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills,	Independent Thinking, Leadership Qualities, Digital Technology Skills	Value Incultation, Environmental Action, Entrepreneurial Risk Taking	PLO-9	PLO-10					
CLO-1	To Understand the Philosophy of life and living through Stories	✓	✓	-	-	1	85	75	3	2	3							
CLO-2	To Examine Travelogue writing and Sketch	✓	✓	✓	-	2	85	75	3		2	3						
CLO-3	To Identify Irony and essay based writing	✓	✓	✓	✓	3	85	75		3		3						
CLO-4	Evaluate the various social issues depicted in the prose	✓	✓	✓	✓	3	85	75	2		2	3						
CLO-5	To Understand the basic and fundamental principal of Translation	✓	✓	✓	✓	3	85	75		3		3						

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	KAHANI KI AVDHARNA	REKHACHITRA & YATRAVITRANT	NIBANDH	NATAK	ANUVAD& PARIBHASHIK SHABDAVALI
SLO-2	SWARUP AUR PARIBHASHA	AVDHARNA EVM SWAROOP	NIBANDH KI AVDHARNA EVM SAWROOP	AVDHARNA EVM SAWROOP	ARTH EVM PARIBHASHA
SLO-3	KAHANI KE TATVA EVM MAHATWA	MAHATVA AUR UDDESHYA	MAHATVA EVM UDDESHYA	TATVA EVM PRAKAR	SWARUP EVM PRAKAR
SLO-4	PARIKSHA- PREMCHAND	GESHA REKHACHITRA	KUTAJ- NIBANDH HAJARI PRASHAD DIVEDI	UDDESHYA	MAHATVA
SLO-5	VISLESHAN	PATH KA VISHLESHAN	LEKHIK PARICHAY	NATAK KA MAHATVA	UDDESHYA
SLO-6	UDDESHYA	GURU SHISHYA KA SAMBANDH	SHANGHARSHIL JEEVAN	RANGMANCH KA PARICHAY	ANUVAD KA PRAYOGAN EVM PRAYOG
SLO-7	MALBE KA MALIK- MOHAN RAKESH	THELE PAR HIMALAY (YATRAVITRANT)	PATH KA MAHATVA	LEKHAK PARICHAY	SHROT EVM LAKSHYA BHASHA KA GYAN
SLO-8	LEKHAK PARICHAY	YATRAVITRANT KA MAHATVA	BHOLARAM KA JEEV-(VYANGYA) HARISHANKAR PARSHAI	NATAK KA VISLESHAN	ANUVAD KA DAYITVA
SLO-9	BATWARE KA YATHARTH VARNAN	YATRA KA YATHARTH CHITRAN	VYANGYA KI AVADHARNA	LALCH KA DUSHPARINAM	PARIBHASHIK SHABDAVALI
SLO-10	TATKALIN PARISHTHITI KA VARNAN	PATH KA VISLESHAN	PATH KA VIHLESHAN	GURU SHISHYA SAMBANDH	TAKANIKI SHABDAVALI KA MHATVA
SLO-11	KAHANI KA VISHLESHAN	HIMALAY KA LOK JEEVAN	SARKARI TANTRA KA KHOKHLA RUP	MAHATTAKANKSHI KA DUSHPARINAM	VIVIDH PRAYOG
SLO-12	KAHANI KA UDDESHYA	HIMALAY KA VARNANA	SANVEDANSHIL BHAVANA	TATKALIN SAMAJIK VYAVASTHA KI CHARCHA	SHABDAVALI KI AVSHYAKTA
Assessment					

Resources					
1	<b>Edited Book:</b> “SAMYA HINDI”, SRIJONLOK PUBLICATION, 2023, New Delhi.			4	BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY
2	KABIR – HAZARI PRASAD DWEDI			5	BIHARI – VISHVNATH PRASAD MISHR
3	SURDAS – RAM CHANDRA SHUKL			6	Aadhunik Vigyapan aur Jansampark – Taresh Bhatia

<b>Learning Resources</b>	<b>Edited Book:</b> <b>1.</b> <a href="https://www.femina.in">https://www.femina.in</a> <b>2.</b> <a href="https://www.selfstudys.com">https://www.selfstudys.com</a> <b>3.</b> <a href="https://www.hindwi.org">https://www.hindwi.org</a> <b>4.</b> <a href="https://www.hindisamay.com">https://www.hindisamay.com</a> <b>5.</b> samany hindi srijanlok prakashan ara
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage)							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	60%	-	30%	-	20%	-	20%	-
	Understand								
Level 2	Apply	40%	-	50%	-	50%	-	50%	-
	Analyze								
Level 3	Evaluate		-	20%	-	30%	-	30%	-
	Create								
	Total	100 %		100 %		100 %		100 %	

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

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	MS..REETHA GOVINDAN, Senior Manager (Rajbhasha) ritushivani@yahoo.com	1	Dr. S. . PADMAPRIYA, PROF& HEAD, PONDICHERRY University, kalapet, puducherry-605014 padmapriya.srirka@gmail.com	1	Dr.S Preeti. Associate Professor & Head, SRMIST- hod.hindi.ktr@srmist.edu.in
2	Aditya Singh, student Member, B.Com IAF, Dept. of Commerce, SRM IST, KTR aa5404@gmail.com	2		2	. Dr. Md.Shwahidul Islam Assistant Professor, SRMISTshwahidj@srmist.edu.in
3	Ayanika Anikesh student Member, Dept. of B.Sc. Bio. Tech, SRM IST, KTR aa5443@srmist.edu.in	3		3	Dr. S. Razia Begum, Assistant Professor, SRM IST raziabes@srmist.edu.in
4	ALUMINI - VIPIN KUMAR JHA, Senior Translation Officer anju.bipin.jha@gmail.com			4	Dr.Nisha Murlidharan Assistant Professor, VDP, SRM IST Murulidharan- nishamup@srmist.edu.in



Course Code	ULF24AE1T	Course Title	French- I				Category	AEC	Ability Enhancement Course -03				L	T	P	C
													1	1	0	0

Course Offering Department	French	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes									
CLR-1	Extend and expand their savoir-faire through the acquisition of current scenario	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills, Independent Thinking, Leadership Qualities, Digital Technology Skills	Value Incultation, Multicultural Environmental Action, Entrepreneurial Risk Taking	PLO-9	PLO-10						
CLR-2	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French																	
CLR-3	Make them learn the basic rules of French Grammar.																	
CLR-4	Develop strategies of comprehension of texts of different origin																	
CLR-5	Strengthen the language of the students both in oral and written																	
Outcomes (CLO)	At the end of this course, learners will be able to:																	
CLO-1	To acquire knowledge about French language	✓	✓	-	-	1	85	75	3	2	3							
CLO-2	To strengthen the knowledge on concept, culture, civilization, and translation of French	✓	✓	✓	-	2	85	75	3		2	3						
CLO-3	To develop content using the features in French language	✓	✓	✓	✓	3	85	75		3		3						
CLO-4	To interpret the French language into other language	✓	✓	✓	✓	3	85	75	2		2	3						
CLO-5	To improve the communication, intercultural elements in French language	✓	✓	✓	✓	3	85	75		3		3						

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit I II/ CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	Contacts, Emma la championne	Les verbes du premier groupe	Qu'est-ce qu'ils font?	Portraits	Les verbes du deuxième groupe –
SLO-2	Les nombres à partir de 31	La liaison	Où est mon sac	Un casting	Les pronoms personnels toniques
SLO-3	Les pays, les nationalités	Entrer en contact	Quelques objets	Le Petit Spirou	Les verbes faire et lire
SLO-4	Les jours de la semaine, Les jours	Présenter et se présenter	Les professions	L'aspect physique	Les Sons
SLO-5	Les mois de l'année, Les animaux domestiques	Demander et dire la date	La formation du féminin (2)	Le caractère	Décrire l'aspect physique
SLO-6	La famille (1)	Une rencontre.	Qu'est-ce que c'est?	les états d'âme	Demander et dire l'heure
SLO-7	La formation du féminin (1)	Contacts	C'est / Il est (1)	Les prépositions de lieu (1)	Elle est comment?
SLO-8	Les adjectifs possessifs	Emma la Championne	La phrase négative (1)	La famille (2)	Portraits
SLO-9	La phrase interrogative	Mots et expressions	Les verbes aller et venir	La formation du féminin	Mots et Expressions
SLO-10	Les nombres	Grammaire	Les formules de politesse	La formation du pluriel (2)	Grammaire.
SLO-11	Intonation et est-ce que	Communication	C'est qui?	Il y a	Communication
SLO-12	Les exemples	Les verbes du ER –groupe	Mots et Expressions	Les articles contractés	Les concepts
Assessment					

## Resources

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

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

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

Designers					
Professional Experts			Higher Institution Experts		Internal Experts
1	Mr. Kavaskar Danasegarane, Language Specialist, Process Expert Maersk Global Service Center Pvt. Ltd Mailkavas18@gmail.com		1	Dr. C.Thirumurugan ,Professor, Department of French, Pondicherry University drcthurumurugan@gmail.com	1 Mr. Kumaravel K. Assistant Professor & Head, SRMIST,KTR., hod.french.ktr@smist.edu.in
2	Mr. Shrivathsan S, Journalist, Senior Sports Reporter/Sub-Editor, Times of India, Chennai shrivathsangilramhanga@gmail.com				2 Miss. Abigail A, Assistant Professor , SRMIST,,VDP abigaila@smist.edu.in
					3 Mrs.M.Mahalakshmi, Assistant Professor , SRMIST,,RMP mahalakm2@smist.edu.in

## SEMESTER-II

Course Code	UBA24201T	Course Name	HUMAN BEHAVIOUR AND ORGANIZATION		Course Category	CC	Core Courses-04			
							L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department		Faculty of Management		Data Book / Codes/Standards						

Course Learning Rationale (CLR):	The purpose of learning this course is to:				Learning	Program Learning Outcomes (PLO)				
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CLR-1:	To develop basic understanding of the concept of human behavior and organization	Level of Thinking (Bloom)	2	3	1	2	3	4	5
CLR-2:	To highlight the importance of OB in modern organizations								
CLR-3:	To understand individual and group behavior in the workplace to improve the effectiveness of an organization								
CLR-4:	To critically evaluate leadership styles and strategies								
CLR-5:	To understand significance of cross cultural management								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:							
CLO-1:	Identify the different terminologies and interpret concepts in Organisational Behaviour	3	80	85	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-2:	Apply the concepts involved in management of Individual Behavior in the organisation	3	80	85					
CLO-3:	Integrate the knowledge of motivational concepts in real time environment.	3	75	80					
CLO-4:	Analyze the complexities associated with management of the group behavior in the organization.	3	85	90					
CLO-5:	Acquire an understanding about different styles of leadership and their appropriate adoption.	3	85	90					

Duration (hour)	12	12	12	12	12	12
S-1	SLO-1	Concept of human behaviour	Personality – an introduction	Meaning of motivation	Definition of group dynamics	Introduction and definition to Leadership
	SLO-2	Introduction of organizational behaviour	Determinants of personality	Nature of motivation	Types of groups	Characteristics of leadership
S-2	SLO-1	Meaning of organization	Development of personality - stages	Importance of motivation	The dynamics of groups Formation	Leadership styles & functions
	SLO-2	Meaning of organizational behaviour	Type a and type b Personality	Techniques to increase motivation	Formal and informal leaders	The managerial grid
S-3	SLO-1	Types of organization	Five personality types	Motivation and behaviour	Reasons for group formation	Trait theories

	<b>SLO-2</b>	Features of organization	Characteristics of personality types	Types of motivation	Problems or difficulties of Informal groups	Behavioural approach
S-4	<b>SLO-1</b>	Determination of organizational goals	Stages of personality development	Theories of motivation	Group norms	Ohio and michigan studies
	<b>SLO-2</b>	Integration of individual & organizational goals	Freudian stages	Maslow's need hierarchy theory	Types of norms	Contingency theories, authentic leadership
S-5	<b>SLO-1</b>	Types of organisational structure	Erikson stages	Alderfer's erg theory	Conformity of group roles	Mentoring, self-leadership;
	<b>SLO-2</b>	Types of organisational structure	Personality traits & theory	Herzberg motivation – hygiene theory	Inter-group behaviour Approaches to intergroup Relationship	Inspirational approaches (transformational, charismatic)
S-6	<b>SLO-1</b>	Historical development of organizational behavior	Nature of attitudes	Mcgregor's theory x and theory y	Group development	Comparison of indian leadership styles with other countries
	<b>SLO-2</b>	Ob and similar field of studies	Types & components of attitudes	Vroom's expectancy theory	Five stage model of group development	Meaning & definition of power
S-7	<b>SLO-1</b>	Contributing disciplines to OB	Measurement of attitude	Porter and law model	The punctuated-equilibrium Model	Distinction between power, authority and influence
	<b>SLO-2</b>	Applying OB to management practices	Theories of attitude formation	Equity theory	Decision making in groups	Bases, faces & acquisition of power
S-8	<b>SLO-1</b>	Role of OB	Nature of learning	Integrating motivational theories	Steps in group decision making	Tactics to gain power
	<b>SLO-2</b>	Foundation of OB	Theories of learning	Self-determination theory	Techniques of group decision making	Power relationship
S-9	<b>SLO-1</b>	Organizational theory	Types of learning styles	Goal-setting Theory	Groupthink and shift	Concept of culture
	<b>SLO-2</b>	Approaches to study in OB	Reinforcement	Reinforcement theory	Indian perspective on group norms	Impact of culture
S-10	<b>SLO-1</b>	Process of behaviour	Organizational modification & learning theory	Self-efficacy theory	Types of teams	Creating culture
	<b>SLO-2</b>	Challenges and opportunities in OB	The learning process	Motivational techniques - introduction	Creating team players from individual building	Sustaining culture
S-11	<b>SLO-1</b>	Framework of OB	Nature of perception	MBO	Nature of conflict	Employees and culture
	<b>SLO-2</b>	Factors influencing OB	Perceptual process	Job satisfaction	Conflict management	Creating positive and ethical cultures
S-12	<b>SLO-1</b>	Models of man	Factors influencing perception	Job enrichment	Preventive and curative measures, resolving conflict	Importance of cross-cultural management
	<b>SLO-2</b>	OB models	Terminal values and instrumental values	Job enlargement & rotation	E-teams	Stress management

Learning Resources	<ol style="list-style-type: none"> <li>1. L M Prasad, Organisational Behaviour, 5th Edition, Sultan Chand &amp; Sons, 2015</li> <li>2. Fred Luthans, Organizational Behavior, 12 Edition, McGraw-Hill Education, 2010</li> <li>3. Stephen P. Robbins &amp; Timothy A. Judge, Organizational Behavior, Sixteenth Edition, Pearson Education, 2016</li> <li>4. Dipak Kumar Bhattacharyya, Organizational Behaviour, Second Edition, Oxford University Press, 2016</li> <li>5. Steven L. McShane, Mary Ann Von Glinow and Radha R. Sharma, Organizational Behaviour, Tata 3rd edition, McGraw-Hill Publishing Co. Ltd., 2006</li> </ol>
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	Bloom’s Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, CLA4- 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	Internal Experts
	Dr.A.R.Krishnan, Professor, SRM IST	<b>Mr.M.Jaiganesh Assistant Professor, SRMIST, Ramapuram</b>

Course Code	UBA24202T	Course Name	MARKETING MANAGEMENT		Course Category	CC	Core Courses-05		L	T	P	C
									3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)				
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CLR-1:	Understanding the core marketing concepts and frameworks.	Level of Thinking (Bloom)	1	2	3	Apply knowledge of management theories and practices to solve business	2	3	4	5		
CLR-2:	Developing skills to analyze and synthesize information and derive insights related to marketing management											
CLR-3:	Exploring best practices in managing marketing activities within an organization											
CLR-4:	Understanding the concept of kind of price and strategies the process of promotion, promotion mix & promotion strategies											
CLR-5:	Understanding the concept of Marketing of services											
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business	2	3	4	5	
CLO-1:	To develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.	3	80									85
CLO-2:	To Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives	3	80									85
CLO-3:	It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.	3	75									80
CLO-4:	To Understand the concept of kind of price and strategies the process of promotion, promotion mix & promotion strategies	3	85									90
CLO-5:	To develop understanding about the concept of marketing of services.	3	85									90

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to Marketing-Definition	Segmentation	Product-Characteristics	Promotion Decisions	Marketing Services: Introduction growth of the service sector
	SLO-2	Fundamentals of marketing	Levels of Market Segmentation	Product Classification	Promotional Mix	The concept of service.
S-2	SLO-1	Nature & objectives of Marketing	Levels of Market Segmentation	Tangible & Intangible, Goods & services	Factors determining promotion mix	Characteristics of service

	<b>SLO-2</b>	Scope of Marketing	Bases for segmenting Consumer markets	Consumer goods and Industrial Goods	Push Vs Pull Strategy	Marketing strategies for service firms – 7Ps.
S-3	<b>SLO-1</b>	Importance of Marketing	Targeting	Levels of product	Promotional Tools	Marketing of Service With Special Reference To: Financial services,
	<b>SLO-2</b>	Difference between sales and market orientation	Target strategies	Major product decisions	Fundamentals of advertisement-Features	Health services,
S-4	<b>SLO-1</b>	Evolution of Marketing	Selecting market segment for targeting	Product mix and line decisions	Objectives, Importance of Advertising	Hospitality services including travel, hotels and tourism,
	<b>SLO-2</b>	Evolution of Marketing	Positioning	Product diversification and differentiation	5M's of advertising	Professional service,
S-5	<b>SLO-1</b>	Core Marketing Concepts	Elements of positioning	New Product Development process	Kind of ad media	Public utility service, Educational services.
	<b>SLO-2</b>	Core Marketing Concepts	Steps in positioning	New Product Development process	Ad Agency	Contemporary issues in marketing
S-6	<b>SLO-1</b>	Classification of Market	Consumer Behaviour- Characteristics of buyer	Product Life cycle	Sales Promotion-Types	Contemporary issues in marketing
	<b>SLO-2</b>	Classification of Market	Internal and external influence of purchaser	PLC-Marketing strategies	Sales promotion-Types	E-commerce
S-7	<b>SLO-1</b>	Marketing Mix-4 P's	Consumer goods and Industrial Goods	PLC-Marketing strategies	Public Relations	E-commerce
	<b>SLO-2</b>	Marketing Mix- 4 C's	The Rise of Consumer Democracy	Branding Decisions	Functions & Types	Digital Marketing
S-8	<b>SLO-1</b>	Marketing Environment – Internal Factors	Stimulus Response Model of Consumer Behaviour	Packaging	Publicity	Digital Marketing
	<b>SLO-2</b>	Marketing Environment- External Factors	Stimulus Response Model of Consumer Behaviour	Labelling	Personal Selling	Ethics and social responsibility in marketing
S-9	<b>SLO-1</b>	Market and Competition Analysis	Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context	Warranties & Guarantee	Direct Marketing	Integrated Marketing
	<b>SLO-2</b>	Market and Competition Analysis	Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context	Portfolio approach – Boston Consulting Group (BCG) matrix	Physical Distribution	Online payments
S-10	<b>SLO-1</b>	Customer Value	Consumer Buying Decision Process	Introduction to Brand Management	Distribution Channel	Rural Marketing
	<b>SLO-2</b>	Value Delivery Process	Consumer Buying Decision Process	Branding –Types, Brand Awareness	Importance of Distribution Channel	Rural Marketing
S-11	<b>SLO-1</b>	Creating and delivering customer value	Business Customer's Buying Decision Process	Brand Loyalty & equity	Factors influencing choice of distribution	Social Marketing

	<b>SLO-2</b>	Creating and delivering customer value	Business Customer's Buying Decision Process	Pricing Decisions: Determinants of Price, Objectives	Various kinds of marketing channels & Effective use of marketing channel	Social Marketing
S-12	<b>SLO-1</b>	Types of Marketing – B2C, B2G	Traditional Vs Experiential Marketing's view of customer	Pricing Procedures-steps	Distribution Channels	Green Marketing
	<b>SLO-2</b>	Types of Marketing – B2B, C2C	Traditional Vs Experiential Marketing's view of customer	Pricing Methods (Non-mathematical treatment), and Adapting Price.	Sales management	Green Marketing

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>1. Kotler P., Keller K., et al. <i>Marketing Management</i> (16th edition). Pearson Education Pvt. Ltd.</li> <li>2. Aaker, D. A. and Moorman Christine., <i>Strategic Market Management: Global Perspectives</i>. John Wiley &amp; Sons.</li> <li>3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth <i>Marketing Management</i>. Pearson Higher Education</li> <li>4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. <i>Principles of Marketing</i> (17th edition). Pearson Education.</li> <li>5. Ramaswamy, V.S. &amp; Namakumari, S. <i>Marketing Management: Indian Context Global Perspective</i> (6th edition). Sage Publications India Pvt. Ltd.</li> </ol>
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	Bloom’s Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions Internal Experts	Internal Experts
<b>1.Mr. Gabriel Prakash, Head – Trade Marketing, Sony India Ltd., Chennai</b>	<b>Dr. Vaishali Mahajan, Associate Professor,SCMHRD, Pune</b>	1.Mrs. Anandhi S, SRMIST, Faculty of Management, Ramapuram



Course Code	UBA24203T	Course Name	BUSINESS ECONOMICS	Course Category	CC	Core Courses -06	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To equips students with fundamental concepts of microeconomics	1	2	3	1	2	3	4	5
CLR-2:	To demonstrate the knowledge on the Business economics delves into the complexities of market structures, helping students navigate	Level of Thinking (Degree)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To fosters critical thinking by analyzing real-world case studies, enabling students to propose								
CLR-4:	To grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts								
CLR-5:	To facilitate the students to understand today's dynamic and interconnected business landscape								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1:	Identify the applications and fundamental concepts of microeconomics	3	80	85	3	2	-	-	-
CLO-2:	Demonstrate the knowledge on the Business economics delves into the complexities of market structures, helping students navigate.	3	80	85	3	3	-	-	-
CLO-3:	Apply the knowledge of critical thinking by analyzing real-world case studies.	3	75	80	2	3	-	-	-
CLO-4:	Understand business economics is essential for aspiring entrepreneurs, managers, and analysts	3	85	90	2	3	-	-	-
CLO-5:	Attain knowledge about today's dynamic and interconnected business landscape	3	85	90	3	3	-	-	-

Duration (hour)	12	12	12	12	12	12
S-1	SLO-1	Fundamentals and Basic elements of Microeconomics:	Producer And Consumer Behavior:	Concept of Market	National Income:	Brief Introduction of Indian Economy
	SLO-2	The Economic Problem	Theory of Production	Market Meaning and Definition	Introduction	Pre-Independence
S-2	SLO-1	Scarcity and Choice	Factors of Production	Classification of Market Structure	Circular Flow of Income	Post-Independence
	SLO-2	Nature and Scope	Production Function	Classification of Market Structure	Circular Flow of Income	Post-Independence
S-3	SLO-1	Positive and Normative Economics	Returns to Scale	Perfect Competition, Nature of perfect competition	Concept of GDP	Current Challenges Facing by Indian Economy

	<b>SLO-2</b>	Positive and Normative Economics	Returns to Scale	Price and output under perfect competition in short run in Long run	GNP	Current Challenges Facing by Indian Economy
S-4	<b>SLO-1</b>	Scope of Study	Producers' Equilibrium	Monopoly Market, Nature of Monopoly	NDP	Human Capital Formation
	<b>SLO-2</b>	Central Problems of Micro economics	Theory of Cost	Monopoly Market, Nature of Monopoly	NNP	Human Capital Formation
S-5	<b>SLO-1</b>	Central Problems of Macro economics	Short Run and Long Run Average	Price and output under monopoly in short run	NNP	Poverty
	<b>SLO-2</b>	Demand Schedule:	Short Run and Long Run Average	Price and output under monopoly in short run	(At Market Price and Factor Cost)	Poverty
S-6	<b>SLO-1</b>	Individual and Market Demand Curve	Marginal and Total Cost Curves	Price and output under monopoly in long run	Methods of Calculating National Income	Employment
	<b>SLO-2</b>	Individual and Market Demand Curve	Marginal and Total Cost Curves	Price and output under monopoly in long run	Methods of Calculating National Income	Types of Unemployment
S-7	<b>SLO-1</b>	Determinants of Demand	Cardinal Utility Approach	Monopolistic Competition,	Factors difficulties in measurement of national income	Employment Vs Unemployment
	<b>SLO-2</b>	Law of Demand	Cardinal Utility Approach	Nature of monopolistic competition	Factors difficulties in measurement of national income	Employment Vs Unemployment
S-8	<b>SLO-1</b>	Movement and Shift among Demand Curve	Law of Diminishing Marginal Utility	Price and output under monopolistic competition in short run & Long run	Factors determining national income	Business cycle
	<b>SLO-2</b>	Elasticity of Demand	Law of Diminishing Marginal Utility	Price and output under monopolistic competition in short run & Long run	Factors determining national income	Characteristics of Business cycle
S-9	<b>SLO-1</b>	Supply Schedule:	Law of Equi-Marginal Utility	Oligopoly, nature of oligopoly,	Importance of national income	Phases of Business cycle
	<b>SLO-2</b>	Individual and market supply	Law of Equi-Marginal Utility	types of oligopoly	Importance of national income	Phases of Business cycle
S-10	<b>SLO-1</b>	determinants of supply	Indifference Curves	Pricing Policy	Sector wise measurement of national income	Inflation, Inflation Types
	<b>SLO-2</b>	law of supply	Indifference Curves	Pricing Methods	Sector wise measurement of national income	Demand Pull Inflation , Cost Push Inflation
S-11	<b>SLO-1</b>	Elasticity of supply	Budget Lines and Consumer Equilibrium	Pricing Approaches	Uses of National Income Statistics	Business Environment
	<b>SLO-2</b>	Determination of demand and supply	Budget Lines and Consumer Equilibrium	Product Line Pricing, Price Forecasting	Uses of National Income Statistics	Trade with Various Nations
S-12	<b>SLO-1</b>	effect of a shift in demand and supply	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Sustainable Economic Development.
	<b>SLO-2</b>	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 Resources	1. Varian. H.R: Micro Economics A modern Approach 2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication. 3. Ahuja, H.L. Advanced Economic theory      4.Jain K.P. Advanced Economic theory 4. Jhingan M.L. Modern Micro Economics      J. Shapiro: Macro Economic Theory and Policy 5. W.H. Bransin: Macro-Economic Analysis 6. M.L. Jhingan: Macro-Economic Theory and Policy
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	7. M.C. Vaishya: Macro-Economic Theory 8. Sunil Bhaduri: Macro Economic Analysis 9. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi. 10. Samuelson & William D. Nordhaus: Economics; McGraw Hills 11. A.N. Agarwal: Indian Economy. 12. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi. 13. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India. 14. D.M. Mithani: Macro Economics; Himalaya Publishing House. 15. Macroeconomics" by N. Gregory Mankiw
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	Bloom’s Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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
		Dr. Suresh V, Assistant <b>Professor, Faculty of Management</b> , SRMIST - VDP

Course Code	UBA24SE1L	Course Name	Emerging Technologies and Application	Course Category	SEC	Skill Enhancement Course-01	L	T	P	C
							1	0	2	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required		Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)							
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CLR-1:	To understand the concept, process, and importance of , cloud computing	1	2	3	1	2	3	4	5
CLR-2:	To help students in understanding the IoT and its applications	Le	Ex	Ex	Apply	Foster	Abil	Ability to	Ability to lead
CLR-3:	To train students to acquire the knowledge of block chain and its challenges	ve	pe	pe	knowled	Analytical	ity	understand,	themselves and
CLR-4:	To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage	l	cte	ct	ge of	and	to	analyze and	others in the
CLR-5:	To provide a comprehensive understanding of emerging technologies such as, robotics, AR/VR, etc.	of	d	At	manage	critical	dev	global	achievement of
		Th	Pr	tain	ment	thinking	elop	economic,	organizational
		in	ofi	n	theories	abilities	Val	legal and	goals, contributing
		ki	cie	m	and	for data-	ue	ethical	effectively to a
		ng	nc	en	practices	based	base	aspects of	team environment
		(B	y	t	to solve	decision	Lea	business	
		lo	(%)	(%)	business	making	ders		
		o	)	)	problems		hip		
		m)	)	)			abili		
							ty		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	1	85	90	3	2	-	-	-
CLO-1:	Students will <b>understand</b> foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, comprehending their principles, components, and functionalities.	2	80	90	3	2	-	-	-
CLO-2:	Students will <b>analyze</b> the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.	4	85	90	2	3	-	-	-
CLO-3:	Students will <b>evaluate</b> the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.	3	80	90	2	3	-	-	-
CLO-4:	Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management	4	85	90	3	3	-	-	-
CLO-5:	Students shall be able to apply the skills of AR/VR, etc., comprehending their principles, components, and functionalities.								

Duration (hour)		6	6	6	6	6
S-1	<b>SLO-1</b>	IaaS Cloud service models	Cloud governance frameworks	Cyber-physical systems and digital twins	Financial services and digital identity	Differences between AR and VR
	<b>SLO-2</b>	PaaS Cloud service models	Cloud governance frameworks	Cyber-physical systems and digital twins	Financial services and digital identity	Historical development of AR
S-2	<b>SLO-1</b>	SaaS Cloud service models	Sensor technologies and connectivity	Robotics and advanced manufacturing technologies	Challenges and Opportunities	Historical development of AR
	<b>SLO-2</b>	Public Deployment models	IoT Applications in Smart cities	Robotics and advanced manufacturing technologies	Challenges and Opportunities	Historical development of VR
S-3	<b>SLO-1</b>	Private Deployment models	IoT Applications in infrastructure	Impact on Business Models	Security and privacy issues	Current state of AR
	<b>SLO-2</b>	Hybrid Deployment models	Industrial IoT and manufacturing	Business process optimization	Security and privacy issues	Current state of VR
S-4	<b>SLO-1</b>	Cloud-based enterprise solutions	IoT data processing and storage	Fundamentals of Block chain	Regulatory and compliance considerations	AR applications in marketing and customer experience
	<b>SLO-2</b>	Cost-benefit analysis and scalability	Real-time analytics and decision-making	Fundamentals of Block chain	Regulatory and compliance considerations	VR applications in marketing and customer experience
S-5	<b>SLO-1</b>	Cost-benefit analysis and scalability	Concept of Industry 4.0	Decentralization and distributed ledger	Introduction to AR	Training and development through immersive technologies
	<b>SLO-2</b>	Security and Governance	Concept of Industry 4.0	Decentralization and distributed ledger	Introduction to VR	Challenges and Opportunities
S-6	<b>SLO-1</b>	Data security and compliance in the cloud	Automation and smart manufacturing	Cryptography and consensus mechanisms	Key concepts of AR	Technological limitations and advancements



Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %

# CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
.		<b>1. D.Sugumaran., Assistant Professor, Faculty of Management, SRM IST, VDP</b>

Course Code	UBA24ME2T	Course Name	Media Literacy and Critical Thinking	Course Category	MDE	Multi Disciplinary Elective Courses-02			
						L	T	P	C
						1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To understand the concept, process, and importance of critical thinking skills to analyse various media forms effectively and identify underlying biases.	Level of Thinking (Bloom)	2	3	1	2	3	4	5
CLR-2:	To help students in understanding the Foster media literacy principles for navigating digital media.								
CLR-3:	To train students to acquire and Explore media production dynamics and ownership structures								
CLR-4:	To sensitize students to understand ethical and regulatory considerations in media practices								
CLR-5:	To train students for communicating effectively for the purpose of gaining employment.								
Course Learning Outcomes (CLO):									
CLO-1:	Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies	1	85	90	3	2	-	-	-
CLO-2:	Apply media literacy principles to make informed decisions about media consumption and production	2	80	90	3	2	-	-	-
CLO-3:	Understand the complexities of media production, distribution, and audience behavior.	4	85	90	2	3	-	-	-
CLO-4:	Adhere to ethical standards in media content creation and consumption	3			2	3	-	-	-

			80	90
CLO-5:	Promote responsible digital citizenship by navigating online information critically and combating misinformation.	4	85	90

3	3	-	-	-

Duration (Hour)		6	6	6	6	6
S-1	SLO-1	Foundations of Media Literacy and Critical Thinking	Deconstructing Media Text	Media Consumption and Production Dynamics	Ethics, Regulation, and Digital Media Literacy	Ethics, Regulation, and Digital Media Literacy
	SLO-2	Core principles of media literacy and critical thinking;	Forms of media texts,	Dynamics of media production,	Ethical and regulatory considerations inherent in media	the regulatory framework governing media content, and
S-2	SLO-1	Definition	including print,	distribution, and consumption in India:	practices of digital media literacy	the role of self-regulatory bodies in upholding ethical standards;
	SLO-2	significance of media literacy,	including print,	distribution, and consumption in India:	practices of digital media literacy	the role of self-regulatory bodies in upholding ethical standards;
S-3	SLO-1	its historical evolution within the Indian context;	broadcast, digital, and social media;	distribution, and consumption in India:	practices of digital media literacy	Digital media's impact on contemporary media literacy practices,.
	SLO-2	its historical evolution within the Indian context	broadcast, digital, and social media;	distribution, and consumption in India:	the evolving landscape of digital media literacy	Digital media's impact on contemporary media literacy practices,
S-4	SLO-1	Understanding media as a powerful communication tool and.	Textual analysis and the deconstruction of visual media using semiotics;	Influence of ownership and control structures on media content;	the evolving landscape of digital media literacy	Digital media's impact on contemporary media literacy practices,
	SLO-2	Understanding media as a powerful communication tool and	Textual analysis and the deconstruction of visual media using semiotics;	Influence of ownership and control structures on media content;	the evolving landscape of digital media literacy	Digital media's impact on contemporary media literacy practices,
S-5	SLO-1	Understanding media as a powerful communication tool and	The impact of media representations on individual perceptions and societal attitudes,	Influence of ownership and control structures on media content;	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship
	SLO-2	Understanding media as a powerful communication tool and	The impact of media representations on individual perceptions and societal attitudes,	Techniques for critically evaluating media content and analysing audience consumption patterns	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship



S-6	<b>SLO-1</b>	its role in shaping societal perceptions and behaviors	from relevant case studies in the Indian context.	Techniques for critically evaluating media content and analysing audience consumption patterns	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship
	<b>SLO-2</b>	its role in shaping societal perceptions and behaviors	from relevant case studies in the Indian context.	Techniques for critically evaluating media content and analysing audience consumption patterns	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship

<b>Learning Resources</b>	<b>Text Books (Latest Editions)</b> 1. Potter, W. J. Media literacy (8th ed.). SAGE Publications. 2. Hobbs, R. Media literacy in the digital age. Routledge. 3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press. 4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux. 5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning. 6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge. 7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD. 8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis. 9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge. 10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press. 11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press. 12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

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

<b>Course Designers</b>		
Experts from Industry	External Experts from Higher Technical Institutions	Internal Experts
		1. Dr. M.Srinivasan, Asst. Professor, Faculty of Management, SRM IST, KTR

Course Code	UBA24VA2T	Course Name	INDIAN CONSTITUTION	Course Category	VAC	Value Added Courses-02	B	T	P	C	
							2	0	0	2	
Pre-requisite Courses		Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department		Department of English, FOM, SRMIST		Data Book / Codes / Standards		Nil					
Course Learning Rationale (CLR):		The purpose of learning this course is:		Learning		Program Learning Outcomes (PLO)					
CLR-1 :	Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students			1	2	3	1	2	3	4	5
CLR-2 :	Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3 :	Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies										
CLR-4 :	Explore the legal history of competing claims between economic development and principles of equity and justice in India										
CLR-5 :	Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19										
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:									
CLO-1 :	Students of the BBA programme get equipped with a knowledge of the Indian Constitution			2	75	60	3	-	2	-	-
CLO-2 :	Students understand the Indian economic system from the perspective of economic governance and business			2	80	70	3	-	-	2	-
CLO-3 :	They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles that affect the domain of business			2	70	65	-	3	3	-	-
CLO-4 :	Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments			2	70	70	2	-	-	3	-
CLO-5 :	Acquire knowledge of the Indian constitution including social and economic justice			2	80	70	3	3	-	-	3
Duration (hour)		6		6		6		6		6	
S-1	SLO-1	Unit – I, Introduction to Economic History of the Indian Constitution	Legal Regulation and economic justice	The particular provision of the Constitution has been one of the most severely litigated freedoms.		Article 280 of the constitution		Cases that Shaped India’s Financial Landscape as our guide through this landscape			
	SLO-2	Continuation of Introduction to Economic History of the Indian Constitution	Legal Regulation and economic justice	The particular provision of the Constitution has been one of the most severely litigated freedoms.		Continuation of Article 280 of the constitution		Cases that Shaped India’s Financial Landscape as our guide through this landscape			
S-2	SLO-1	Historical understanding of the constitution as an economic	Unit – II, Introduction to Fundamental Rights	Fundamental Duties.		Unit – IV, Introduction to Constitutional Battles that Shaped		The case studies on the banning of diesel-engine cars			

Duration (hour)		6	6	6	6	6
		document.			the Economy	
	SLO-2	Historical understanding of the constitution as an economic document.	Introduction to Business in India	Fundamental Duties.	Continuation of Constitutional Battles that Shaped the Economy	The case studies on the banning of diesel-engine cars
S-3	SLO-1	Understanding the Preamble	About the Article 19 (1) (g) Grants rights to every citizen	Unit – III, Introduction to Fiscal Federalism	History of some case studies	The case studies on the telecom regulations
	SLO-2	Understanding the Preamble	Article 19 (1) (g) - Right to practice any profession	Continuation of Introduction to Fiscal Federalism	Continuation of the case studies	The case studies on ownership of broadcast media
S-4	SLO-1	Starting from the land reform cases in the 1950s to the validity of the Bitcoin ban imposed by the RBI	Article 19 (1) (g) – Right to carry on any profession	About the Articles 301 to 307 – The constitution pertains to trade	Demonstrate the complex and fascinating overlap between the Constitution and business	The case studies on Demonetisation
	SLO-2	Starting from the land reform cases in the 1950s to the validity of the Bitcoin ban imposed by the RBI	Article 19 (1) (g) – Right to occupation	About the Articles 301 to 307 – Commerce	Demonstrate the complex and fascinating overlap between the Constitution and business	The case studies on Demonetisation
S-5	SLO-1	Signpost all of the important economic moments in the constitutional history of post-colonial India	Article 19 (1) (g) – Right to trade or business	About the Articles 301 to 307 – to intercourse within the Territory of India	The use of Saurabh Kirpal’s book Fifteen Judgments	The case studies on Aadhaar
	SLO-2	Signpost all of the important economic moments in the constitutional history of post-colonial India	Other fundamental rights – subject to reasonable restrictions impose by the state	Continuation of intercourse within the Territory of India	The use of Saurabh Kirpal’s book Fifteen Judgments	The case studies on Aadhaar
S-6	SLO-1	Constitutional design	Other fundamental rights – subject to reasonable restrictions impose by the state	Challenges associated with fiscal federalism in India	Cases that Shaped India’s Financial Landscape as our guide through this landscape	Lifting of restrictions on dealing in cryptocurrencies
	SLO-2	Constitutional design	Other fundamental rights – subject to reasonable restrictions impose by the state	Vertical fiscal imbalance	Cases that Shaped India’s Financial Landscape as our guide through this landscape	Lifting of restrictions on dealing in cryptocurrencies

<b>Learning Resources (Latest Editions)</b>	<ul style="list-style-type: none"> <li>● The Oxford Handbook of the Indian Constitution, Oxford university press.</li> </ul> <p><b>Cases:</b></p> <p>Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248</p> <ul style="list-style-type: none"> <li>● State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental rights)</li> <li>● Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalized)</li> <li>● Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)</li> <li>● Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)</li> <li>● T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79</li> <li>● Harman Singh v. RTA, Calcutta, AIR 1954 SC 190</li> <li>● Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224</li> <li>● State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699</li> </ul>
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	<ul style="list-style-type: none"> <li>● Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801 State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,</li> <li>● G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375</li> <li>● Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406</li> </ul>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	EXTERNAL Experts from Higher Technical Institutions	Internal Experts
Dr. V.S. Ravi, Technical Lead, World Bank.	Dr. Senthilkumar Professor, Anna University, Chennai	1. Dr. Jagan Babu K, Assistant Professor, FOM, SRMIST, Kattankulathur 2. Dr. Sakthi Prasath G B, Assistant Professor, FOM, SRMIST, Kattankulathur

Course Code	UBA24AE3T	Course Name	BUSINESS COMMUNICATION-II	Course Category	AEC	Ability Enhancement Courses-04			
						L	T	P	C
						1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable				
Course Offering Department	Faculty of Management			Data Book / Codes/Standards					

Course Learning Rationale (CLR):	The purpose of learning this course is:	Learning	Program Learning Outcomes (PLO)						
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CLR-1:	To understand the concept, process, and importance of business communication.	Level of Thinking (Bloom)	2	3	1	2	3	4	5					
CLR-2:	To help students in understanding the basic written communication in intra organizational, departmental, and workplace communication.													
CLR-3:	To train students to acquire and master in formal oral communication, professionalism, and team work for the corporate world.													
CLR-4:	To sensitize students to understand Negotiation Skills and Communication in Global and Cross-Cultural context.													
CLR-5:	To train students for communicating effectively for the purpose of gaining employment.													
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					
CLO-1:	Apply the skills for writing various workplace written communications.	1	85	90						3	2	-	-	-
CLO-2:	Effectively analyze and evaluate business reports.	2	80	90						3	2	-	-	-
CLO-3:	Demonstrate competence in delivering impressive power-point presentations.	4	85	90						2	3	-	-	-
CLO-4:	Able to negotiate and react well globally in an organizational framework.	3	80	90						2	3	-	-	-
CLO-5:	Create objective and succinct resumes and be prepared to perform optimally in job interviews.	4	85	90	3	3	-	-	-					

Duration (Hour)	6	6	6	6	6
S-1	SLO-1	Introduction to Written Communication - Intra Organizational Communication	Report Writing: Types of Business Reports, Responding to Request for Proposals (RFP)	Introduction to Oral Communication, Professionalism, and Team-work	Introduction to Negotiation Skills and Cross-Cultural Communication
	SLO-2	Departmental and Workplace Communication	Response to RFP, Formal Report- Components and Purpose, Organizing	Meaning, Nature, and Scope of Effective Oral Communication	Negotiation Communication with Vendors and Suppliers
					Digital Communication – Individual Communication via Social Media

			Information			
S-2	<b>SLO-1</b>	Written Communication: Need and Types	Outlining & Numbering Sections, Section Headings	Techniques of Effective Speech	Negotiation Communication with Employees and other Stakeholders	Organizations Communicating via Social Media
	<b>SLO-2</b>	Basics Writing of Agenda, Notice, Office Memoranda	Sub-Headings & Presentation	Media for Oral Communication	BATNA and Communication during Negotiations	Media Literacy
S-3	<b>SLO-1</b>	Basics Writing: Office orders, News Letters	Reporting in Digital Age	Face-to-Face Conversation and Telephone Conversation	Body Language and Negotiation	Strong Digital Communication Skills – Email, Instant Messaging, and Video Conferencing
	<b>SLO-2</b>	Basics Writing: Positive and Negative Messages	Writing Reports on Field Work/Visits to Industries	Radio Conversation and Public Address, and Podcast	Impact of Globalization on Organizational Communication	Strong Digital Communication Skills – E-Meetings, Digital Collaboration and Digital Citizenship
S-4	<b>SLO-1</b>	Use of Technology for Communication; Effective IT Communication Tools	Writing Reports on Business Proposals	Constructing Oral Report and Group Discussion	Cross-Cultural Frameworks like Geert Hofstede	Digital Etiquettes and Responsibilities
	<b>SLO-2</b>	Electronic Mail and its Advantages	Writing Reports on Business Proposals	Teams Communication and Communication during Online Meetings	Culture and Appropriate Communication	Introduction to Personal and Organizational Websites; Communication through Podcasts
S-5	<b>SLO-1</b>	Effective IT Communication Tools: Safety and Smartness - Email Etiquettes	Corporate Communication (CC): CC – Channels and Target Segments	Online and Offline Professional Etiquettes	Etic and Emic Approaches to Culture	Job Searching in Digital Age: Creating Resume (CV & Cover Letter)
	<b>SLO-2</b>	Effective IT Communication Tools: Safety and Smartness in Writing E-mail Writing	Types of Corporate Communication	Online and Offline Professional Etiquettes	Communication to a Diverse Workforce	Creating Customized Cover Messages for Job Applications, purposes and Types of Employment Interviews
S-6	<b>SLO-1</b>	Use of Online Social Media for Communication and Public Relations	Managing Crisis Communication	Conducting Appraisals	Overcoming barriers and Biases in Cross-Cultural Communication	Performing Optimally in a Job Interview
	<b>SLO-2</b>	Ethical Dilemmas in Use of Social Media for Communication	Managing Communication during Change and Culture as Communication	Conducting Interviews	Building Inter-Cultural Workforce Skills and Cross-Cultural Etiquettes across Clusters/Countries	Do's and Don'ts Before and After the Interview

<b>Learning Resources</b>	<b>Text Books (Latest Editions)</b> 1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co. 2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education. 3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill. 4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication. 5. Boove, C.L. et al., Business Communication Today, Pearson. <b>References</b> 1. Culture as Communication (2001) by Stever Robbins <a href="https://hbsp.harvard.edu/product/C0108A-HCB-ENG">https://hbsp.harvard.edu/product/C0108A-HCB-ENG</a> 2. The Future of Internal Communication   Rita Linjuan Men, Shannon A. Bowen   Business Expert Press  BEP336-PDF-ENG   <a href="https://hbsp.harvard.edu/product/BEP336-PDF-ENG">https://hbsp.harvard.edu/product/BEP336-PDF-ENG</a>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	External Experts from Higher Technical Institutions	Internal Experts
Thiru. Krishna Raj, Sutherland <a href="mailto:Krishna.Raj1@sutherlandglobal.com">Krishna.Raj1@sutherlandglobal.com</a>	1. Dr. K S Antonyamy Associate Professor and Head, Dept. of English, Loyola College, Chennai <a href="mailto:antonysamyks@loyolacollege.edu">antonysamyks@loyolacollege.edu</a> 2. Dr. C S Senthil, Assistant Professor, PG & Research Dept. of English, Thiagarajar College, Theppakulam, Madurai – 9 <a href="mailto:senthil_eng@tcarts.in">senthil_eng@tcarts.in</a> & <a href="mailto:chinkonsen@gmail.com">chinkonsen@gmail.com</a>	1. Dr. Jagan Babu K, Asst. Professor, Faculty of Management, SRM IST, KTR 2. Dr. Sakthi Prasath G B, Asst. Professor, Faculty of Management, SRM IST, KTR

Course Code	ULT24AE2J	Course Title	Tamil - II	Category	AEC	Ability Enhancement Course -05	L	T	P	C
							1	1	0	0

Course Offering Department	Tamil	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes									
CLR-1	சங்க இலக்கியங்கள் வழி தொன்மை அக, புற வாழ்வியலை அறியச் செய்தல்	1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
CLR-2	தமிழ்ச்சமூகத்தின் அறவியல் குறித்து தெரியச் செய்தல்																	
CLR-3	பக்தி இலக்கியங்கள் போதித்த மனித மாண்புகளை உணரச் செய்தல்																	
CLR-4	பண்டைத் தமிழ்ச்சமூகத்தின் தொல் இலக்கியங்கள் வளர்ச்சி பெற்ற வரலாற்றைப் புரியச் செய்தல்																	
CLR-5	சிறுகதைகள் சொல்லும் வாழ்வியல் நெறி, மொழியின் நுட்பங்கள் ஆகியவற்றைத் தெரியச் செய்தல்																	
Outcomes (CLO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking	Communication Skills	Independent Thinking	Leadership Qualities	Digital Technology Skills	Value Inculcation	Environmental Action	Entrepreneurial Risk Taking	PLO-9	PLO-10
CLO-1	பண்டைத் தமிழ்ச் சமூகத்தின் அக, புற வாழ்வியல் இன்றைய சமூக மேம்பாட்டிற்கு வழிகாட்டி நிற்பதை அறிந்துகொள்ளுதல்	✓	✓	-	-	2	75	60		H	H				M			
CLO-2	தமிழ்ச் சமூகம் அறத்தை வலியுறுத்திய சமூகம் என்பதன் வழி மானுட அறத்தைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	-	2	80	70	M		H			H				
CLO-3	பக்தி இலக்கியம் மூலம் இறைத் தந்துவங்களை அறிந்து மானுட ஒற்றுமை மேம்பாட்டை அறிந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	65		H		H		L				
CLO-4	தொல் தமிழ்ச்சமூகம் இலக்கியம், அரசியல், அறம், பக்தி ஆகியவற்றில் தழைத்தோங்கியதைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	70	H		H			H				
CLO-5	வாழ்வியலின் நெறிகளைச் சொல்லும் கதைகளைப் படைக்கும் திறனோடு மொழி ஆளுமையையும் அறிந்துகொள்ளுதல்	✓	✓	✓	✓	3	80	70	H			M			H			

Title & Content	Unit I / CLO – 1	Unit II / CLO - 2	Unit I III/ CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	காலந்தோறும் தமிழ் அகத்திணை மரபு - உள்ளடக்கம்	சங்க மருவிய காலம் அறமும் வாழ்வியலும்	பல்லவர் கால இலக்கியங்கள்	பண்டைக்காலத் தமிழகம் சங்ககால மக்களின் வாழ்வியல்	தமிழ்ச் சிறுகதையும் தமிழ்ச் சமூக வாழ்வியலும்
SLO-2	எட்டுத்தொகை நூல்களும் பகுப்புமுறையும்	உலகப்பொதுமறை - திருக்குறள் கட்டமைப்பு	பக்தியும் தமிழும் - பக்தி இலக்கியத் தோற்ற நிலை	முச்சங்க அறிமுகமும் வரலாறும்	புதுமைப்பித்தன் - சங்குத் தேவனின் தர்மம்
SLO-3	ஐங்குறுநூறு – 375, 391	திருக்குறள் வான்சிறப்பு (2)	சைவ சமய இலக்கியங்கள் - சைவக்குரவர் நால்வர்	சங்க இலக்கியப் பாடுபொருளும் வடிவமும்	ந.பிச்சமூர்த்தி – வேப்பமரம் - மரபும் நம்பிக்கைகளும்
SLO-4	குறுந்தொகை – 02, 03	திருக்குறள் – புலவி நுணுக்கம் (132) -	தேவாரம் – திருஞான சம்பந்தர் - 2834 திருநாவுக்கரசர் - 4262	எட்டுத்தொகை நூல்களின் வரலாறும் கட்டமைப்பும்	தமிழருவி மணியன் – ஒற்றைச் சிறகு - உறவின் மேன்மை
SLO-5	அகநானூறு நூல் கட்டமைப்பு	தமிழ் இலக்கிய மரபில் நீதி இலக்கியங்கள்	திருவாசகம்-மாணிக்கவாசகர் ஆனந்த பரவசம் – பாடல் 10	பத்துப்பாட்டு நூல்களின் வரலாறும் வாழ்வியலும்	ஆர். சூடாமணி – மூடநம்பிக்கை.
SLO-6	அகநானூறு -238	நாலடியார் வைகலும் - பாடல் எண் 39	வைணவ சமய வளர்ச்சிப்போக்கு	பதினெண் கீழ்க்கணக்கும் தமிழர் அற மரபும்	கிருஷ்ணா டாவின்ஸி – காலா அருகே வாடா



<b>SLO-7</b>	கலித்தொகை – 11	நீதி இலக்கியத்தில் மருந்து நூல்கள்	நாலாயிரத் திவ்யப் பிரபந்தம் குலசேகராழ்வார் பாடல் - 678	பதினோரு நீதி இலக்கியங்கள்	மொழிப்பயிற்சி சொற்களை உருவாக்குதல்
<b>SLO-8</b>	தமிழர் புறமரபு- புறநானூறு-107	சிறுபஞ்சமூலம் -64	ஆண்டாள் பாடல் – 574. திருமழிசை ஆழ்வார் பாடல்	காப்பிய இலக்கணம் - காப்பியங்களின் வகைமை	எழுத்துகளில் இருந்து சொற்களைக் கண்டுபிடித்தல்
<b>SLO-9</b>	புறநானூறு -110, 112	பழமொழி நானூறு அறிமுகம் – தனித்தன்மைகள்	தமிழில் இஸ்லாமிய இலக்கியங்கள்	ஐம்பெருங்காப்பியங்கள்	படம் பார்த்துக் கதை எழுதுதல்
<b>SLO-10</b>	பத்துப்பாட்டும் ஆற்றுப்படை நூல்களும்	பழமொழி நானூறு - 184	சீறாப்புராணம் - விடமீட்டப் படலம் -10 பாடல்கள்	தமிழ்ச் சமூகமும் சமயத் தத்துவங்களும்	படம் பார்த்துக் கவிதை எழுதுதல்
<b>SLO -11</b>	சிறுபாணாற்றுப்படை: 84-115	பண்டைக்காலப் போரும் வாழ்வும் - புறம்	தமிழில் கிறித்தவ இலக்கியங்கள்	பன்னிரு திருமுறை – அறிமுகம், வரலாறு	கற்பனையும் படைப்பும் - தமிழில் வாசகம்
<b>SLO -12</b>	பட்டினப்பாலை: 40-50	களவழி நாற்பது - 40	கிறித்துவின் அருள்வேட்டல் – திரு.வி.க. அலகிலொளி- 5 பாடல்	நாலாயிரத் திவ்வியப் பிரபந்தம் – அறிமுகம், வரலாறு	விளம்பரத்திற்கு வாசகம் எழுதுதல்
<b>Assessment</b>	Continuous Learning Assessment - 1		Continuous Learning Assessment – 2		
	Continuous Learning Assessment – 3		Continuous Learning Assessment - 4		

Resources					
1	கொன்றை, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023			2	தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2017
3	மு. அருணாசலம், தமிழ் இலக்கிய வரலாறு, நூற்றாண்டு முறை ( 9ஆம் நூ. முதல் 16 வரை), தி பார்க்கர், சென்னை, 2005			4	தமிழ் இலக்கியத் தொடரடைவு – <a href="http://tamilconcordance.in/">http://tamilconcordance.in/</a>
5	மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - <a href="https://www.projectmadurai.org/">https://www.projectmadurai.org/</a>			6	தமிழ் இணையக் கல்விக்கழகம் - <a href="http://www.tamilvu.org/">http://www.tamilvu.org/</a>

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

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

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<b>1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.</b>	1	<i>Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language &amp; Literature, Pondicherry University, Pondicherry</i>	1	<i>Dr. B.Jaiganesh, Associate Professor &amp; Head, Dept. of Tamil, FSH, SRMIST, KTR.</i>
				2	<i>Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.</i>
				3	<i>Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.</i>
				4	<i>Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i>
				5	<i>Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i>

Course Code	ULH24AE2J	Course Title	Hindi-II	Category	AEC	Ability Enhancement Course -05	L	T	P	C
							1	1	0	0

Course Offering Department	Hindi	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes									
CLR-1	They get to learn Ancient ,Medieval,and Modern poetry	1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
CLR-2	To understand the Significance of poems of great poets like Kabir,Tulsidas,Bihari and Dhananand	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills, Independent Thinking, Leadership Qualities, Digital Technology Skills	Value Incultation, Environmental Action, Entrepreneurial Risk Taking	PLO-9	PLO-10						
CLR-3	To Enhance and Enrich their knoeledge through poetry																	
CLR-4	Media based understanding for employability																	
CLR-5	Job Oriented writing skills																	
Outcomes (CLO)	At the end of this course, learners will be able to:																	
CLO-1	To provide a brief Introduction of Hindi poetry(Bhaktikal,Reetikal and Aadhunikkal)	✓	✓	-	-	2	85	75	H	M	H			M				
CLO-2	To Discuss the origin and development of various forms of poetry in Hindi	✓	✓	✓	-	2	85	75	H		M		H	H				
CLO-3	Focus on Evaluating the social changes through poetry	✓	✓	✓	✓	3	85	75		H		H	H	M				
CLO-4	To Examine Transcreation in advertisement	✓	✓	✓	✓	3	85	75	M		M	H		M				
CLO-5	To guide the students in the learning of the technical aspect of the Hindi Languge.this would help them in the field administration	✓	✓	✓	✓	3	85	75		H		H	H	M				

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
<b>SLO-1</b>	BHAKTI KALIN KAVITA	RITI KALIN KAVITA	ADHUNIK KAVITA	VIGYAPAN	PATRA LEKHAN & PARIBHASHIK SHABDAVALI
<b>SLO-2</b>	BHAKTIU KALIN KAITA KI AVADHARNA	AVADHARNA EVM SAWROOP	AVADHARNA EVM SAWROOP	AWADHARNA EVM SAROOP	AVADHARNA EVM SAROOP
<b>SLO-3</b>	SWARUP EVM MAHATWA	RITI KAL VIBHAJAN	MAHATVA EVM UDDESHYA	ARTH EVM PARIBHASHA	ARTH EVM PARIBHASHA
<b>SLO-4</b>	BHAKTIKAL KI PRASANGIKTA	MAHATVA EVM UDDESHYA	MATHLI SHARAN GUPT- NAR HO NA NIRASH KARO MAN KO	VIGYAPAN KE PRAKAR	PRAYOJAN EVM PRYOG
<b>SLO-5</b>	DOHE- KABIRDAS	DOHE- BIHARI	KAVI PARICHAYA EVM KAVITA KA VISHLESHAN	VIGYAPAN KI VISHESHTAYEN	PRAKAR EVM MAHATVA
<b>SLO-6</b>	SANT PARICHAY	KAVI PARICHAYA	SURYAKANT TRIPATHI NIRALA- VAR DE VEENAVADINI VAR DE	VIGYAPAN KA MAHATVA	VYAKTIGAT PATRA
<b>SLO-7</b>	DOHE KA VISLESHAN	DOHE KA VISLESHAN	KAVI PARICHAYA EVM VISHLESHAN	VIGYAPAN KI BHASHA	AUPCHARIK PATRA
<b>SLO-8</b>	GURU KA MAHATVA	DOHE- GHANANAND	NAGARJUN-- AKAL AUR USKE BAD	VIGYAPAN AUR ROZGAR	PARIBHASHIK SHABDAVALI
<b>SLO-9</b>	DOHE- TULSHIDAS	SNEH KI SARLTA KA VARNAN	AKAL KA VASHTAVIK CHITRAN	PRINT EVM ELECTRONIC VIGYAPAN	SHABDAVALI KI AVSHYAKTA
<b>SLO-10</b>	DOHE KA VISLESHAN	PREM KA MAHATVA	KATTIS- BADRINARAYAN	VIGYAPAN KI VYAPAKTA	KARYALYIN SHABDAVALI
<b>SLO-11</b>	DAYA KA MAHATVA	GHANANAND KI KAVYA SHAILI KA MAHATVA	SAMBAND VICCHED KI PARICHARCHA	VIGYAPANLEKHAN KI KALA	EK DIN EK SHABD
<b>SLO-12</b>	RAM KI MAHIMA	DHOHA PARICHARCHA	KAVYA PARICHARCHA	UDDESHYA	HINDI SE ANGREJI AUR ANGREJI SE HINDI SHABD
<b>Assessment</b>	Continuous Learning Assessment - 1		Continuous Learning Assessment - 2		
	Continuous Learning Assessment – 3			Continuous Learning Assessment - 4	

Resources					
1	<b>Edited Book: “SAMANYA HINDI”, SRIJONLOK PUBLICATION, 2023, New Delhi.</b>			4	BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY
2	KABIR – HAZARI PRASAD DWEDI			5	BIHARI – VISHVNATH PRASAD MISHR
3	SURDAS – RAM CHANDRA SHUKL			6	Aadhunik Vigyapan aur Jansampark – Taresh Bhatia

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

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

Designers					
Professional Experts			Higher Institution Experts		Internal Experts
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Course Code	ULF24AE2J	Course Title	French- II				Category	AEC	Ability Enhancement Course -05				L	T	P	C
													1	1	0	0

Course Offering Department	French	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes									
CLR-1	Strengthen the language of the students both in oral and written	1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
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																	
Outcomes (CLO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking	Communication Skills	Independent Thinking	Leadership Qualities	Digital Technology Skills	Value Inculcation	Environmental Action	Entrepreneurial Risk Taking	PLO-9	PLO-10
CLO-1	To acquire knowledge about French language	✓	✓	-	-	2	85	75	H	M	H			M				
CLO-2	To strengthen the knowledge on concept, culture, civilization, and translation of French	✓	✓	✓	-	2	85	75	H		M		H		H			
CLO-3	To develop content using the features in French language	✓	✓	✓	✓	3	85	75		H		H	H	M				
CLO-4	To interpret the French language into other language	✓	✓	✓	✓	3	85	75	M		M	H			M			
CLO-5	To improve the communication, intercultural elements in French language	✓	✓	✓	✓	3	85	75		H		H	H	M				

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit I II/ CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	Temps libre	Le pronom indéfini on	Vendre	Il faut	Les gallicismes
SLO-2	Les loisirs	Les adjectifs interrogatifs	Acheter	Le verbe devoir	Les pronoms personnels COI
SLO-3	Les moments de la journée	Les prépositions avec les noms géographiques	Les aliments	Le verbe pouvoir	Le pronom Y

<b>SLO-4</b>	<i>Les matières scolaires</i>	<i>Les verbes prendre et sortir</i>	<i>Les emballages</i>	<i>Le verbe vouloir</i>	<i>Des pronoms compléments</i>
<b>SLO-5</b>	Les activités quotidiennes, Les quotidiennes	<i>Les sons</i>	<i>Les quantités</i>	<i>Demander et dire le prix</i>	<i>Les nombres ordinaux</i>
<b>SLO-6</b>	Le temps, L'heure	<i>Parler de ses goûts</i>	<i>Les commerces</i>	<i>Faire des achats</i>	<i>Les verbes écrire et voir</i>
<b>SLO-7</b>	<i>La fréquence</i>	<i>Parler de ses préférences</i>	<i>Les commerçants</i>	<i>Les activités</i>	<i>Le E caduc ou instable</i>
<b>SLO-8</b>	Les sons [u], Les sons [y]	<i>Parler de sa routine</i>	<i>L'impératif</i>	<i>Les activités</i>	<i>Présenter ses vœux</i>
<b>SLO-9</b>	L'heure, Quelle heure est-il ?	<i>A la recherche d'un cadeau</i>	<i>Les articles partitifs</i>	<i>Mots et expressions</i>	<i>Présenter ses félicitations</i>
<b>SLO-10</b>	<i>Les pronoms personnels COD</i>	<i>Temps libre</i>	<i>Très ou beaucoup (de)</i>	<i>Communication</i>	<i>Répondre à une invitation</i>
<b>SLO-11</b>	Les pronominaux, Se promener, se coucher etc...,	<i>Mots et expressions</i>	<i>Le pronom en (la quantité)</i>	<i>Les sorties</i>	<i>Écrire un message amical</i>
<b>SLO-12</b>	Les verbes du premier groupe, Parler, Demander, Poser	<i>Grammaire– Communication</i>	<i>La phrase négative (2</i>	<i>Les fêtes</i>	<i>Parler au téléphone</i>
<b>Assessment</b>	Continuous Learning Assessment - 1		Continuous Learning Assessment - 2		
	Continuous Learning Assessment – 3		Continuous Learning Assessment - 4		

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

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

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

Designers					
Professional Experts			Higher Institution Experts		Internal Experts
1	Mr. Kavaskar Danasegarane, Language Specialist, Process Expert Maersk Global Service Center Pvt. Ltd <a href="mailto:Mailkavas18@gmail.com">Mailkavas18@gmail.com</a>		1	Dr. C.Thirumurugan ,Professor, Department of French, Pondicherry University <a href="mailto:drcthirumurugan@gmail.com">drcthirumurugan@gmail.com</a>	1 Mr. Kumaravel K. Assistant Professor & Head, SRMIST,KTR., <a href="mailto:hod.french.ktr@srmist.edu.in">hod.french.ktr@srmist.edu.in</a>
2	Mr. Shrivathsan S, Journalist, Senior Sports Reporter/Sub-Editor, Times of India, Chennai <a href="mailto:shrivathsangilramhanga@gmail.com">shrivathsangilramhanga@gmail.com</a>		2		2 Miss. Abigail A, Assistant Professor , SRMIST,,VDP <a href="mailto:abigaila@srmist.edu.in">abigaila@srmist.edu.in</a>
3			3		3 Mrs.M.Mahalakshmi, Assistant Professor , SRMIST,,RMP <a href="mailto:mahalakm2@srmist.edu.in">mahalakm2@srmist.edu.in</a>

Course Code	UBA24SE2L	Course Name	INTERNSHIP- I BUSINESS ADMIN INSIGHTS	Course Category	SEC	Skill Enhancement Course-02	L	T	P	C
							0	0	8	4

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

#### Internship

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

- The Internship report is Based on Business Admin Insights (To observe real-world business operations, processes, and decision-making for pursuing a career in business administration.).The work should be an individual work and there should not be any duplication.
- Each candidate has to undergo the Internship training for 10 days in any industry during the First Semester holidays and has to submit the report for the same in the 2ed Semester.
- This internship would focus on exposing internship to various aspects of business administration which include areas such as organizational management, operations, human resources, finance, marketing, and more.
- 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 conducted to evaluate the performance of the candidate internally (Examiner are approved by Dean-FOM)

- Internal Assessment: 100Marks

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

**NOTE:** If a candidate fails to submit the Business Admin Insights Reports or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

Course Designers	
Experts from Industry	Experts from Higher Technical Institutions
Mr. Ram, Sigma Info Pvt Ltd, Chennai.	Internal Experts
	Dr. L. Jayanthi
	Dr. M.Srinivasan

**SEMESTER-III**

Course Code	UBA24301T	Course Name	COST AND MANAGEMENT ACCOUNTING	Course Category	CC	Core Courses-7	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Financial Accounting	Co-requisite Courses	Not Required	Progressive Courses	Financial Management
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to:</i>	<b>Learning</b>	<b>Program Learning Outcomes (PLO)</b>
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CLR-1:	This course discusses how to prepare a cost sheet, costing for materials, labour cost and overheads	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5
CLR-2:	This course talks about financial statement analysis using various tools like comparative and common size Income Statements and B/S. Trend Analysis, Ratio Analysis, Cash Flow Statement, Budgets and Budgetary Control.				Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment			
CLR-3:	This course throws some light on Management Reporting in general.						-	2	-			
CLR-4:	This course as a part of the Business administration programme provides fundamental knowledge and basic understanding on various methods, tools and techniques of cost and management accounting						2	-	-			
CLR-5:	To facilitate the students to understand financial decision making that is required for a budding professional in the domain of accounting						3	3	-	-	-	
<b>Course Learning Outcomes (CLO):</b>		At the end of this course, learners will be able to:										
CLO-1:	To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.	3	80	85	3			-	2	-		
CLO-2:	To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement,	3	80	85	3			2	-	-		
CLO-3:	To facilitate the students to understand marginal costing for analysing the financial statements for managerial information	3	75	80	2			-	3	-		
CLO-4:	To provide with the basic understanding of budgetary control	3	85	90	2			-	-	3		
CLO-5:	To develop the knowledge of the learners to understand and prepare a management report	3	85	90	3	3		-	-	-		

Duration (hour)	12	12	12	12	12
S-1	<b>SLO-1</b>	Introduction to Cost and management accounting	Introduction to Labor cost	<b>Introduction to Marginal costing</b>	Introduction to Financial Statement Analysis
	<b>SLO-2</b>	Definitions, features, objectives	Direct Labour cost method of payment of wages	Absorption costing Vs Marginal costing	FSA- Features, Objectives, Types
					<b>Introduction to Cash Flow Statement</b>
					<b>Concept of Cash</b>

S-2	<b>SLO-1</b>	Functions, scope,	Indirect labour cost-methods of payment of wages	Marginal costing equation	FSA- Techniques, Limitations	Sources of cash flow
	<b>SLO-2</b>	Advantages and limitations	Incentive Plans	Marginal cost statement	Comparative and Common size Income Statement-Meaning & Significance	Cash from operation
S-3	<b>SLO-1</b>	Relationship and differences between Cost accounting, Management accounting and Financial Accounting	Halsey premium Plan	Break even analysis-Meaning and features	Problems in Comparative & Common size Income statement	cash from Financing and cash from investment
	<b>SLO-2</b>	Cost Concepts	Halsey Weir Premium plan	Profit volume analysis/ PV Ratio,	Comparative and Common size Balance sheet – Meaning & Significance	Inflow and outflow of cash
S-4	<b>SLO-1</b>	Cost classification – Elements of cost -	Rowan Plan	Problems in marginal costing	Problems in Comparative and Common size Balance sheet	Preparation of cash flow statements with adjustments
	<b>SLO-2</b>	Preparation of cost sheet – Simple problems	Taylor Piece rate method	Margin of Safety, Angle of Incidence.	Trend Analysis – Meaning and Problems	Problems in CFO & CFS
S-5	<b>SLO-1</b>	Preparation of cost sheet – Problems with adjustments	Introduction to Overheads	Importance of break even chart	Ratio Analysis- Meaning, Advantages, Limitations,	Cash Flow Statement II (As per AS3)- Objectives, advantages and limitations
	<b>SLO-2</b>	Preparation of cost sheet and quotation	Features	Types, Advantages and Limitations	Classification & Interpretation of Ratios, Significance of various ratios	Computation of cash flows from operating activities as per AS3
S-6	<b>SLO-1</b>	Material cost	Classification	Introduction to Budgeting and Budgetary Control	Profitability Ratios-meaning and Importance	Simple cash flow statement problems
	<b>SLO-2</b>	Direct and Indirect material cost	Methods of allocation	Classification of <b>Budgets, Zero based budgeting</b>	Problems in Profitability ratios	Comprehensive Cash Flow statement problems
S-7	<b>SLO-1</b>	Inventory control techniques	Methods of apportionment	Control Ratios	Gross profit, Net profit, Operating profit, Operating, Return on Investment, total assets.	Problems for practice in Cash flow analysis
	<b>SLO-2</b>	Stock levels – Reorder, Max, Min, Danger levels	Primary distribution	Performance budgeting – Meaning & Significant elements	Expenses, EPS, PE, RE, Payout ratios. Dividend yield, Interest coverage.	Management Reporting – Meaning and significance
S-8	<b>SLO-1</b>	Economic Order Quantity – Meaning and Problems,	Secondary distribution	Cash Budget – Meaning, Significance ,	Turnover ratios- Meaning and Importance	Objectives and Purpose
	<b>SLO-2</b>	ABC analysis.,	Problems in Primary distribution	Cash Budget -Features, Advantages and Limitatuons	Problems in Turn over ratios	Definitions of Report
S-9	<b>SLO-1</b>	Issue of materials to Production	Problems in Secondary distribution	Problems in cash Budget – Simple problems	Stock , Debtors, Creditors, turnover- Problems	Reports to top level management



	<b>SLO-2</b>	Pricing methods	Problems in Allocation	Problems with adjustments	Fixed assets, Working capital turnover Problems	Reports to Lower level management
S-10	<b>SLO-1</b>	FIFO method	Problems in apportionment of expenses	Flexible Budget - Meaning	Solvency Ratios – meaning and Importance	Sample reports
	<b>SLO-2</b>	LIFO method	Problems - Calculating Machine hour rate	Features, Advantages and Limitations	Financial Ratios- Short term solvency ratios-problems	Preparation of management reports – Procedure and Process
S-11	<b>SLO-1</b>	Average methods	Problems – Calculating Labour cost		Debt ratios( Long term solvency) Problems	Limitations in preparing the reports
	<b>SLO-2</b>	Problems for practice	Problems – Labour and Overheads	Problems in Flexible Budget	Consolidated ratio analysis Problems	Usefulness of the reports
S-12	<b>SLO-1</b>	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
	<b>SLO-2</b>	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 Resources	Latest Edition
	1.Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House. 2.Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers. 3.Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services. 4.Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand. 5.Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House 6.Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Dhandayuthapani sp , Associate Professor, Anna University, Trichy 2. Dr Kamaraj Professor, Annamali University, Chidambaram	1. Dr. L. Jayanthi AP, FoM, SRMIST- KTR Campus

Course Code	UBA24302T	Course Name	Legal and Ethical issues in business		Course Category	CC	Core Courses-8		L	T	P	C	
									3	1	0	4	
Pre-requisite Courses		Not required		Co-requisite Courses	Not Required		Progressive Courses	-					
Course Offering Department			Faculty of Management		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 helps to identify the different types of contracts, Indemnities, Guarantees, Bailment and Pledges				1	2	3	1	2	3	4	5	
CLR-2:	This course helps to Apply the concepts involved in Sale of Goods and Transfer of Property agreements				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	
CLR-3:	This course facilitates the students to Acquire the knowledge and practice of protection of Intellectual Property Rights.												
CLR-4:	This course as a part of the Business administration programme provides fundamental knowledge and basic understanding on Corporate social responsibility; Environment & business												
CLR-5:	This course enables the students to understand bank customer Relations/Electronic Fund Transfers through Negotiable Instruments chapter												
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:											
CLO-1:	The course aims to provide students with the understanding of key legal and ethical issues in the business context of India				3	80	85	3		-	2	-	
CLO-2:	The course will help students analyze ethical dilemmas in business decisions				3	80	85	3		2	-	-	
CLO-3:	The course will help the students understand the legal and regulatory aspects of business ethics.				3	75	80	2		-	3	-	
CLO-4:	The Course will develop the ability to critically analyze legal scenarios that concern the financial, competitive and charitable responsibilities of organisations				3	85	90	2		-	-	3	
CLO-5:	The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethics				3	85	90	3	3	-	-	-	

Duration (hour)		12	12	12	12	12
S-1	<b>SLO-1</b>	Business law – definition, scope,	Introduction to employment Law- Meaning and scope	Formation of Sales Contract.	Introduction to business ethics.	Ethical decision making process - Meaning
	<b>SLO-2</b>	Importance of understanding the role of law in business	Employment Law in India – Factories Act 1948	<b>Essentials of Contract of Sale of goods</b>	Defintion and importance of business ethics	Philosophical approaches to ethical decision making
S-2	<b>SLO-1</b>	Elements of a contract	Provisions: Health measures, Safety measures and Welfare measures	<b>Contract for leasing goods</b>	Business ethics in Indian context	Ethics & Religious approaches
	<b>SLO-2</b>	offer and acceptance	Employees State Insurance Act 1948 scope, composition duties.	<b>Title and risk of loss, Performance and remedies</b>	Institutionalization of Business Ethics in the organization	Moral & Legal aspects of ethical decision making
S-3	<b>SLO-1</b>	Consideration,	<b>ESI Fund- contribution and benefits</b>	<b>Conditions- Meaning and types</b>	Benefits of Ethical Conduct in Business	Ethical aspects in Bhagvat Gita
	<b>SLO-2</b>	Contractual capacity	Minimum wages act 1948 – scope , Objectives	<b>Warranties - Meaning and types Product liability</b>	Ethical Issues in business	Kautaliya’s Arthshastra.
S-4	<b>SLO-1</b>	Free Consent	Fair wage, Living wage, Hours of work, overtime, claims.	Doctrine of caveat emptor- exceptions	Stake holders concerns over the ethical issues	Swami Vivekanand on Ethics
	<b>SLO-2</b>	Performance of Contracts	Payment of Wages act 1936.- scope	<b>Rights and duties of Unpaid seller and Buyer</b>	Social Responsibility	Swami Vivekanand’s message to the youth of India
S-5	<b>SLO-1</b>	Breach of Contracts	Liability for payment of wages, Deduction from wages, Wage period fixation	Introduction to Negotiable Instruments act 1881	Regulatory frame work for Business ethics.	Ethical Decision Making in Organizations
	<b>SLO-2</b>	Remedies to Breach of contract	Industrial Dispute act 1947- scope	<b>Characteristics , Types of Negotiable instruments</b>	Corporate social responsibility	Individual and Organizational Factors Influencing Ethical Decisions
S-6	<b>SLO-1</b>	Classification of Contracts	Industry and Industrial dispute- meaning	<b>Promissory notes</b>	Environment & Business	Karmyog
	<b>SLO-2</b>	Essentials for a Valid Contract	Unfair Labour practice	Bills of Exchange	Issues related to Business Ethics in marketing.	Indian philosophy of work ethics
S-7	<b>SLO-1</b>	Types of contracts – Indemnity & Guarantee, Bailment & Pledge	Equal Remuneration Act - 1976 - Purpose	Cheques	Issues related to business ethics in Finance function	Kautilya’s Arthshastra; Introduction to Integral Humanism
	<b>SLO-2</b>	Product Liability Consumer Protection Laws	Provisions of Equal remuneration act – Gender equality	Difference between Promissory notes and Bills of exchange	Issues related to business ethics in Human resource function	Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes
S-8	<b>SLO-1</b>	Consumer Protection councils	Maternity Benefit act - 1961 scope	Negotiability, Negotiation and Holders in due course	Ethical responsibilities of multinational corporations;	Corporate Governance

	<b>SLO-2</b>	Unfare trade practice	Provisions related to the above act	Liability and discharge	Ethical dilemmas facing businesses globally	<b>Its Impact on Ethical Decision-Making</b>
S-9	<b>SLO-1</b>	Rights of consumers	The workmen compensation act -1923	Bank customer Relations	Issues related to discrimination, human rights,	<b>Whistleblowing in Business ethics</b>
	<b>SLO-2</b>	Reliefs available to consumers	Employees compensation Act 2009	Electronic Fund Transfers.	<b>Environmental impact</b>	Ethics of whistle blowing
S-10	<b>SLO-1</b>	Business Torts - Meaning	Employees Provident funds and miscellaneous provisions act 1952	CRM in banks	Introduction to Intellectual property.	Whistle blower – Policy and Examples
	<b>SLO-2</b>	Types of Business Torts	Payment of Gratuity act 1972	Debtor creditor relationship in banks	Types of IP	<b>Conflict Resolution- meaning</b>
S-11	<b>SLO-1</b>	Famous business tort cases	Payment of Bonus act 1965	Types of relationships - Trustee -beneficiary, Lessor-lessee	Patents, Invention, Copy rights – Provisions related to the above IP	Conflict resolution and ethical decision making Strategies
	<b>SLO-2</b>	How does tort law affect business practices	Trade unions act 1926	Agent-principal Bailor-Bailee	Trade marks, Geographical indications and related rights	Conflict resolution process
S-12	<b>SLO-1</b>	Understanding an Intentional Tort	Provisions related to Trade union act	Rights and duties of the above types of relationships.	Provisions related to the above IP	Principles of conflict resolution
	<b>SLO-2</b>	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 Resources	<p>Latest Edition</p> <p>1 Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.</p> <p>2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson</p> <p>3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.</p> <p>4. Vivekanand, S. To the Youth of India. Advaita Ashrama.</p> <p>5.Holloway, J. E. (2023). The Foundation of the Theory of Law and Business. Am. U. Bus. L. Rev., 12, 51.</p> <p>6.Mascarenhas, A. J. O. et al. (2019). J.R.D. Tata: Orations on Business Ethics. Rupa Publications India</p> <p>7.Ratan Tata: Ethical Leadership  By: Ashok K. Dua, Sumita Rai  Ivey Publishing </p>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
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 ,	1. Dr. L. Jayanthi AP, FoM, SRMIST- KTR Campus

Course Code	UBA24303T	Course Name	HUMAN RESOURCE MANAGEMENT			Course Category	CC	Core Courses-9					L	T	P	C
												3	1	0	4	
Pre-requisite Courses	Not Required		Co-requisite Courses	Not Required		Progressive Courses	Not Applicable									
Course Offering Department		Faculty of Management			Data Book / Codes/Standards											
Course Learning Rationale (CLR):		The purpose of learning this course is to:				Learning		Program Learning Outcomes (PLO)								
CLR-1:	To gain insights into Functional HRM and explore its role in enhancing effective organizational management.					1	2	3	1	2	3	4	5			
CLR-2:	To conduct an analysis of various HR functions, including recruitment and selection, performance management, compensation and benefits, training and development, and career/talent management.					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment			
CLR-3:	To utilize HR analytics to enhance strategic HR decisions and integrate innovative approaches into HR management.															
CLR-4:	To develop sustainable objectives centered around diversity, inclusion, and the well-being of employees															
CLR-5:	To identify and analyze organizational, technological, and cultural barriers to the implementation of Green HRM, and to evaluate its influence on enhancing organizational performance.															
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:														
CLO-1:	To develop understanding about Functional HRM and its contribution to effective organizational management.					3	80	85	3	2	-	-	-			
CLO-2:	To Analyze all HR Functions like recruitment selection, performance management, compensation benefit, Training and Development and Career Management/Talent Management.					3	80	85	3	3	-	-	-			
CLO-3:	To Apply HR analytics, HR with innovation					3	75	80	2	3	-	-	-			
CLO-4:	To Create sustainable goals with diversity, Inclusion and wellness					3	85	90	2	3	-	-	-			
CLO-5:	To identify the Challenges in Implementing Green HRM: Organizational, technological, and cultural barriers. To critically evaluate the Impact of Green HRM on Organizational Performance					3	85	90	3	3	-	-	-			

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Human Resource Management — An Introduction Meaning and Definition of HRM	Employee Life Cycle Approach: Introduction to the Employee Life Cycle (ELC)	Introduction to Employee Engagement: Concept and Importance	Introduction to Human Resource Information Systems (HRIS)	Concept and evolution of Green HRM
	SLO-2	Nature and Characteristics of HRM	Managing the Full Employee Life Cycle: HR's Strategic Role	Factors Affecting Employee Engagement	Role of HRIS in Managing HR Functions	Importance of Green HRM in today's organizations
S-2	SLO-1	Objectives of HRM	Human Resource Planning (HRP): Human Resource Planning: Concept and Importance	Strategies for Enhancing Employee Engagement	HR Analytics: Concept, Importance, and Applications	Principles and practices of Green HRM
	SLO-2	Importance of HRM in Modern Organizations	Objectives and Benefits of Human Resource Planning	Measuring Employee Engagement: Tools and Techniques	Data-Driven Decision Making in HRM	Link between sustainability and HRM
S-3	SLO-1	Functions of HRM: Managerial Functions	Steps in the Human Resource Planning Process	Changing Nature of Employee Engagement in Modern Workplaces	Key Metrics and Analytics Tools for HR	Organizational structure and resistance to Green HRM
	SLO-2	Functions of HRM: Operative Functions	Forecasting Human Resource Demand and Supply	Role of Leadership in Driving Engagement	Predictive Analytics in Recruitment, Performance, and Retention	Leadership commitment issues in Green HRM adoption
S-4	SLO-1	Evolution of HRM: From Personnel Management to HRM	Tools and Techniques for HR Forecasting (e.g., Trend Analysis, Delphi Method)	Introduction to Performance Management	Innovations in HRM: Trends and Emerging Practices	Lack of organizational awareness and training
	SLO-2	Difference between HRM and Personnel Management	Barriers and Challenges in Human Resource Planning	Key Components of Performance Management Systems	Digital Transformation in HR: Impact of Technology	Resource allocation challenges for Green HR initiatives

S-5	SLO-1	<b>Human Resource Business Partnership (HRBP)</b> Concept of Human Resource Business Partner (HRBP)	Introduction to Recruitment: Concept and Need	Setting Performance Goals and Objectives: SMART Goals	Artificial Intelligence (AI) and Automation in HR	Policy gaps and regulatory issues affecting Green HRM
	SLO-2	Roles and Responsibilities of HR Business Partners	Internal vs External Sources of Recruitment	Performance Appraisal Methods and Techniques	HR Innovations in Talent Acquisition and Employee Engagement	Technological infrastructure requirements for Green HRM
S-6	SLO-1	Strategic Role of HRBPs in Organizations	Recruitment Strategies: Employer Branding, E-Recruitment	Challenges in Performance Management	Gamification and HR Technology	Integration of green technology in HR processes
	SLO-2	Competencies and Skills Required for HRBPs	Selection: Meaning, Importance, and Objectives	Linking Performance Management to Organizational Goals	Virtual Reality (VR) and Augmented Reality (AR) in HRM	Cost barriers related to green technologies
S-7	SLO-1	HRM Policies: Meaning and Need for HRM Policies	Selection Process: Steps and Methods	Introduction to Compensation Management: Concept and Components	Role of HRM in Small and Medium Enterprises	Data management and monitoring challenges
	SLO-2	Types of HRM Policies (Recruitment, Compensation, Training, etc.)	Tools and Techniques of Selection (Interviews, Tests, Assessment Centers)	Types of Compensation: Direct and Indirect	HR Challenges in SMEs: Limited Resources and Infrastructure	Technological skills gap among HR professionals
S-8	SLO-1	Process of Formulating HRM Policies	Common Errors in Recruitment and Selection Process	Designing an Effective Compensation Structure	HR Strategies for Talent Acquisition and Retention in SMEs	Organizational culture's resistance to change
	SLO-2	Challenges in Designing and Implementing HRM Policies	Introduction to Training and Development (T&D)	Role of Incentives and Benefits in Compensation	Employee Development and Training in SMEs	Employee mindset and behavior towards green practices



S-9	SLO-1	<b>HRM in Globally Competitive Environment:</b> Globalization and its Impact on HRM	Importance of Training for Organizational Growth	Pay for Performance: Merit-based Compensation	Performance Management in SMEs	Diversity in cultural approaches to environmental responsibility
	SLO-2	HRM Strategies for Global Competitiveness	Types of Training: On-the-Job and Off-the-Job Methods	Compensation for Special Groups: Women, Differently-abled, and Senior Citizens	Creating a Positive Work Culture in Small Organizations	Communication barriers in promoting green culture
S-10	SLO-1	Managing Cross-Cultural Diversity in the Workforce	Steps in Designing Effective Training Programs	Introduction to Industrial Relations: Concept and Scope	HRM in the Service Sector: Unique Challenges and Opportunities	Green HRM and employee engagement
	SLO-2	International HRM (IHRM) vs. Domestic HRM	Evaluating Training Effectiveness (Kirkpatrick Model, ROI)	Role of Trade Unions in Industrial Relations	Employee Engagement in Service Industries	Green HRM's influence on corporate reputation
S-11	SLO-1	Role of Technology in Global HRM Practices	Concept of Competency and Competency Mapping	Industrial Disputes: Causes, Types, and Solutions	Customer-Centric HRM in Service-Based Organizations	Cost savings and efficiency gains through Green HR practices
	SLO-2	<b>Functional HRM:</b> Functional Areas of HRM: Recruitment, Selection, Training, Performance Management, Compensation	Process and Advantages of Competency Management	Conflict Resolution and Negotiation in Industrial Relations	Managing Employee Well-being in the Service Sector	Green HRM's role in talent attraction and retention
S-12	SLO-1	Integration of Functional HRM with Organizational Goals	Using Competency Models in Recruitment, Training, and Performance Management	Overview of Workplace Laws and Regulations	Organizational Change and Transformation: Role of HR Leadership	Contribution of Green HRM to innovation and competitiveness

	<b>SLO-2</b>	Strategic Human Resource Management (SHRM): Introduction to Strategic HRM: Linking HRM with Business Strategy	Career Management and Talent Management: Managing Gig Workers, Virtual Employees, and Remote Teams	Legal Compliance in HRM: Employment Contracts, Health, and Safety Laws	HR's Role in Driving Organizational Innovation and Change	Measuring the long-term performance impact of Green HRM
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Learning Resources	1.DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management, Cengage Learning 2.Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms 3.Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi 4.DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi 5.Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
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	Bloom’s Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, CLA4- 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	Internal Experts
<b>Mr. VISHVAK KRISHNAN.S,</b> <b>HR Assistant Manager, Info Vision, Porur</b>	<b>Dr.shivakumar, Associate Professor,VIT,</b> <b>Chennai</b>	Dr.G.MAYA, Assistant Professor, SRM IST

Course Code	<b>UBA24ME3T</b>	Course Name	<b>Indian Systems of Health and Wellness</b>	Course Category	MDE	Multi-Disciplinary Elective - 03	L	T	P	C
							1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management			Data Book / Codes/Standards	

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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CLR1	To understand the importance of a healthy lifestyle.
CLR2	To familiarize students about physical and mental health.
CLR3	To create an awareness of various lifestyle-related diseases.
CLR4	To provide understanding of stress management.
CLR5	To encourage the practice of healthy habits for long-term well-being.

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
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		1	2	3
		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO1	Understand the importance of a healthy lifestyle.	2	85	90
CLO2	Identify key aspects of physical and mental health.	1	80	90
CLO3	Apply simple health practices for daily well-being.	3	85	90
CLO4	Use stress management techniques effectively.	3	80	90
CLO5	Choose a suitable lifestyle based on body and mind.	5	85	90

1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
3	2	-	-	-
3	2	-	-	-
2	3	-	-	-
2	3	-	-	-
3	3	-	-	-

Duration (hour)		6	6	6	6	6
S-1	<b>SLO-1</b>	<b>Introduction to Health &amp; Wellness:</b> Definition of Health	Determinants of health behaviour	Group discussion: Wellbeing – why it matters?	Group discussion: Common diseases	<b>Indian system of well being:</b> Health beliefs of India
	<b>SLO-2</b>	Introduction to Health & Wellness: Definition of Health	Determinants of health behaviour	Group discussion: Wellbeing – why it matters?	Group discussion: Common diseases	Health beliefs of India
S-2	<b>SLO-1</b>	Importance of health in everyday life	Review	Digital wellbeing	Sedentary lifestyle	Health systems in India – AYUSH.
	<b>SLO-2</b>	Importance of health in everyday life	<b>Mind Body and Well-Being:</b> Mind body connection in health	Digital wellbeing	Sedentary lifestyle	Health systems in India – AYUSH.
S-3	<b>SLO-1</b>	Activity: Importance of health in everyday life	Mind body connection in health	Seminar – Digital wellbeing	Risk of disease	Group discussion: Health beliefs of India and Health systems in India – AYUSH.
	<b>SLO-2</b>	Components of health – physical, social, mental, spiritual and its relevance	Mind Body and Well-Being: Concept and relation	Review	Risk of disease	Group discussion: Health beliefs of India and Health systems in India – AYUSH.
S-4	<b>SLO-1</b>	Components of health – physical, social, mental, spiritual and its relevance	Mind Body and Well-Being: Concept and relation	<b>Deficiency &amp; Diseases:</b> Malnutrition, under nutrition and over nutrition	Presentation: Sedentary lifestyle and Risk of disease	Perspective of indigenous people towards health
	<b>SLO-2</b>	Concept of wellness	Activity: Mind body connection in health	Malnutrition, under nutrition and over nutrition	Modern lifestyle	Perspective of indigenous people towards health
S-5	<b>SLO-1</b>	Concept of wellness	Implications of mind-body connection	Body system	Modern lifestyle	Happiness and well-being in India
	<b>SLO-2</b>	Mental health and wellness	Implications of mind-body connection	Body system	Associated health risks	Happiness and well-being in India
S-6	<b>SLO-1</b>	Mental health and wellness	Wellbeing – why it matters?	Common diseases	Associated health risks	Review
	<b>SLO-2</b>	Presentation: Health – physical, social, mental, spiritual, wellness	Wellbeing – why it matters?	Common diseases	Group discussion: Modern lifestyle and Associated health risks	Review

Learning Resources	<b>Text Books (Latest Editions) &amp;References:</b> <ol style="list-style-type: none"> <li>1. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge</li> <li>2. C. Nyambichu &amp; Jeff Lumiri, , Lifestyle Disease: Lifestyle Disease management</li> </ol>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) cycle Test-I		CLA– 2 (10%) cycle Test-II		CLA– 3 (20%) model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	30%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr Senthilkumar Professor, Anna university, Chennai	Dr.M. Ganeshkumar, FOM, SRMIST-KTR
	<b>Dr Rajan Sexana , Professor, IIM indore</b>	.Dr.M.Srinivasan, FOM, SRMIST-KTR

Course Code	UBA24SE3L	Course Name	Management Information System (MIS)	Course Category	SEC	Skill Enhancement courses-3	L	T	P	C
							2	0	4	4

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:		Learning		Program Learning Outcomes (PLO)					
CLR-1:	Learn the basic concepts, components, types, and role of MIS in improving business operations.		1	2	3	Apply knowledge of management theories and practices to solve business	1	2	3	4	5
CLR-2:	Understand the structure, objectives, and functioning of database systems, and how to organize data effectively.		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)		Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	
CLR-3:	Explore different MIS applications such as DSS, GDSS, knowledge management, e-commerce, and business process improvement.										
CLR-4:	Gain skills to manage information system projects using project management tools and agile methodologies like SCRUM.										
CLR-5:	Apply MIS concepts through real-world projects, including case studies, database creation, website building, and agile project simulation.										
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:									
CLO-1:	Explain the role, benefits, and evolution of MIS and IT infrastructure in modern businesses.		1	85	90		3	2	-	-	-
CLO-2:	Demonstrate the ability to design and manage databases, create ER diagrams, and understand DBMS principles.		2	80	90		3	2	-	-	-
CLO-3:	Analyze different MIS applications and design basic e-commerce and knowledge-based solutions.		4	85	90		2	3	-	-	-
CLO-4:	Apply project management techniques to plan, control, and manage information system projects using agile methods.		3	80	90		2	3	-	-	-
CLO-5:	Implement MIS knowledge through hands-on activities, including database setup, e-commerce development, and agile project management.		4	85	90		3	3	-	-	-

Duration (hour)		Unit 1: Fundamentals of MIS	Unit 2: Database Management Systems	Unit 3: Information System Applications	Unit 4: Managing Projects	Unit 5: Practical Work and Case Studies
S1	SLO1	Introduction to MIS Concepts (p.2)	Introduction to DBMS Concepts (p.2)	Introduction to MIS Applications (p.402)	Introduction to Project Management (p.3)	Introduction to Practical MIS Applications
	SLO2	Importance of MIS in Business (p.6)	Objectives of Database Approach (p.10)	Decision Support Systems Overview (p.418)	Project Management Objectives (p.6)	Understanding Case Study Methodology
S2	SLO1	Dimensions and Components of IS (p.15)	Characteristics of DBMS (p.20)	Group Decision Support Systems (p.422)	Agile Methodology Overview (p.5)	Overview: MIS Case Study Analysis
	SLO2	Types of MIS (p.22)	Data Processing Systems (p.30)	DSS Applications in Enterprise (p.425)	SCRUM Framework Introduction (p.10)	Selecting a Real-World MIS Case
S3	SLO1	Evolution of IT Infrastructure (p.178)	Components of DBMS Packages (p.35)	Knowledge Management Systems (p.446)	SCRUM Roles and Responsibilities (p.15)	Identifying Types of MIS in a Case
	SLO2	IT Infrastructure Components (p.182)	DBMS Environment and Tools (p.40)	Knowledge-Based Expert Systems (p.453)	SCRUM Meetings and Ceremonies (p.20)	Identifying MIS Benefits and Challenges
S4	SLO1	New Approaches for System Building (p.204)	Database Models and Architecture (p.45)	Enterprise Model Systems Overview (p.460)	User Stories in SCRUM (p.25)	Preparing a Case Study Report (Written Format)
	SLO2	Role of MIS in Digital Firms (p.26)	E-R Diagram Concepts (p.50)	E-Business Models (p.464)	Managing Project Scope with SCRUM (p.30)	Preparing Visual Presentation (PPT)
S5	SLO1	Strategic Objectives of IS (p.12)	E-R Diagram Development (p.55)	Introduction to E-Commerce (p.488)	Project Planning and Scheduling (p.36)	Introduction to Database Setup
	SLO2	Contemporary Approaches to IS (p.34)	Database Design Process (p.62)	Digital Markets and Goods (p.492)	Sprint Planning Techniques (p.30)	Installing a DBMS Software
S6	SLO1	Ethical, Social, Political Issues (p.122)	Data Warehousing Concepts (p.70)	E-Commerce Revenue Models (p.497)	Risk Management Overview (p.40)	Basic DBMS Operations (Create, Insert, Query)

Duration (hour)		Unit 1: Fundamentals of MIS	Unit 2: Database Management Systems	Unit 3: Information System Applications	Unit 4: Managing Projects	Unit 5: Practical Work and Case Studies
	SLO2	Organizations and IS Relationship (p.78)	Database Administration (p.80)	E-Communication Tools (p.500)	Risk Control through Agile (p.45)	Creating ER Diagram for a Business Scenario
S7	SLO1	Managing IT Infrastructure (p.184)	Introduction to SQL (p.90)	Business Process Reengineering (p.480)	Estimating Timelines in Projects (p.50)	Hands-on: ER Diagram Creation
	SLO2	IS Departments and Roles (p.50)	Data Integrity and Security (p.100)	Process Improvement Strategies (p.485)	Resource Allocation Strategies (p.56)	Introduction to E-commerce Website Design
S8	SLO1	Decision-Making with IS (p.420)	Normalization Concepts (p.105)	ERP and E-Commerce Integration (p.473)	Sprint Review and Retrospective (p.35)	Planning an E-commerce Site
	SLO2	MIS and Organizational Change (p.84)	Backup and Recovery Methods (p.110)	Mobile Commerce (p.507)	Team Management and Communication (p.60)	Designing E-commerce Site (Front End)
S9	SLO1	Challenges in Managing IS (p.60)	Big Data and Future of DBMS (p.120)	CRM and SCM Systems (p.475)	Stakeholder Identification (p.65)	Integrating Digital Market Features
	SLO2	Systems for Different Management Levels (p.38)	Future Trends in DBMS (p.130)	E-Commerce Security (p.512)	Managing Conflicts in Teams (p.68)	Integrating Digital Goods Features
S10	SLO1	MIS for Decision-Making (p.418)	Practical DBMS Work (Hands-on)	E-Commerce Marketing Strategies (p.515)	Ethics in Information Systems Projects (p.124)	Testing and Launching E-commerce Website
	SLO2	Real-World MIS Case Study	Database Project: E-R Diagram	Content Management Systems (p.468)	Project Case Study Discussion	Introduction to Mock Agile Project
S11	SLO1	Hands-on MIS Case Study	Database Security Best Practices	E-Communication Global Usage (p.503)	Agile Metrics Monitoring (p.55)	Setting Up SCRUM Roles and Meetings
	SLO2	Emerging IT Trends	Setting up Basic Database	AI and Expert Systems (p.455)	Final Sprint Execution Simulation	Creating User Stories for Agile Project
S12	SLO1	New Technologies and IS	Administering Databases	Real-world BPR Examples (p.485)	Case Study: Successful SCRUM Implementation	Managing Risks in Agile Project



Duration (hour)		Unit 1: Fundamentals of MIS	Unit 2: Database Management Systems	Unit 3: Information System Applications	Unit 4: Managing Projects	Unit 5: Practical Work and Case Studies
	SLO2	Summary and Unit Review	Summary and Unit Review	Summary and Unit Review	Summary and Unit Review	Final Review and Presentation of Practical Work

Learning Resource	<p>1. <b>Laudon, K.C., &amp; Laudon, J.P. (2021).</b> <i>Management Information Systems: Managing the Digital Firm</i> (17th Ed.). Pearson. ISBN: 978-1-292-40357-1.</p> <p>2. <b>Coronel, C., &amp; Morris, S. (2019).</b> <i>Database Systems: Design, Implementation, and Management</i> (13th Ed.). Cengage Learning. ISBN: 978-1-337-63190-0.</p> <p>3. <b>Olson, D. (2013).</b> <i>Information Systems Project Management</i>. Business Expert Press. ISBN: 978-1-60649-424-2.</p> <p>4. <b>Schiel, J. (2011).</b> <i>The ScrumMaster Study Guide</i>. Auerbach Publications. ISBN: 978-1-4398-6605-0.</p> <p>5. <b>Sutherland, J. &amp; Sutherland, J.J. (2014).</b> <i>Scrum: The Art of Doing Twice the Work in Half the Time</i>. Crown Business. ISBN: 978-0385346450</p>
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-	
	Understand											
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	50%	-	
	Analyze											
Level 3	Evaluate	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, Chenna	Dr.G.Kumar Assistant Professor Faculty of Management
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, Faculty of Management

Course Code	UBA24VA3L	Course Name	Yoga	Course Category	VAC	L	T	P	C
						0	0	4	0

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

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Understand yoga's significance and its practical applications for holistic well-being	1	2	3	1	2	3	4	5
CLR-2 :	Explore subtle energy systems and their role in enhancing health through yogic practices	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3 :	Examine various paths of yoga to foster self-realization and spiritual growth								
CLR-4 :	Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony								
CLR-5 :	Apply yogic principles to manage psycho-somatic ailments and promote resilience								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1 :	Gain a comprehensive understanding of yoga and its modern applications for holistic well-being	2	75	60	3	-	2	-	-
CLO-2 :	Demonstrate proficiency in yogic anatomy and physiology, enhancing yoga practice and promoting physical and energetic balance	2	80	70	3	-	-	2	-
CLO-3 :	Master the Eight Limbs of Yoga and comprehend their psychological impact, fostering personal growth and self-realization.	2	70	65	-	3	3	-	-
CLO-4 :	Integrate yoga principles into sports and physical fitness activities to enhance performance and prevent injuries.	2	70	70	2	-	-	3	-
CLO-5 :	Develop skills in wellness management and nutrition	2	80	70	3	3	-	-	3

**Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course**

<b>Unit-I</b> <ul style="list-style-type: none"> <li>● Yoga: Meaning and definition</li> <li>● Yoga &amp; sports, Yoga for healthy lifestyle</li> <li>● bhakti yoga, karma yoga, jnana yoga, raj yoga</li> <li>● Importance of yoga in 21st century</li> <li>● Types of Yoga: - Hatha yaga, laya yoga, mantra yoga,</li> <li>● Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.</li> <li>● Ashtang Yoga: - Yama, niyama, asana, pranayama, Pratyahar, dharna, dhyan, Samadhi : Benefits, Utilities &amp; their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality &amp; its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression</li> <li>● Introduction to Yogic Anatomy and Physiology</li> </ul>		
<b>Unit- 2</b> <ul style="list-style-type: none"> <li>● Sports for Physical Fitness: Meaning and definition</li> <li>● Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness</li> <li>● Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports</li> <li>● Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness</li> <li>● Measurement of Health Related Physical Fitness (HRPF)</li> <li>● Physical Activity – Concept, Benefits of Participation in Physical Activities</li> </ul>		
<b>Unit -3</b> <ul style="list-style-type: none"> <li>● Physical Wellness: Concept, Components</li> <li>● Significance with reference to Positive Lifestyle 2.2</li> <li>● Factors affecting Wellness</li> <li>● Types of wellness: psychological, social, emotional, and spiritual.</li> <li>● Concepts of Quality of Life and Body Image</li> <li>● Wellness Programmes</li> </ul>		
<b>Unit-4: Nutrition and Weight Management</b> <ul style="list-style-type: none"> <li>● Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks</li> <li>● Obesity - Concept, Causes, Obesity Related Health Problems</li> <li>● Energy and Activity- Calorie Intake, Energy Balance Equation</li> <li>● Weight Management through Behavioural Modifications</li> </ul>		

Learning Resource	<ul style="list-style-type: none"> <li>●Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.</li> <li>● Brown, J.E. Nutrition Now Thomson-Wadsworth.</li> <li>● Corbin et.al.Fitness &amp; Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A</li> <li>● Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA</li> </ul>	<ul style="list-style-type: none"> <li>● Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson Wadsworth, California, USA.</li> <li>● Hoeger, W.W. &amp; S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA.</li> <li>● Kamlesh, M. L. &amp; Singh, M. K., Physical Education (Naveen Publications).</li> <li>● Kansal, D.K. Text book of Applied Measurement, Evaluation &amp; Sports Selection. Sports &amp; Spiritual Science Publications, New Delhi.</li> </ul>
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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

Course Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert

Course Code	UBA24VA4L	Course Name	Sports	Course Category	VAC	Value added Courses	L	T	P	C
							0	0	4	0

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

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	Understand the fundamental principles and concepts of sports management, including its scope, organizational structure, and ethical considerations	1	2	3	1	2	3	4	5
CLR-2:	Analyse the role of marketing and sponsorship in the sports industry, with a focus on branding, target audience segmentation, and event management.								
CLR-3:	Develop proficiency in financial management techniques specific to the sports industry, including revenue generation, cost management, and investment strategies								
CLR-4:	Apply theoretical knowledge to practical scenarios through case studies and projects, fostering critical thinking and problem-solving skills in sports management contexts								
CLR-5:	Explore the application of analytics and technology in sports, including performance evaluation, strategic decision-making, and fan engagement								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	Demonstrate a comprehensive understanding of sports management principles, including organizational structures, legal issues, and ethical considerations	2	75	60	3	-	2	-	-
CLO-2:	Evaluate marketing strategies and sponsorship opportunities in the sports industry, devising effective branding and promotional campaigns.	2	80	70	3	-	-	2	-
CLO-3:	Apply financial management techniques to analyze revenue streams, control costs, and make informed investment decisions in sports organizations	2	70	65	-	3	3	-	-
CLO-4:	Utilize sports analytics tools and technology to enhance performance evaluation, strategic planning, and fan engagement initiatives.	2	70	70	2	-	-	3	-
CLO-5:	Synthesize course concepts through practical applications, demonstrating the ability to address real-world challenges in sports management scenarios	2	80	70	3	3	-	-	3

**Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course**

<b>Unit -1:Introduction to Physical Education in The Contemporary Context (Any Two)</b> Learn and demonstrate the technique of Suryanamaskar Develop Physical Fitness through Calisthenics / Aerobics / Circuit-Training / Weight-Training and demonstrate the chosen activity Select any one game available in the college and learn different techniques involved in its play
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<b>Unit -2:Core Physical Education-: Fitness, Wellness and Nutrition (Any Two)</b> Measurement of Fitness Components – Leg-raise for Minimal Strength (Muscular Strength); Situps Muscular Endurance); Harvard Step Test, Run and Walk Test (Cardiovascular Endurance); Sit and Reach Test (Flexibility) Measuring height, weight, waist circumference and hip circumference Calculation of BMI (Body Mass Index) and Waist-Hip Ratio Engage in at least one wellness programme and write a report on it
<b>Unit-3:Core Physical Education-: Posture, Athletic Care and First Aid (Any Two)</b> Demonstrate Stretching and Strengthening Exercises for Kyphosis, Scoliosis, Lordosis, Knock Knees, Bow Legs, Flat Foot, Back Pain and Neck Pain Illustration and Demonstration of Active and Passive Exercises Asanas with Therapeutic Value (Any five asanas): Karnapeedasana, Padmasana, Dhanurasana, Sarvangasana, Paschimottanasana, Chakrasana, Halasana, Matsyasana, Ardhamatsyendrasana, Usthrasana, Mayurasana, Shirshasana, Vajrasana, Practice P.R.I.C.E. in First Aid.
<b>Unit-4:Sports Administration &amp; Management (Any Two)</b> <ul style="list-style-type: none"> <li>• Demonstration of Supervision activities in Sports Management.</li> <li>• Demonstration of skills of Management.</li> <li>• Demonstration of fixtures of various kinds in sports competitions.</li> <li>• Demonstration of technical and non-technical purchase procedure.</li> </ul>

Learning Resource	<b>1.Teaching Children Physical Education: Becoming a Master Teacher. Graham, G., Human Kinetics, Champaign,Illinois, USA.</b> <b>2. Concepts of Physical Fitness: Active Lifestyle for Wellness, Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk,McGraw Hill, New York, USA.</b>	<b>3Teaching Today Health, Anspaugh, D.J., G. Ezell and K.N. Goodman, Mosby Publishers.</b> <b>4. Drug Education Handbook on Drug Abuse in Sports, Beotra, Alka, Applied Nutrition Sciences, Mumbai</b> <b>5. Sports Facility Management, Ammon,R., Southall , R.M. and Blair, D.A., West Virginia, USA: Fitness Information Technology Publishers</b>
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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
<b>Total Marks</b>	100 marks

Course Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert

Course Code	UBA24VA5L	Course Name	NCC	Course Category	VAC	Value added Courses	L	T	P	C
							0	0	4	0

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

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Understand the foundational role of drill in fostering discipline and leadership within a group, enabling effective command towards achieving common goals	1	2	3	1	2	3	4	5
CLR-2 :	Appreciate the importance of grace and dignity in executing foot drill movements, recognizing their significance in enhancing performance and teamwork.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3 :	Comprehend the criticality of weapon handling and detailed safety measures, emphasizing the importance of accident prevention through strict adherence to safety protocols								
CLR-4 :	Develop an awareness of diverse terrain types and their strategic significance in battle craft, enabling informed decision-making and effective utilization of terrain features for tactical advantage								
CLR-5 :									
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1 :	Mastery of Discipline and Leadership through Drill Learners would demonstrate the ability to effectively command a group, foster discipline, and work collaboratively towards achieving shared objectives.	2	75	60	3	-	2	-	-
CLO-2 :	Mastery of Grace and Dignity in Foot Drill Performance Learners would demonstrate an understanding of how these qualities enhance performance and foster teamwork within a group setting.	2	80	70	3	-	-	2	-
CLO-3 :	Proficient Weapon Handling and Safety Adherence Learners would showcase a thorough understanding of the criticality of safety measures, emphasizing accident prevention through strict adherence to safety protocols.	2	70	65	-	3	3	-	-
CLO-4 :	Enhanced Tactical Awareness and Strategic Decision-Making Learners would gain the ability to make informed decisions and effectively utilize terrain features to gain tactical advantage during operations.	2	70	70	2	-	-	3	-
CLO-5 :		2	80	70	3	3	-	-	3

**Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course**

<b>Unit 1: Overview of NCC</b> , its history, aims, objectives, and organizational structure, Incentives and duties associated with NCC cadetship; Maneuvers: Foot drill, Word of Command, Attention, and stand at ease, and Advanced maneuvers like turning and sizing; Parade formations: Parade line, open line, and closed line; Saluting protocols, parade conclusion, and dismissal procedures. Marching styles: style march, double time march, and slow march
Unit 2: Weapon Training, Handling firearms, Introduction and characteristics of the .22 rifle; Handling Firearm techniques, emphasizing safety protocols and Best practices.
<b>Unit 3: Map Reading (MR):</b> Topographical forms and technical terms, including relief, contours, and gradients, crucial for understanding terrain features; Cardinal points , magnetic variation and grid convergence
<b>Unit 4: Field Craft &amp; Battle Craft (FC &amp; BC):</b> Fundamental principles and techniques essential for effective field and battle craft operations; Methods of judging distance, including estimation, pacing, and visual cues

<b>Learning Resource</b>	DGNCC Cadet's Hand Book - Common Subjects -All Wings ● Tiwari, R. NCC: Grooming Feeling of National Integration, Leadership and Discipline among Youth. Edwin Incorporation. ● Chhetri, R.S. Grooming Tomorrows Leaders, The National Cadet Corps.	● Directorate General National Cadet Corps . National Cadet Corps, Youth in Action. ● Vanshpal, Ravi, The NCC Days, Notion Press
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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
<b>Total Marks</b>	100 marks

ourse Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert



Course Code	UBA24VA6L	Course Name	NSS	Course Category	VAC	Value added Courses	L	T	P	C
							0	0	4	0

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

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To provide students with an understanding of the history, philosophy, and basic concepts of the National Service Scheme (NSS)	1	2	3	1	2	3	4	5
CLR-2 :	To familiarize students with the aims, objectives, and organizational structure of NSS	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3 :	To equip students with knowledge about NSS programmes, activities, and their relevance								
CLR-4 :	To develop an understanding of community mobilization techniques and their importance in NSS activities								
CLR-5 :	To cultivate an appreciation for volunteerism, shramdan (voluntary labor), and their role in community development initiatives								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1 :	Students will demonstrate an understanding of the history, philosophy, and objectives of the National Service Scheme (NSS), thereby fostering increased social awareness and patriotism among them	2	75	60	3	-	2	-	-
CLO-2 :	Students will be able to organize and conduct various NSS programmes and activities effectively and through it understand the importance of leadership and team building	2	80	70	3	-	-	2	-
CLO-3 :	Students will develop skills in community mobilization and partnership building.	2	70	65	-	3	3	-	-
CLO-4 :	Students will appreciate the importance of volunteerism and shramdan in societal development and thus, be able to understand role of community participation	2	70	70	2	-	-	3	-
CLO-5 :		2	80	70	3	3	-	-	3

**Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course**

<b>Unit 1: Introduction and Basic Concepts of NSS</b> National Service Scheme (NSS) - history, philosophy, and fundamental concepts, aims and objectives, providing clarity on the organization's overarching goals. Symbols of NSS - Emblem, flag, motto, song, and badge; Organizational structure of NSS
<b>Unit 2: NSS Programmes and Activities</b> Diverse programmes and activities conducted under the aegis of the National Service Scheme (NSS); Significance of commemorating important days recognized by the United Nations, Centre, State Government, and University; Examination of the methodology for adopting villages/slums and conducting surveys; Financial patterns of the NSS scheme
<b>Unit 3: Community Mobilization</b> Dynamics of community mobilization within the framework of the National Service Scheme (NSS); Functioning of community stakeholders; The conceptual lens of community development
<b>Unit 4: Volunteerism and Shramdan in the Indian Context: Roles and Motivations within the NSS Framework</b> Ethos of volunteerism and shramdan (voluntary labor) within the cultural context of India and the framework of the National Service Scheme (NSS); Motivations and constraints shaping volunteer engagement; Role of NSS volunteers in initiatives such as the Swatch Bharat Abhiyan and Digital India

<b>Learning Resource</b>	1. Ministry of Youth Affairs and Sports, Government of India. (2022). National Service Scheme (NSS) Manual. 2. Agarwalla, S. (2021). NSS and Youth Development. Mahaveer Publications 3. Bhattacharya, P. (2024). Stories Of NSS (English Version). Sahityasree. 4. Borah, R. and Borkakoty, B. (2022). NSS in Socioeconomic Development. Unika Prakashan. 5. Wondimu, H., & Admas, G. (2024). The motivation and engagement of student volunteers in volunteerism at the University of Gondar. <i>Discover Global Society</i> , 2(1), 1-16.	6. Saha, A. K. (2002). Extension Education–The Third Dimension Needs and Aspirations of Indian Youth. <i>Journal of Social Sciences</i> , 6(3), 209-214. 7. Mills, S. (2013). “An instruction in good citizenship”: scouting and the historical geographies of citizenship education. <i>Transactions of the Institute of British Geographers</i> , 38(1), 120–134. <a href="http://www.jstor.org/stable/24582445">http://www.jstor.org/stable/24582445</a> 8. Mishra, S. K., Sachdev, S., Marwaha, N., & Avasthi, A. (2016). Study of knowledge and attitude among college-going students toward voluntary blood donation from north India. <i>Journal of blood medicine</i> , 19-26
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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
<b>Total Marks</b>	100 marks

ourse Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert

Course Code	UBA24VA7T	Course Name	DISASATER MANAGEMENT	Course Category	VAC	Value added Courses	L	T	P	C
							2	0	0	2

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

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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<b>CLR-1 :</b>	To provide understanding of the concepts related to disaster	Level of Thinking (Bloom)	2	Expected Proficiency (%)	3	1	2	3	4	5
<b>CLR-2 :</b>	To highlight the importance and role of disaster management									
<b>CLR-3 :</b>	To enhance awareness of institutional processes and management strategies to mitigate the impacts of disasters									
<b>CLR-4 :</b>	To learn the concepts, key concepts, and terminologies on disaster management and its cycle									
<b>CLR-5 :</b>	To understand the initiatives at national and international levels of disaster management and how to overcome during the emergency period									
<b>Course Learning Outcomes (CLO):</b>		At the end of this course, learners will be able to:								
<b>CLO-1 :</b>	Articulate the critical role of disaster management in reducing risks and enhancing resilience	2	75	60	3	-	2	-	-	
<b>CLO-2 :</b>	Identify and describe key institutional frameworks and processes in disaster management	2	80	70	3	-	-	2	-	
<b>CLO-3 :</b>	Conduct risk assessments and develop disaster management plans for specific scenarios	2	70	65	-	3	3	-	-	
<b>CLO-4 :</b>	Developing a sense of how to protect oneself and society from the emergency crisis	2	70	70	2	-	-	3	-	
<b>CLO-5 :</b>	Acquire knowledge of the national and international management system	2	80	70	3	3	-	-	3	

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to Disaster Management	Global Trends in Disasters	Phase of Risk management	Disaster Risk Management Polices	Emergency Management on Spill
	SLO-2	Continuation of Introduction to Disaster management	Physical and Social Impacts of Disasters	Phase of Mitigation and Prevention	Disaster Risk Management Plans	Emergency Management on Spill – Oil and Hazardous Materials
S-2	SLO-1	Understanding the key concept of Hazards	Economic and Political Impacts of Disasters	Phase of Preparedness Planning	Disaster Risk Management Programmes	Continuation on Emergency Management on Spill – Oil and Hazardous Materials
	SLO-2	Understanding the	Environmental Impacts of	Phase of Prediction and Warning	Disaster Risk Management	Emergency Management on

Duration (hour)		6	6	6	6	6
		key concept of Hazards	Disasters		Legislation	Threats
S-3	SLO-1	Understanding the key concept of Disasters	Psychological Impacts of Disasters	Disaster Risk Reduction (DRR)	International Strategy for Disaster Reduction	Emergency Management on Bomb Blasts
	SLO-2	Understanding the key concept of Disasters	Different Vulnerability in Disaster Management	Continuation of DRR	Continuation of International Strategy for Disaster Reduction	Emergency Management on Terrorist Attacks
S-4	SLO-1	Different types and Causes of Disasters	Physical Vulnerability	Community based Disaster Risk Reduction	Notable Initiatives on International Strategy for Disasters	Stampede and Conflicts
	SLO- 2	Geographical Disaster	Social and Economic Vulnerability	Continuation of Community based Disaster Risk Reduction	Emergency Management on Explosion and Accidents	Continuation on Stampede and Conflicts
S-5	SLO-1	Hydrological Disaster	Components of Disaster Management Cycle	Disaster Risk Management (DRM) in India	Emergency Management on Explosion and Accidents at Industries	Sharing Experience of Training and Demonstration Workshops
	SLO- 2	Meteorological Disaster	Continuation of Components of Disaster Management Cycle	Continuation of Disaster Risk Management in India	Emergency Management on Explosion and Accidents at Nuclear	NIDM/NDRF/NCDC/CISF
S-6	SLO-1	Biological and Atmospheric Disaster	Phases of Disaster Management	Disaster Risk Management at International Level	Emergency Management on Explosion and Accidents at Transport	Local Administration/Fire Brigade
	SLO- 2	Human-made Disaster	Phase of Response and Recovery	Continuation of Disaster Risk Management at International Level	Emergency Management on Explosion and Accidents at Mining	Param Military//etc.

<b>Learning Resources (Latest Editions)</b>	<b>Text</b>
	<ol style="list-style-type: none"> <li>Sharma, S.C., Disaster Management, Khanna Book Publishing.</li> <li>Clements, B. W., Disasters and Public Health: Planning and Response, Elsevier Inc.</li> <li>Dunkan, K., and Brebbia, C. A., (Eds.): Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.</li> <li>Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi.</li> <li>Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods of Containment, New India Publishing Agency, New Delhi.</li> <li>Modh, S. Managing Natural Disaster: Hydrological, Marine and Geological Disasters, Macmillan, Delhi.</li> <li>Carter, N. Disaster Management: A Disaster Management Handbook. Asian Development Bank, Manila.</li> <li>Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.</li> <li>Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.</li> <li>Matthews, J.A., Natural Hazards and Environmental Change, Bill McGuire, Ian Mason.</li> </ol>
	<b>E-Resources</b>
	<ul style="list-style-type: none"> <li><a href="http://www.ndma.gov.in/en/">http://www.ndma.gov.in/en/</a></li> <li><a href="http://nidm.gov.in/">http://nidm.gov.in/</a></li> <li><a href="https://www.unisdr.org/">https://www.unisdr.org/</a></li> <li><a href="http://www.emdat.be">http://www.emdat.be</a></li> <li><a href="https://www.weather.gov/safety/">https://www.weather.gov/safety/</a></li> <li><a href="https://www.preventionweb.net/risk/vulnerability">https://www.preventionweb.net/risk/vulnerability</a></li> </ul>

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

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

**Note:** All the theoretical contents shall be delivered through the practical workshop mode only. No classroom teaching is encouraged in this course.

Course Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert
<b>Thiru. J. Karuna</b> Assistant Vice President Novopor Advanced Science Private Limited Hyderabad – 500033	<b>Dr. Senthilkumar</b> Professor Anna University Chennai – 600025	<b>Dr. Jagan Babu K</b> Assistant Professor Faculty of Management SRM Institute of Science and Technology Kattankulathur – 603203

## Semester- IV

Course Code	UBA24401T	Course Name	Entrepreneurship and Startup Ecosystem	Course Category	CC	Core Courses-10	L	T	P	C
							1	1	0	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):			
CLR-1 :	To understand Entrepreneurship and its types		
CLR-2 :	To understand that not all ideas can be turned into viable business models and guestimate business potential of an idea		
CLR-3 :	To understand different type of finances available and financing methods		
CLR-4 :	To be able to draft business plans on an identified idea		
CLR-5 :	To understand the nuances of operating a startup – low budget marketing, stabilizing operations, build a team from scratch and scaling the business		

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment
1	90	70
2	90	80
4	85	70
4	95	75
3	95	80

Program Learning Outcomes (PLO)				
1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
3			2	
	3	2		
		3		2
3			2	
	3		2	

Course Learning Outcomes (CLO): At the end of this course, learners will be able to			
CLR-1 :	Understand basic building blocks of creating a venture		
CLR-2 :	Be able to identify a business opportunity and translate it into a viable business model		
CLR-3 :	Identify the elements of the Indian entrepreneurship ecosystem and take relevant benefits from the constituents		
CLR-4 :	Know the legacy of family businesses and key differentiations from entrepreneurship		
CLR-5 :	Know the legacy of family businesses and key differentiations from entrepreneurship		

Duration						
(hour)						
S-1	SLO-1	Introduction to Entrepreneurship & Family Business	Introduction to Entrepreneurship & Family Business	Evaluating Business opportunity	Building Blocks of starting ventures	Start-up Ecosystem
	SLO-2	Definition	Women Entrepreneurship	Business Idea – Sources of business ideas and opportunity recognition	Opportunity recognition	Start-up
S-2	SLO-1	Concept of entrepreneur	Barriers To Women Entrepreneurship	Business idea generation	Industry, competition and environment analysis	Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc.
	SLO-2	Entrepreneur Characteristics	Reasons for the slow growth of women entrepreneurship,	Business idea generation techniques	Low-cost Marketing using digital technologies	Source of Technology,

<b>S-3</b>	<b>SLO-1</b>	Qualities of an Entrepreneur	Development of Women Entrepreneurship	Guesstimating the market potential of a business idea	Team building from scratch	Know various govt. schemes like Start-up India, Digital India, MSME etc.
	<b>SLO-2</b>	Classification of Entrepreneurs	Key entrepreneurial traits	Idea Evaluation	Venture Funding	Know various govt. schemes like Start-up India, Digital India, MSME etc.
<b>S-4</b>	<b>SLO-1</b>	Factors influencing Entrepreneurship	Role of Entrepreneurship in Economic Development	Feasibility study	introduction	Sources of Venture Funding available in India
	<b>SLO-2</b>	Functions of Entrepreneur	Start-ups	Feasibility study- Marketing, Finance, Technology and Legal	Methods	Sources of Venture Funding available in India
	<b>SLO-1</b>	Entrepreneurial processes	Family business	Feasibility study- Marketing, Finance, Technology and Legal	Establishing the value-chain and managing operations	Source of Technology,
	<b>SLO-2</b>	Entrepreneurial Environment	characteristics of Family business	Feasibility analysis of the idea	Establishing the value-chain and managing operations	Intellectual Property management
<b>S-6</b>	<b>SLO-1</b>	Social Entrepreneurship	Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.	Identification of Business opportunities	Legal aspects like IPR and compliances	Intellectual Property management
	<b>SLO-2</b>	Discussion	Discussion	Discussion	Discussion	Discussion

<b>Learning Resource</b>	1.Startup India Leaning Program by Start Up India available at <a href="http://www.startupindia.gov.in">www.startupindia.gov.in</a> 2. Entrepreneurship, Rajeev Roy, Oxford University Press 3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing 4. Family Business Management by Rajiv Agarwal, Sage Publishing 5. Anish Tiwari , “Mapping the Startup Ecosystem in India”, Economic & Political Weekly 6. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50%weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember	40%		40%		40%		30%		30%	-
	Understand		-		-		-		-		
Level2	Apply	40%		40%		40%		40%		40%	-
	Analyze		-		-		-		-		
Level3	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.Dr.M.Ramanathan, Senior Manager-Strategy, DOW chemicals, Tamaraitech.park, Guindy	1. Dr.Jeganathan Gomathi Sankar,AP-MBA, Saveetha School of management	1.Dr.M.SRINIVASAN - SRMIST

Course Code	UBA24402T	Course Name	OPERATIONS MANAGEMENT	Course Category	cc	Core Course	L	T	P	C
							3	1	0	4

Pre-requisite Courses	If need	Co-requisite Courses	If need	Progressive Courses	If need
Course Offering Department	BBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1:	Create awareness on applications of operations management in both service and manufacturing industries	1	2	3	1	2	3	4	5
CLR-2:	Inculcate the confidence to take-up the operations-based responsibilities in organizations	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	Provide insights on basic tools and techniques with respect to operations management								
CLR-4:	Get the confidence among the students to take operations management related decisions based on analytical and logical calculations								
CLR-5:	Develop the students for sustaining in the field of operations management in both domestic and global level organizations by meeting the current requirements as per the Industry 4.0								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1:	Enable the students to understand the fundamental concepts of operations management	1	90	80	1			1	
CLO-2:	Deliver the tools and techniques for various planning activities of operations management	2	90	80		2			
CLO-3:	Familiarize on purchase and managing the inventories of an organization	3	90	80	1			2	
CLO-4:	Provide knowledge on maintenance and work study related operations	3	90	80		2			
CLO-5:	Create awareness on quality and current trends of operations management	4	90	80					

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Operations – Meaning	Capacity Planning-Definition	Purchase management - Meaning	Inventory - Meaning
	SLO-2	Nature and characteristics of POM	Measures of Capacity	Importance of Purchase Management	Inventory Management - Meaning
S-2	SLO-1	Production as a system	The Time horizon in Capacity Planning	Objectives of Purchasing	Reasons for Keeping Inventories
					Types of Maintenance - Breakdown (Reactive) Maintenance



	<b>SLO-2</b>	Operations vs production	Capacity planning – Framework	Purchase management - Meaning	Inventory Management - Objectives	Preventive Maintenance
S-3	<b>SLO-1</b>	Importance of production and operation Management	Types of Capacity planning –	Parameters of Purchasing	Different Types of Inventory	Predictive Maintenance
	<b>SLO-2</b>	Role of operations Manager.	Plant location - Definition	Purchasing Procedure	Importance of Inventory Management	Maintenance Planning -Meaning
S-4	<b>SLO-1</b>	Relationship of OM with other discipline	Need for Selecting a Suitable Location	Purchase Policies	Costs of Inventory	Maintenance Scheduling - Meaning
	<b>SLO-2</b>	Functions operations management.	Specific Locational Factors for Manufacturing Organization	Purchasing cycle	Techniques of Inventory Control - ABC analysis	Inspection - Meaning
S-5	<b>SLO-1</b>	Manufacturing system-Meaning,	Specific Locational Factors for Service Organization.	Vendor Rating Methods and decisions	HML analysis,	Objectives of Inspection
	<b>SLO-2</b>	Types of Manufacturing Systems	Steps in Plant location decision.	Categorical plan	VED analysis	Purpose of Inspection
S-6	<b>SLO-1</b>	Intermittent Manufacturing system	significance of plant location decision	Weighted point plan	FSN analysis	Quality control -Meaning
	<b>SLO-2</b>	Continuous Manufacturing system	Location Models: Factor Rating Method	Critical incident method	GOLF analysis	Need for Controlling Quality
S-7	<b>SLO-1</b>	Flexible Manufacturing system	Weighted Factor Rating Method	Checklist method	SOS analysis	Steps in Quality Control
	<b>SLO-2</b>	Advantages –Manufacturing system	Location Models:	Stores management-Introduction	Inventory Model - Economic Order Quantity (EOQ)	Objectives of Quality Control
S-8	<b>SLO-1</b>	Disadvantages	Centre of Gravity Method.	Stores management Meaning	Materials management - Meaning	statistical quality control - Definition
	<b>SLO-2</b>	Limitations	Plant Layout- Introduction	Need Stores Management	Functions of materials management	objectives and benefits of using control charts
S-9	<b>SLO-1</b>	Services as a part of operations management	Classification of Layout- Introduction	Importance of Stores Management	Material handling - Meaning	Types of control charts for variables
	<b>SLO-2</b>	Introduction	Process layout	Functions of stores management	Objectives of Material Handling	Types of control charts for attributes
S-10	<b>SLO-1</b>	Intangibility	Product layout	Stores Layout – Meaning	Principles of Material Handling	Challenges of operations Management in Today and Tomorrow's world
	<b>SLO-2</b>	Heterogeneity	Group Layout	Store Layout _types	Selection of Material Handling Equipment's	role of emerging technologies such as (AI (IoT) improving operational efficiency
S-11	<b>SLO-1</b>	Simultaneous Production and Consumption	Fixed Position Layout	Factors determining Stores Layout decision	Types of Material Handling Equipment's	impact of AI and IoT on production processes
	<b>SLO-2</b>	Perishability	Concepts and examples	Functions of Store Management	Storage and Handling Equipment	impact of AI and IoT on inventory management
S-12	<b>SLO-1</b>	Operations Management Function	Advantages of layout	Store Management-Types	Industrial Trucks and Machines	AI and IoT on Quality Control
	<b>SLO-2</b>	Challenges in operations Management	Limitations of layout	Store Management-Process	Bulk Material Handling Equipment and Engineered systems	Challenges of operations Management in Today and Tomorrow's world

Learning Resources	<ol style="list-style-type: none"> <li>1. Stevenson, W. J. Operations management (13th Edition 935532264X · 9789355322647). McGraw-Hill/Irwin. (2022).</li> <li>2. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 3rd Edition, 2015</li> <li>3. R. Panneerselvam, Production and Operations management, Prentice Hall India private limited, 2017</li> <li>4. Aswathappa, K., ShridharaBhat, K., Production and Operations Management, Himalaya Publishing House, 2014</li> <li>5. Norman Gaither and Greg Frazier, Operations Management, 9th Edition, Cengage publications, 2002 (Reprint 2013)</li> <li>6. Sidhartha S. Padhi, Operations Management – Text and Cases, Star Business Series, 2018</li> </ol>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<b>Mr. N. Pandian, Plant Manager, Bunge India Ltd, Trichy.</b>	<b>Dr. N. Senthil Kumar, Professor, Anna University, Chennai</b>	<b>Dr.K. Kavitha, Assistant Professor, Faculty of Management, SRMIST, Kattankulathur</b>
<b>Mr. S. Karthikeyan, Plant Head, Salcomp India Pvt. Ltd., Sriperumbudur</b>	<b>Dr. L. Aravindh Kumaran, Assistant Professor, LIBA, Chennai</b>	<b>Dr.M. Murugan. Assistant Professor, Faculty of Management, SRMIST, Kattankulathur</b>

Course Code	UBA24403T	Course Name	Financial Management		Course Category	CC	Core Courses-05		L	T	P	C
									3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1:	Understand scope and significance of Financial Management	1	2	3	1	2	3	4	5
CLR-2:	Examine the various concept, process and importance of capital budgeting	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve	Foster Analytical and critical thinking abilities for data-	Ability to develop Value based	Ability to understand, analyze and communicate global economic, legal and	Ability to lead themselves and others in the achievement of organizational goals, contributing
CLR-3:	Learn about the various techniques in evaluating the investment proposals.								
CLR-4:	Basic understanding about effects off financial leverage								
CLR-5:	Explore the assumptions and implications of the NI approach and NOI approach								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1:	Understand the role and importance of a financial manager	3	80	85	3	2	-	-	-
CLO-2:	Identify and evaluate the alternative sources of business finance	3	80	85	3	3	-	-	-
CLO-3:	Discuss and apply working capital management techniques	3	75	80	2	3	-	-	-
CLO-4:	Understand the factors influencing cost of capital and calculating cost	3	85	90	2	3	-	-	-
CLO-5:	To take decision on capital structure	3	85	90	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to Financial Management Meaning of Financial Management	Basic Capital Budgeting-Introduction	Cost of Capital-Introduction Importance	Financial planning and control Introduction	Working Capital Management, Introduction
	SLO-2	Definition of financial Management	Meaning of Capital Budgeting, Nature of Capital Budgeting	Basic Concepts, Definition	Estimating fixed and working capital requirements	Concepts and Definition of Working Capital
S-2	SLO-1	Scope of Financial management	Importance, Capital Budgeting Process	Assumptions, Business Risk	Leverage-Concept, Operating leverage	Nature of Working Capital
	SLO-2	Objectives	Accept-reject Decision, Mutually Exclusive Project Decisions	Financial Risk, Cost of Equity Capital	Measurement of Leverages, Break-even point	Planning of Working capital, Need for Working capital
S-3	SLO-1	Profit Maximization	Capital Rationing Decision, Cash Flow	Cost of debt	Effect of variables on break-even point	Permanent Working Capital, Temporary Working Capital
	SLO-2	Wealth maximization	Effect of Depreciation, Effects of Tax	Cost of irredeemable debt problems	Effects of Operating and financial leverage on profit	Changes in Working Capital,
S-4	SLO-1	Role of a Financial Manager	Payback period Problems	Cost of redeemable debt problems	Analysing alternative financial plans	Changes in Sales and Operating Expenses

	<b>SLO-2</b>	Risk-return trade-off	Net Present Value(NPV)	Cost of equity capital	Financial leverage	Policy Changes
S-5	<b>SLO-1</b>	Other objectives	Evaluation	Types of equity capital	Measures of financial leverage-Debt ratio	Technological Changes
	<b>SLO-2</b>	Role of a Financial Manager	Average Rate of Return(ARR)	Opportunity costs	Debt-Equity ratio	Operating cycle
S-6	<b>SLO-1</b>	Risk-return trade-off	Computation	Computation of Overall Cost of Capital	Interest Coverage	Determination of Working Capital
	<b>SLO-2</b>	Other functional areas	Accept-Reject Rule	Debt-Yield Plus Premium Approach	Combined financial and operating leverage	Working capital requirement
S-7	<b>SLO-1</b>	Significance of financial management	Evaluation	Dividend Approach, Dividend Valuation Model	EBIT&EPS Analysis	Working capital requirement - simple problems
	<b>SLO-2</b>	The changing scenario of financial management	Net Present Value(NPV)	Cost of Preference Capital, Irredeemable Preference Shares	Capital structure decision of the firm	Introduction to dividend policy
S-8	<b>SLO-1</b>	Time Value of Money – Introduction	Evaluation	Redeemable Preference Shares	Composite leverage	Types of Dividend
	<b>SLO-2</b>	Definition	Net Present Value(NPV)	Cost of Retained Earnings	Meaning, Capital Structure-Definition	Factors determining dividend policy
S-9	<b>SLO-1</b>	Methods of analysis	Computation	Opportunity costs	Importance, Determinants of Capital Structure	Dividend theories
	<b>SLO-2</b>	Compounding	Accept-Reject Rule	Computation of Overall Cost of Capital	Determinants of Capital Structure	Walter's model.
S-10	<b>SLO-1</b>	Multiple compounding periods	Evaluation	Weighted Average	Optimum Capital Structure	Assumptions
	<b>SLO-2</b>	Multiple compounding periods	Net Present Value(NPV) problems	Assignment of Weights	Capital Structure Theories	Walter's model problems
S-11	<b>SLO-1</b>	Multiple compounding periods	Net Present Value(NPV) problems	Historical Versus Marginal Weights	Net Income Approach	Gordon's model
	<b>SLO-2</b>	Effective interest rate in multi-period compounding	Internal Rate of Return(IRR)	Marginal Weights	Assumptions	Assumptions
S-12	<b>SLO-1</b>	Effective interest rate in multi-period compounding	Average Rate of Return (ARR)Problems	Historical Weights	Net Operating Income Approach	Gordon's model problems
	<b>SLO-2</b>	Doubling period	profitability index	Book Value Weights	Assumptions	Modigliani and Miller's

<b>Learnin g Resources</b>	<b>Learning Resource</b>	1. Sumit Gulati, Y.P. Singh Financial Management 2 <sup>nd</sup> Edition Mc Graw Hill August 2020 ISBN 9789390219261 2. R.P. Rustagi Fundamentals of Financial Management Taxmann ISBN 9789356222007 June 2022 3. <b>Prasanna Chandra Financial Management, Theory and Practice ISBN 978-9353166526 10<sup>th</sup> Edition April 2019</b>
		6.

	Bloom’s Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
<b>1.Mr. Aravind Nair EY GDS</b>	<b>Dr. Vaishali Mahajan, Associate Professor,SCMHRD, Pune</b>	1.Dr. R. Megavannan, SRMIST, Faculty of Management, Kattankulathur

Course Code	UBA24404T	Course Name	Business Research Methodology	Course Category	CC	Core Courses	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To grasp the fundamentals of research methodology and apply them in various research or project works	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5
CLR-2:	To identify and utilize appropriate research methods aligned with research objectives.				Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment			
CLR-3:	To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements.											
CLR-4:	To learn the intricacies of interpreting data											
CLR-5:	To write comprehensive research reports.											
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		3	80	85	3	3	-	-	-	
CLO-1:	Prepare a detailed research plan covering all essential aspects of a research project	3	80	85	3	3	-	-	-			
CLO-2:	Construct and administer effective research instruments like questionnaires.	3	80	85	3	3	-	-	-			
CLO-3:	Execute data collection strategically to gather relevant information	3	75	80	2	3	-	-	-			
CLO-4:	Apply advanced statistical techniques for data interpretation	3	85	90	2	3	-	-	-			
CLO-5:	Draft comprehensive research reports tailored to specific audience needs.	3	85	90	3	3	-	-	-			

Duration (hour)		12	12	12	12	12
S-1	SLO-1	<b>Unit 1: Introduction to Research</b>	<b>Unit 2: Process of research:</b>	<b>Unit 3: Formulating the Research Problem</b>	<b>Unit 4: Measurement and Data Collection</b>	<b>Unit 5: Data Analysis and Interpretation</b>
	SLO-2	Research & Business research	process	identify and formulate research problems	Measurement and Data Collection	Sampling, population
S-2	SLO-1	Research and manager	Broad problem area	identify and formulate research problems	How variables are measured	Sampling process
	SLO-2	Research and manager	Literature review	conduct literature reviews	measurement and scaling	Sampling process
S-3	SLO-1	Research history	Literature review	conduct literature reviews	<b>Scales:</b>	<b>sampling methods:</b>
	SLO-2	Research history	Defining problem statement	develop research questions	Nominal,ordinal	Probability sampling
S-4	SLO-1	Research Evolution	Research proposal	develop research questions	Interval, ratio	Probability sampling
	SLO-2	Research Evolution	Types of variables	objectives.	Rating scales	Non Probability sampling
S-5	SLO-1	<b>Types of scientific inquiry and research:</b>	Theoretical framework	objectives.	Rating scales	Non Probability sampling
	SLO-2	primary & secondary research	Hypothesis development	process of creating effective research designs	Ranking scales	Other sampling
S-6	SLO-1	primary & secondary research	<b>research design and selection</b>	<b>Purpose of the study:</b>	Goodness of measures	Other sampling
	SLO-2	quantitative & qualitative research	research design and selection	Exploratory study	Goodness of measures	data preparation (editing and coding)
S-7	SLO-1	quantitative & qualitative research	data collection	Descriptive study	different types of data	data preparation (editing and coding)
	SLO-2	applied & basic research	data processing	Hypothesis testing	sources of measurement error	Hypothesis testing
S-8	SLO-1	applied & basic research	data processing	Case study analysis	scale construction techniques	testing using parametric
	SLO-2	descriptive & casual research	analysis and reporting	Type of investigation	scale construction techniques	testing using parametric
S-9	SLO-1	descriptive & casual research	analysis and reporting	population and sampling method	various data collection methods	non-parametric tests
	SLO-2	deductive & inductive research	Characteristics of research.	data collection method	questionnaires	non-parametric tests

S-10	<b>SLO-1</b>	deductive & inductive research	Characteristics of research.	data collection method	interviews	tools and techniques for data visualization
	<b>SLO-2</b>	Ethical considerations in research,	Components of good research work.	data collection procedure	observations	tools and techniques for data visualization
S-11	<b>SLO-1</b>	Ethical considerations in research	Components of good research work.	data analysis	observations	charts, tables, and box plots.
	<b>SLO-2</b>	practical assignment1	practical assignment2	practical assignment3	practical assignment4	practical assignment5
S-12	<b>SLO-1</b>	case studie1	case studie2	case studie3	case studie4	case studie5
	<b>SLO-2</b>	group discussion1	group discussion2	group discussion3	group discussion4	group discussion5

Learning Resources	<p>1. Malhotra, N. K., Nunan, D., &amp; Birks, D. F. , Marketing research. Pearson UK.</p> <p>2. Research Methodology by Ranjit Kumar.</p> <p>3. Research Methods for Business by Uma Sekaran.</p> <p>4. Methodology of Research by C.R. Kothari.</p> <p>● Using Market Research to Assess Willingness to Pay for Pricing Decisions by: Kamel Jedidi, Robert J. Morais (2023) – <a href="https://hbsp.harvard.edu/product/CU378-PDF-ENG">https://hbsp.harvard.edu/product/CU378-PDF-ENG</a></p>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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 Expert	Internal Expert
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr A.R.Krishnan, Professor, Faculty of Management, SRMIST	Dr.A.Suganya, Assistant Professor, Faculty of Management, SRMIST



Course Code	UBA24VA8T	Course Name	<b>BUSINESS ENVIRONMENT AND PUBLIC POLICY</b>	Course Category	VAC	Value added Courses				L	T	P	C
										1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable			
Course Offering Department	Faculty of Management			Data Book / Codes/Standards				

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)			
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CLR-1:	Understand relationship between environment and business, different concepts & its implementation.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5
CLR-2:	To help students in understanding the integration of business environment principles and strategies into domestic and international business.							Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To analyze about the In-depth knowledge of public policies and reforms since independence.											
CLR-4:	To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.											
CLR-5:	To Understand the interrelationship between technology and globalization, Apply the knowledge to analyse the current situations and take prudent decisions.											
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:										
CLO-1:	To Identify and evaluate the complexities of business environment and their impact on the business.	1	85	90	3	2	-	-	-			
CLO-2:	Analyze the significance of regional economic integrations and their impact on global trade and development.	2	80	90	3	2	-	-	-			
CLO-3:	Students to analyze the importance of different public policies such as industrial, fiscal, monetary, foreign trade policies, and their impact on the economy.	4	85	90	2	3	-	-	-			
CLO-4:	students will gain a comprehensive understanding of the economic dynamics of emerging markets, enabling them to identify and evaluate opportunities for investment, trade, and business development in these growing economies.	3	80	90	2	3	-	-	-			
CLO-5:	Identify opportunities and challenges created by the rapid advancement of technology and the growing digital economy.	4	85	90	3	3	-	-	-			

Duration (hour)		6	6	6	6	6
S-1	<b>SLO-1</b>	Introduction to Business Environment, Concept and Definition.	Introduction to EPRG framework. Concept and Definition.	Introduction Background of Public Policy, Historical evolution concepts	Introduction to Unemployment in India: Causes and Impact	Introduction to Emerging Trends in Business, Concepts and significance
	<b>SLO-2</b>	Components of Business Environment	Components of EPRG framework	Factors influencing Public Policy.	Types of Unemployment	Franchising: Concept, Advantages, and Limitations
S-2	<b>SLO-1</b>	Significance of Business Environment	Concept, impact and challenges Liberalization.	Importance and scope of Public Policy.	Remedies for Unemployment	Aggregators: Concept, Advantages, and Limitations

	<b>SLO-2</b>	Nature of Business Environment	Concept and impact of Privatization	Significance of Industrial Policy	Poverty in India: Causes and Consequences	Business Process Outsourcing (BPO): Concept, Advantages, and Limitations
S-3	<b>SLO-1</b>	Micro Business Environment- Definition and impact	Introduction to Globalization concept & its impact on Indian Economy	Significance of Fiscal Policy	Remedies for removes Poverty	Knowledge Process Outsourcing (KPO): Concept, Advantages, and Limitations
	<b>SLO-2</b>	Types of Micro Business Environment	Concepts and Impact of LPG Reforms on Indian Economy	Significance and role of Monetary Policy	Regional Imbalance in Economic Development causes and impact	E-Commerce: Concept, Advantages, and Limitations
S-4	<b>SLO-1</b>	Macro Business Environment- Definition and impact	Definition and importance Foreign Direct Investment (FDI)	Significance and objectives of Foreign Trade Policy	Social Injustice in India: Types and Challenges	Digital Economy Concept, Advantages, and Limitations
	<b>SLO-2</b>	Types of Macro Business Environment	Definition and importance (FII) Foreign Institutional Investment	Significance of FERA (Foreign Exchange Regulation Act)	Inflation in India: Causes and Impact	Technological Growth in Business: Impact and Benefits
S-5	<b>SLO-1</b>	Changing Dimensions of Business Environment	Definition, importance and role of International Monetary Fund (IMF)	Significance and Impact of FERA (Foreign Exchange Regulation Act)	Parallel economy in India: Causes and Impact	Role of Artificial Intelligence and Automation in Business
	<b>SLO-2</b>	Scope of Business Environment	Definition, importance and role of World Trade Organization (WTO)	Structural Adjustment Programs (SAP) concepts and objectives	concepts and importance of Lack of Technical Knowledge and Information	Technological Disruption and Its Impact on Traditional Businesses
S-6	<b>SLO-1</b>	Problems of Indian Business Environment.	Regional Economic Integrations: Concept and Types	Overview of Banking Sector Reforms in India	Challenges of Indian Business Environment	Multinational Corporations (MNCs): Role in Global Business
	<b>SLO-2</b>	Challenges of Indian Business Environment.	Role of Regional Economic Integration in National Development	Overall Impact of Public Policies in India	Opportunities of Indian Business Environment	Opportunities for Indian Businesses in the Emerging Global Environment

Learning Resources	<b>Text Books (Latest Editions):</b> 1.K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House. 3. A. C. Fernando: Business Environment, Pearson. 5. Dr V Murali Krishna: Business Environment, Spectrum Publications.	2. Francis Cherunilam: Business Environment, Himalaya Publishing House. 4.Dr. S Sankaran: Business Environment, Margham Publications. 6. Namitha Gopal: Business Environment, McGraw Hill.
	<b>References:</b> 1.Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011. 2. Ruddar Dutt and Sundaram K.P.S - Business Environment 3. Chidambara K- Business Environment, Vikas Publishing House	

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	20	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	1.Dr A.R.Krishnan, Professor, Faculty of Management, SRMIST	<b>1.</b> Dr.R.Ganaga Durga devi,Assistant Professor, Faculty of Management, SRMIST

Course Code	UBA24VA9L	Course Name	Enterprise System and platforms	Course Category	VAC	Value Added Courses			
						L	T	P	C
						0	0	4	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable				
Course Offering Department		Faculty of Management		Data Book / Codes/Standards					

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)						
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CLR-1 :	To understand the key concepts, components, and evolution of ERP	Level of Thinking (DLoss)	2 Expected Proficiency (OL)	3 Expected Attainment (OL)	1 Apply knowledge of management theories and practices to solve business problems	2 Foster Analytical and critical thinking abilities for data-based decision making	3 Ability to develop Value based Leadership ability	4 Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-2 :	To apply knowledge of ERP system design and architecture								
CLR-3 :	To analyze and evaluate ERP implementation strategies								
CLR-4 :	To create business intelligence reports and dashboards								
CLR-5 :	To learn the ERP trends in industry								
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:							
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	1	90	80	-	2	-	3	-
CLO-1 :	Create the role of enterprise systems (ERP, CRM, SCM) in supporting business operations.	3	80	70	-	2	-	3	-
CLO-2 :	Design and implement basic business processes (e.g., sales, procurement, inventory) using Excel tools and functions.	3	80	70	-	3	-	3	-
CLO-3 :	Analyze business data using Excel (PivotTables, formulas, charts) for informed decision-making.	4	80	70	-	3	-	2	-
CLO-4 :	Develop automated workflows and dashboards to simulate enterprise system functionalities	4	80	60	-	2	-	3	-
CLO-5 :	Integrate and interpret data across business domains (sales, finance, and inventory) to simulate end-to-end enterprise operations.								

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to Enterprise Resource Systems	Create a business process flowchart (Sales → Delivery → Payment).	Basics of inventory and procurement.	Customer lifecycle and CRM systems	Journal entries and ledgers in enterprise systems
	SLO-2					
S-2	SLO-1	Definition and Evolution of ERP,	Key components of business processes.	Advanced ERP Features	Project Planning and Execution	Create a KPI dashboard (Sales, Inventory, Profit).
	SLO-2					
S-3	SLO-1	Key Drivers for ERP Implementation	Create master tables (customers, products, vendors).	Cloud-Based ERP Solutions	Create a customer contact and interaction log	Record journal entries and auto-post to ledgers.
	SLO-2					

S-4	SLO-1 SLO-2	Core Modules (Finance, HR, Supply Chain, etc.)	Data Migration and Integration	Vendor database, purchase orders, automatic PO numbering.	Risk Management and Mitigation	Use built-in analysis tools (What-if analysis, Trendlines).
S-5	SLO-1 SLO-2	Common Challenges	Relational structure using Excel sheets (VLOOKUP or XLOOKUP).	Emerging Trends in ERP,	Analyze top customers using PivotTables.	Use PivotTables, charts, and slicers for dynamic reports.
S-6	SLO-1 SLO-2	ERP in HR Finance, HR, Supply Chain, etc.)	ERP Vendors and Solutions,	Design a procurement tracker using INDEX-MATCH.	Post-Implementation Activities	Record and edit basic macros for routine tasks.

Learning Resources	<ol style="list-style-type: none"> <li>1. Leon, A. (2014). <i>Enterprise resource planning</i>. India: McGraw-Hill Education (India) Pte Limited.</li> <li>2. Bradford, M. (2014). <i>Modern ERP: select, implement, and use today's advanced business systems</i>. Lulu. com.</li> <li>3. Wagner, B., &amp; Monk, E. (2008). <i>Enterprise resource planning</i>. Course Technology Press.</li> <li>4. Yu Chung Wang, W., Pauleen, D., &amp; Taskin, N. (2022). Enterprise systems, emerging technologies, and the data-driven knowledge organisation. Knowledge Management Research &amp; Practice, 20(1), 1–13. <a href="https://doi.org/10.1080/14778238.2022.2039571">https://doi.org/10.1080/14778238.2022.2039571</a></li> <li>5. 2. Arshad, N. I., Bosua, R., Milton, S., Mahmood, A. K., Zainal Abidin, A. I., Mohd Ariffin, M., &amp; Mohd Aszemi, N. (2021). A sustainable enterprise content management technologies use framework supporting agile business processesKnowledge Management Research and Practice, 1–18<a href="https://doi.org/https://doi.org/10.1080/14778238.2021.1973352">https://doi.org/https://doi.org/10.1080/14778238.2021.1973352</a></li> </ol>
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Learning Assessment												
	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	-	30%	-	30%	-	30%	-	30%		-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%		-	50%
Level 3	Evaluate Create	-	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 Expert
Mr. M R .Rajesh , IT Industry	Dr Prof. V. M enbagaraman,BSc.,AMIE.,MTech.,MBA.,PhD., Professor, Faculty of Management, SRMIST	Dr. Baskar B Assistant Professor, Faculty of Management, SRMIST

Course Code	UBA24VA10T	Course Name	<b>Geopolitics and Impact on Business</b>	Course Category	VEC	Value Added Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To understand and explain key geopolitical theories and their implications for international business.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5			
CLR-2:	To examine the impact of globalization and international political economy on shaping global trade systems.				Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment			
CLR-3:	To evaluate the influence of geopolitical conflicts on foreign investment, trade, and supply chains.											
CLR-4:	To identify contemporary geopolitical risks and ethical challenges faced by multinational corporations.											
CLR-5:	To develop strategic thinking for managing businesses in an evolving and uncertain geopolitical environment.											
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	
CLO-1:	Illustrate the fundamental concepts and theories of geopolitics and their relevance to global business operations.	3	80	85	3	80	85	3	2	-	-	-
CLO-2:	Analyze the structure and functions of international financial and trade institutions within a geopolitical context.	3	80	85	3	80	85	3	3	-	-	-
CLO-3:	Critically assess the impact of major geopolitical conflicts on business strategies and economic stability.	3	75	80	3	75	80	2	3	-	-	-
CLO-4:	Identify and address ethical, cultural, and legal challenges encountered in international business.	3	85	90	3	85	90	2	3	-	-	-
CLO-5:	Propose practical business strategies to navigate and mitigate geopolitical risks in global markets.	3	85	90	3	85	90	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	<b>Unit 1: Introduction to Geopolitics and Its Business Relevance</b>	<b>Unit 2: Globalization and International Political Economy in Geopolitical Scenario</b>	<b>Unit 3: Geopolitical Disruptions in Global Trade and Finance</b>	<b>Unit 4: Emerging Issues in Geopolitics and Business</b>	<b>Unit 5: Geopolitical Risk Management for Business</b>
	SLO-2	Definition, Nature, and Scope of Geopolitics	Post-War International Economic Order: Roles of the IMF	Foreign Direct Investment (FDI)	Ethics and Cultural Challenges in International Business	Identification and Assessment of Geopolitical Risks
S-2	SLO-1	Mackinder's Heartland Theory, Mahan's Sea Power Concept	Roles of World Bank and WTO	Geopolitical Risks	Trade Wars, Anti-Dumping, Tariff Barriers	Strategic Business Responses to Geopolitical Shifts
	SLO-2	Spykman's Rimland Theory Insights from Robert D. Kaplan	Emergence of New International Economic Orders: BRICS	Foreign Exchange	Influence of MNCs on Domestic Politics	Corporate Diplomacy and International Stakeholder Management
S-3	SLO-1	Contemporary Issues: Geopolitics of Energy, Technology, and Environmental Issues	North-South and South-South Cooperation	Global Capital Markets	Cyber Warfare and Cybersecurity Issues	Preparing for Global Economic Uncertainties: 1. Recessions,
	SLO-2	Border Disputes, Popular Culture, and Risk Analysis	Globalization Trends and Political Economy Differences among Nations	International Monetary Systems	Global Sustainable Trade Practices	2. Inflation, 3. Brexit Impacts

Learning Resources	<ol style="list-style-type: none"> <li>1. Flint, C. (2020). <i>Introduction to Geopolitics</i> (4th ed.). Routledge.</li> <li>2. Baldwin, D. A. (2016). <i>Power and International Relations: A Conceptual Approach</i>. Princeton University Press.</li> <li>3. Oatley, T. (2019). <i>International Political Economy</i> (6th ed.). Routledge.</li> <li>4. Ghemawat, P. (2018). <i>The Laws of Globalization and Business Applications</i>. Cambridge University Press.</li> <li>5. Kaplan, R. D. (2012). <i>The Revenge of Geography: What the Map Tells Us About Coming Conflicts and the Battle Against Fate</i>. Random House.</li> </ol>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Innovative 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 Expert	Internal Expert
Ajay Srivastava, Founder, Global Trade Research Initiative (GTRI), Ex-Indian Trade Service		Dr. S.Thilagavathy -Assistant Professor,-FOM, SRMIST-KTR.



Course Code	UBA24VA11T	Course Name	PUBLIC HEALTH AND MANAGEMENT		Course Category	VAC	Value Added Course				L	T	P	C			
							2	0	0	2							
Pre-requisite Courses	Not Required		Co-requisite Courses	Not Required		Progressive Courses	Not Applicable										
Course Offering Department		Faculty of Management		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 a foundational knowledge of public health principles and practices.				Level of Thinking (Bloom)	2	Expected Proficiency (%)	3	Expected Attainment (%)	1	2	3	4	5			
CLR-2:	To Gain insights into India's health system, including the role of public health planning.									3	85	90	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To Develop a clear understanding of the concepts, strategies, and processes involved in health planning.									2	80	90					
CLR-4:	To Interpret various health financing mechanisms and health planning tools.									4	85	90					
CLR-5:	To Apply concepts of systems thinking, monitoring, and evaluation to strengthen health system performance and policy-making.									3	80	90					
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				4	85	90									
CLO-1:	Create a basic understanding of fundamentals of public health.				3	80	90										
CLO-2:	Understand the health system of India along with public health planning and implication of policy making.				4	85	90										
CLO-3:	Understand the concepts and practices of health planning.				3	80	90										
CLO-4:	Apply principles of health financing, planning, and management to support the goal of achieving universal health coverage in India.				3	80	90										
CLO-5:	Develop skills in monitoring, evaluation, and systems thinking to strengthen health systems.				4	85	90										

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Definition of Public Health and Associated Terms	Early History of Public Health in India (Ancient to Pre-Independence Era)	Introduction to Management in Health Systems	Overview of Health financing	Introduction to Monitoring: Concepts and Importance
	SLO-2	Role of Public Health in Society	Development of Public Health Infrastructure Post-Independence	Basic concepts of planning – macro to micro	Health financing - Definition	Introduction to Evaluation: Concepts and Types
S-2	SLO-1	Core Functions and Essential Services of Public Health	Structure of the Health System in India: Central, State, and Local Levels	Principles and Functions of Health Management	Functions of Health Financing	Differences and Linkages between Monitoring and Evaluation
	SLO-2	Evolution of Public Health in India	Organization of Health Systems in India	Roles and Responsibilities of a Health Manager	Sources of Health Financing	Steps in Designing an M&E System

S-3	<b>SLO-1</b>	Public Health Approaches: Health Promotion, Disease Prevention, and Health Protection	Health systems in India: Key issues	Leadership and Teamwork in Health Organizations	Principles of Sound Health Financing	Key Indicators for Monitoring and Evaluation in Health Programs
	<b>SLO-2</b>	Levels of Prevention	Public Sector and Private Sector in the Indian Health System	Planning Cycle in Health Systems	Importance of Health Financing	Data Collection Tools and Techniques for M&E
S-4	<b>SLO-1</b>	Public Health Frameworks	Role of Panchayati Raj Institutions in Health Service Delivery	Types of Health Planning: Strategic, Operational, and Contingency	Different Approaches to Health Financing	Analysis and Interpretation of M&E Data
	<b>SLO-2</b>	Application of health systems frameworks	National Health Mission (NHM): Objectives, Strategies, and Outcomes	Tools and Techniques for Health Planning (SWOT, PERT, CPM, Logical Framework Analysis)	Challenges in Health Financing	Using M&E to Strengthen Health Systems (Real-world Applications)
S-5	<b>SLO-1</b>	Health System Components	Integrated Child Development Services (ICDS): Framework and Impact	Resource Management in Healthcare (Human, Financial, Material Resources)	Mechanism of Health Financing	Challenges in Implementing M&E in Health Systems
	<b>SLO-2</b>	Public Health Policy and Planning	Janani Suraksha Yojana (JSY): Strategies for Maternal Health Improvement	Health management in a district	Purpose of private health insurance	Best Practices in Implementing M&E in Health Systems
S-6	<b>SLO-1</b>	Social Determinants of Health	Ayushman Bharat Scheme: Health and Wellness Centres and PM-JAY	Challenges in Health Planning and Management at the District and State Levels	Concept of Universal Health Coverage (UHC)	Quality of Health system
	<b>SLO-2</b>	Current Concerns in Public Health : Global and Local	POSHAN Abhiyan: Tackling Malnutrition and Promoting Child Health	Innovations and Best Practices in Health Management and Planning	Indian Healthcare System: Current Scenario and Challenges	Indian Public Health Standards

Learning Resources	<b>Text Books (Latest Editions):</b>
	6. Mary-Jane Schneider, Introduction to Public Health, 2nd Ed... Jones and Bartlett, 2006. 7. Essentials of Public Health - BJ Turnock. Jones & Bartlett, 2007 8. Park's Textbook of Preventive and Social Medicine <b>References:</b> 1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing. 2. Goldstein RL, Goldstein K, Dwelle TL Introduction to Public Health: Promises and Practices, Springer Publishing Company. 3. Sen A, "Health in Development", Bulletin of the World Health Organization, Vol.77(8). 4. Balarajan Y, Selvaraj S, Subramanian SV, "Health Care and Equity in India", The Lancet, Vol. 377(9764) 5. National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Ramalakshmi Gudan, Product Owner/Manager, Kauvery Hospital, Radial Road, Chennai	<b>1. Dr.S.Chandramohan, Director, Alagappa Institute of Management, Alagappa University</b> <b>2. Dr.S.Chandrasekaran, Associate Professor, Saveetha Institute of Medical and Technical Sciences</b>	<b>Dr.M.Manikandan., Assistant Professor, Faculty of Management, SRM IST, Kattankulathur</b>

Course Code	<b>UBA24405T</b>	Course Name	<b>INTERNATIONAL BUSINESS</b>	Course Category	CC	Core Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To understand the evolution and significance of international trade in contemporary business environment.	1	2	3	1	2	3	4	5
CLR-2:	To demonstrate and interpret the fundamental theories of international business and trade	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To analyse the significance of economic Integration in International Business								
CLR-4:	To appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement								
CLR-5:	To develop an understanding of the concept of Foreign Direct Investment and its impact on various world economy								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Create a basic understanding of International Business concepts, management theories and philosophies.	1	90	70	3	1	-	-	-
CLO-2:	Understand the theories and trends of Foreign Direct Investment in the World Economy	2	90	80	3	3	-	-	-
CLO-3:	Recognize the significance of Economic Integration in the context of International Business	3	85	70	2	3	-	-	-
CLO-4:	Analyze the emerging trends in International Business	4	95	90	2	3	-	-	-
CLO-5:	Apply skills to analyze various international business situations.	4	95	90	3	3	-	-	-

Duration (hour)	6	6	6	6	6
S-1	<b>SLO-1</b>	Introduction to International Business	Introduction of Foreign Direct Investment in the World Economy	Economic Integration Definition	Emerging Trends in International Business
	<b>SLO-2</b>	Understanding the global environment	What is Foreign Direct Investment (FDI)	Economic indicators	International Entrepreneurship
S-2	<b>SLO-1</b>	Stages of Internationalization	Methods of Foreign Direct Investment	Economic indicators and their impact on international business decisions,	Born Global Firms
	<b>SLO-2</b>	EPRG Framework	Types and Examples of Foreign Direct Investment	Regional Economic Integration	Ethical Considerations
S-3	<b>SLO-1</b>	International Trade Theories	Lasting Interest and the Element of Control	Basic Principles of Multilateral Trade Negotiations	CSR Frameworks and Approaches
	<b>SLO-2</b>	Theories of International Trade Mercantilists	FDI Routes in India	Trade Regulation	ESG investing
S-4	<b>SLO-1</b>	Absolute Cost and Comparative Advantage	Theories of Foreign Direct Investment	FDA	Corporate responses to climate change
					Association of South East Asian Nations (ASEAN)
					Organization of the Petroleum Exporting Countries (OPEC)

	<b>SLO-2</b>	Factor Proportions	Greenfield and Brownfield FDI	Custom union	Social justice issues	Foreign Trade promotion measures and organizations in India
S-5	<b>SLO-1</b>	Neo-factor Proportions Theories	Benefits and Costs of FDI	Common market economic union	Brexit	Sources of finance for foreign trade
	<b>SLO-2</b>	Country Similarity Theory	International Institutions and the Liberalization of FDI	Emerging Markets	Rise of digital platforms, and ecommerce	Special Economic Zones (SEZ)
S-6	<b>SLO-1</b>	Intra-industry Trade	Trends in FDI	Developing Economies	Re-shoring	Export Oriented Units (EOUs)
	<b>SLO-2</b>	Tariff and Non-Tariff Barriers in Global Businesses	CAGE Model	The Costs of Economic Integration	Impact of pandemic on International Business	Regional Economic Integration

Learning Resources	<b>Text Books (Latest Editions):</b> <ol style="list-style-type: none"> <li>International Business: Competing in the Global Marketplace" by Charles W. L. Hill.</li> <li>International Business: Concept, Environment and Strategy, 3e by Vuytatesh Sharan Pearson Education</li> <li>International Business: The Challenges of Globalization by John J. Wild and Kenneth L. Wild.</li> <li>Rakesh, M. J. International Business, New Delhi, Oxford University Press.</li> <li>Aswathappa, A. . International Business, 2e. Tata McGraw-Hill Education.</li> </ol> <b>References:</b> <ol style="list-style-type: none"> <li>Cuervo-Cazurra, A. (2006). Who cares about corruption? Journal of international business studies, 37, 807-822.</li> <li>Hofstede, G. (2006). What did GLOBE really measure? Researchers' minds versus respondents' minds. Journal of international business studies, 37, 882-896.</li> <li>Sharma, P., Leung, T. Y., Kingshott, R. P., Davcik, N. S., &amp; Cardinali, S. (2020). Managing uncertainty during a global pandemic: An international business perspective. Journal of business research, 116, 188-192.</li> </ol>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry		Experts from Higher Technical Institutions Internal Experts
Dr. R. Pradheep Balaji Nokia India Limited		Dr. Digvijay Pandey, Department of Technical Education, Government of UP
		Dr. Nagalakshmi M.V.N., <b>Assistant Professor, Faculty of Management, SRM IST, Kattankulathur</b>

Course Code	UBA24SE3L	Course Name	<b>Design Thinking and Innovation</b>	Course Category	SEC	Skill Enhancement Courses	L	T	P	C
							1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	BBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	To understand the core principles and framework of design thinking	1	2	3	1	2	3	4	5
CLR-2:	To develop the ability to empathize with users and define real-world problems through human-centered methods.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Demonstrate a deep understanding of the principles of design thinking and its application to complex, real-world problems.	Apply empathetic research techniques to identify user needs and define clear, actionable problem.	Generate and evaluate innovative ideas through collaborative ideation techniques and creative brainstorming methods.	Develop functional prototypes and iterate based on feedback.	Integrate design thinking with strategic decision-making to drive innovation in diverse organizational and social contexts.
CLR-3:	To encourage ideation and experimentation by applying creative strategies for innovation.								
CLR-4:	To provide hands-on experience in prototyping and testing solutions in iterative cycles.								
CLR-5:	To analyze and apply design thinking across various sectors including business, education, and social innovation.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CO-1:	Identify and explain the key concepts, stages, and behavioral foundations of design thinking in organizational settings.	1	85	80	3				3
CO-2:	Analyze user behavior and apply empathy mapping to understand and define core user needs.	2	80	80	3				2
CO-3:	Apply creative ideation techniques such as brainstorming, SCAMPER, and mind mapping to generate innovative solutions.	4	85	80	2				3
CO-4:	Design low-fidelity prototypes and conduct user testing to validate design concepts and improve outcomes	3	80	80	2				2
CO-5:	Evaluate the role of design thinking in shaping business strategy, organizational culture, and social impact initiatives.	4	85	80	2				3

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Define the concept of innovation	Understanding the importance of empathy in innovation process	Ideation Importance	role of formative feedback in iterative design.	Stakeholder-Centered Design Thinking
	SLO-2	Analyze the creative thinking process	Empathy Mapping	Different Ideation techniques	role of formative feedback in iterative design.	Stakeholder-Centered Design Thinking
S-2	SLO-1	Difference between Innovation and Creativity	Empathy Mapping	Different Ideation techniques	Principles of UX design, usability heuristics, human-centered adjustments.	Feedback Overload Management
	SLO-2	Design Thinking approach and its objective	Techniques for observing and assimilating user information	SCAMPER technique	Application of ergonomic principles	Feedback Overload Management
S-3	SLO-1	Stages of Design Thinking	Understanding individual differences and uniqueness.	Importance of SCAMPER technique	pilot testing, focus groups, user observation.	Digital Prototyping Platforms

	<b>SLO-2</b>	Importance of customer centricity	Design thinking for Social Innovators	<b>Mapping – Empathy, Mind Mapping.</b>	pilot testing, focus groups, user observation.	Digital Prototyping Platforms
S-4	<b>SLO-1</b>	Framework of Design thinking( 4 D's)	Design thinking for Social Innovators	Key Aspects of Ideation Techniques Mapping	Metrics for evaluating design effectiveness: usability, desirability, viability	Importance of Prototyping platforms
	<b>SLO-2</b>	Ideation Definition	Experimentation	Key Aspects of Ideation Techniques Mapping	Metrics for evaluating design effectiveness: usability, desirability, viability	Ethical Redesign
S-5	<b>SLO-1</b>	Edward de Bono's Six Thinking Hats	Importance of Experimentation	Benefits of Using Ideation Techniques Mapping	Final Presentation techniques- Prototypes, journey maps, data visualization	Integrating digital tools (like Figma, Miro, Sketch, or Canva) for virtual prototyping, feedback collection
	<b>SLO-2</b>	Thinking Hats and Design thinking	Alignment of Customer Expectations with Product	6-3-5 Brainwriting	Prototypes, journey maps, data visualization	Integrating digital tools (like Figma, Miro, Sketch, or Canva) for virtual prototyping, feedback collection
S-6	<b>SLO-1</b>	Discussion of a few global success stories like AirBnB, Apple, IDEO, Netflix etc	Alignment of Customer Expectations with Product	The role of rapid prototyping	Evaluate the effectiveness of the design based on user feedback, ethical considerations, sustainability, and potential for scalability.	Strategies to Overcome design fatigue
	<b>SLO-2</b>	Different types of innovation.	Wicked Problems and Design thinking.	The key factors for successfully executing a design solution in a real-world scenario.	Meaning, Sources of power	Design Fatigue and It's Causes

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

Learning Resources	1.E Balaguruswamy, Developing Thinking Skills (The way to Success), Khanna Book Publishing Company
	2. Tim Brown, “Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation”, <i>Harvard Business Review</i>
	3. 8 steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Sreejith Krishnan – Sony India Software centre , Bengaluru- KA	Dr.K.Latha, Professor , Valliamai Engineering College	Dr. Bharathi Ravi Thodla
	Dr.Magesh, HOD, Dept of Mgmt, Anna University	



Course Code	UBA24SE5L	Course Name	MY INDIA PROJECT	Course Category	SEC	Skill Enhancement Course-5	L	T	P	C
							0	0	8	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Department of Business Administration	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 encourage students to understand and analyse societal challenges, fostering a sense of responsibility toward the community.	1	2	3	1	2	3	4	5
CLR-2:	To enable students to identify real-world problems, analyse them critically, and develop practical, innovative solutions.								
CLR-3:	To develop interpersonal skills by working in teams, fostering collaboration, leadership, and effective communication.								
CLR-4:	To strengthen students' connection with society by actively involving them in community-based initiatives and projects.								
CLR-5:	To bridge the gap between theoretical knowledge and practical implementation, allowing students to see the impact of their learning in real-world situations.								

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	To understand and analyse societal challenges, fostering a sense of responsibility toward the community.	1	90	70	3	1	-	-	-
CLO-2:	To understand the real-world problems, analyse them critically, and develop practical, innovative solutions.	2	90	80	3	3	-	-	-
CLO-3:	To Understand the interpersonal skills by working in teams, fostering collaboration, leadership, and effective communication.	3	85	70	2	3	-	-	-
CLO-4:	To strengthen students' connection with society by actively involving them in community-based initiatives and projects.	4	95	90	2	3	-	-	-
CLO-5:	To bridge the gap between theoretical knowledge and practical implementation, allowing students to see the impact of their learning in real-world situations.	4	95	90	3	3	-	-	-

<ol style="list-style-type: none"> <li>Community Engagement: Understanding and addressing real-world issues.</li> <li>Skill Development: Enhancing problem-solving, teamwork, and leadership abilities.</li> <li>Research &amp; Analysis: Conducting fieldwork and data collection to identify challenges.</li> <li>Innovation &amp; Implementation: Proposing and executing practical solutions.</li> <li>Social Impact: Contributing to sustainable and inclusive development in India.</li> <li>This project is a step toward empowering students to think critically, act responsibly, and play a role in shaping India's future.</li> </ol>
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<b>Sample themes for My India Project:</b> <ol style="list-style-type: none"> <li>Sustainable Development Goals (SDGs) and Their Implementation in India</li> <li>Make in India: Growth and Opportunities in Key Sectors</li> <li>Role and Growth of Small Finance Banks in India</li> <li>Cryptocurrency in India: Challenges and Regulatory Landscape</li> <li>Gamification and E-Learning: Transforming Education in India</li> <li>Role of MSMEs in India's Economic Development</li> <li>Internet of Things (IoT) and Its Role in Smart Cities</li> <li>Changing Lifestyles and Cultural Shifts in Indian Society</li> </ol>	<ol style="list-style-type: none"> <li>New Education Policy 2020: Transforming Learning in India</li> <li>Green Finance and Sustainable Investments in India</li> <li>Artificial Intelligence and Its Impact on Youth Employment</li> <li>Social Entrepreneurship: Solving Societal Issues through Business</li> <li>Start-ups and Digital India: Driving Economic Growth</li> <li>Empowerment Through Self-Help Groups (SHGs) in India</li> <li>Carbon Emissions, Climate Change, and India's Economic Growth</li> </ol>
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Assessment Methods-Fully Internal

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