



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



School of Arts & Science

Minutes of First Meeting of Board of Studies for B.B.A. (Fintech & Digital Banking)

The First Meeting of Board of Studies for Bachelor of Business Administration - Fintech & Digital Banking (B.B.A. - FDB) Programme was held on 13th August 2022, Saturday at 10.30 A.M. via Zoom Meeting (Great Learning Platform) with the Head of the Department in the Chair. The following members were present for the BoS meeting.

S. No.	Name of the Member	Designation
1	Dr. Bala Sendhil Kumar G. Professor and Head, B.B.A. (FDB), School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Chairman
2	Prof. Punam Bedi Professor, Department of Computer Science University of Delhi, Delhi	Pondicherry University Nominee
3	Dr. G. Baba Gnanakumar Professor, School of Management Kristu Jayanti College (Autonomous), Bengaluru	Subject Expert (Academic Council Nominee)
4	Dr. A. Martin Assistant Professor, Department of Computer Science Central University of Tamil Nadu, Thiruvarur	Subject Expert (Academic Council Nominee)
5	Mr. J. Prassana Vengatesh Solution Architect, HCL Technologies, Chennai	Member (Industry representative)
6	Dr. N. S. N. Cailassame Professor & Head, Department of Management Studies Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
7	Dr. Sivasacty Assistant Professor, Department of Commerce and Management, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
8	Ms. S. Visalakshi Assistant Professor, Department of Management Studies, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member
9	Mr. K. Kandasamy Assistant Professor, Department of Commerce and Management, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member

10	Ms. B. Gothai Natchi Assistant Professor, Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member
11	Ms. S. Jeeja Assistant Professor, Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member
12	Ms. M. Abirami @ Manoranjitham Assistant Professor, Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member
13	Dr. R. Rajendiran Assistant Professor, Department of Tamil, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member
14	Dr. M.A. Ishrath Jahan Head, Department of English School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member

Agenda of the Meeting

Item No. : BoS / BBA-FDB 1.1

- ❖ Welcome Address.
- ❖ Introduction of Members of Board of Studies.

Item No. : BoS / BBA- FDB 1.2

- ❖ Discussion and Approval of Curriculum Framework of the UG Programme - Bachelor of Business Administration (B.B.A.) in Fintech & Digital Banking from the Academic Year 2022-2023.

Item No. : BoS / BBA- FDB 1.3

- ❖ Discussion and Approval of Syllabus of First Semester and Second Semester of the Programme in Bachelor of Business Administration (B.B.A.) in Fintech & Digital Banking.

Item No. : BoS / BBA- FDB 1.4

Discussion of the Evaluation Systems as the existing Regulation 2020 of School of Arts and Science, SMVEC.

- ❖ Marks distribution for Continuous Assessment and End semester Examinations
- ❖ Question paper pattern
- ❖ Pass Requirements
- ❖ Letter Grade System
- ❖ Classification of Degree

Item No. : BoS / BBA- FDB 1.5

- ❖ Any other item with the permission of chair

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Minutes of the Meeting

The meeting deliberated on the agenda items that had been approved by the Chairman.

Item No. : BoS / BBA-FDB 1.1

Dr. G. Bala Sendhil Kumar, Chairman, BoS opened the meeting by greeting and introducing the external members to the internal members and meeting thereafter deliberated on the approved agenda items.

Item No. : BoS / BBA-FDB 1.2

The Curriculum Framework of the UG Programme - Bachelor of Business Administration (B.B.A.) in Fintech & Digital Banking (FDB) was discussed in detail. The Board of Studies members approved and recommended the Curriculum (refer Annexure 1) with the following suggestions:

- ❖ The courses like Payment Gateway Interfaces, Block chain, Digital Entrepreneurship, Crypto currencies and Payments are added in Discipline Specific Elective Courses.
- ❖ Discipline Specific Course entitled "FinTech Regulations" is included in sixth semester.

Item No. : BoS / BBA-FDB 1.3

The proposed Syllabi of the First Semester and Second Semester Courses of B.B.A. in Fintech & Digital Banking Programme was presented by the Chairman of the BoS. The same was discussed in detail by the BoS Members and was unanimously approved by the members with the following suggestions.

- ❖ Text Books & Reference Books can be of latest edition.
- ❖ UGC study resources can be quoted in web references.

The Syllabi of the First Semester and Semester Courses of B.B.A. in Fintech & Digital Banking are presented in Annexure 2.

Item No. : BoS / BBA-FDB 1.4

The Evaluation Systems as in the existing SMVEC, School of Arts & Science Regulations 2020, pertaining to the following were discussed and accepted by the BoS Members.

- ❖ Marks distribution for Continuous Assessment and End Semester Examinations
- ❖ Question paper pattern
- ❖ Pass Requirements
- ❖ Letter Grade System
- ❖ Classification of Degree

BoS / 2022/ BBA-FDB / 4.5



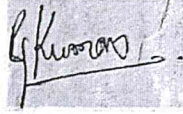
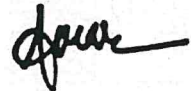

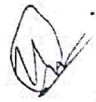
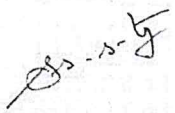
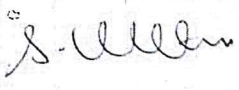
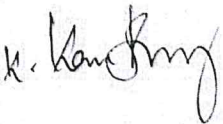
No other item was considered for further discussion in the First Meeting of BoS of BBA - Fintech & Digital Banking.

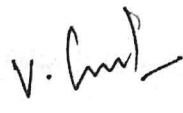

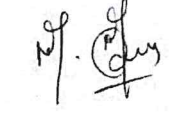
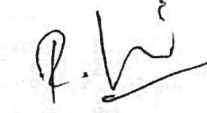
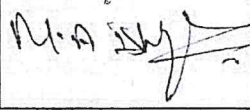
The external members of the Board have expressed their appreciations for framing curriculum and syllabi based on the industrial expectations. The meeting ended with vote of thanks by the Chairman of the Board was concluded at 11.50 A.M.

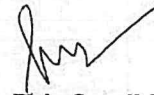
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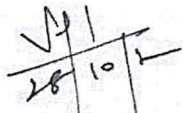
The Minutes of the First Meeting of Board of Studies for B.B.A. (Fintech & Digital Banking) Programme held on held on 13th August 2022 is signed by the members who attended the meeting:

Sl. No	Name of the Member with Designation and official Address	MEMBERS AS PER UGC NORMS	Signature
1	Dr. Bala Sendhil Kumar G. Professor and Head, B.B.A. (FDB) School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Chairman	
2	Prof. Punam Bedi Professor, Department of Computer Science University of Delhi, Delhi	Pondicherry University Nominee	
3	Dr. G. Baba Gnanakumar Professor, School of Management Kristu Jayanti College (Autonomous), Bengaluru	Subject Expert (Academic Council Nominee)	
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5	Mr. J. Prassana Vengatesh Solution Architect, HCL Technologies, Chennai	Member (Industry representative)	
6	Dr. N. S. N. Cailassame Professor & Head, Department of Management Studies Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
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14	Dr. M.A. Ishrath Jahan Head, Department of English School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	



Dr. G. Bala Sendhil Kumar
Professor and Head - B.B.A. (FDB)
Chairman - BoS / B.B.A. (FDB)



Dr. S. Muthulakshmi
Dean - School of Arts & Science

Annexure - 1

CURRICULUM

BACHELOR OF BUSINESS ADMINISTRATION (FINTECH AND DIGITAL BANKING)

STRUCTURE FOR UNDERGRADUATE PROGRAMME

Sl. No	Course Category	Breakdown of Credits
1	Modern Indian Language (MIL)	6
2	English (ENG)	6
3	Discipline Specific Core Courses (DSC)	86
4	Discipline Specific Elective Courses (DSE)	12
5	Inter-Disciplinary courses (IDC)	12
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	0
8	Ability Enhancement Compulsory Courses (AECC)	6
9	Open Electives (OE)	4
10	Online Courses (OC)	2
11	Extension Activity (EA)	1
Total		147

SCHEME OF CREDIT DISTRIBUTION – SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
1	Language (MIL)	3	3	-	-	-	-	6
2	English (ENG)	3	3	-	-	-	-	6
3	Discipline Specific Core Courses (DSC)	12	12	12	14	16	20	86
4	Discipline Specific Elective Courses (DSE)	-	-	3	3	3	3	12
5	Inter-Disciplinary Courses (IDC)	3	3	3	3	-	-	12
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	0	0	0	0	-	-	0
8	Ability Enhancement Compulsory Courses (AECC)	2	2	2	-	-	-	6
9	Open Electives (OE)	-	-	2	2	-	-	4
10	Online Courses (OC)	-	-	-	-	2	-	2
11	Extension Activity (EA)	-	1	-	-	-	-	1
Total		25	26	24	24	23	25	147

* EEC will not be included for the computation of "Total of Credits" as well as "CGPA".

Curriculum

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SEMESTER – I										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20FRT101	French - I	MIL	3	0	0	3	25	75	100
	A20TAT101	Tamil - I								
2	A20BET101	Business English - I	ENG	3	0	0	3	25	75	100
3	A20BAT101	Principles of Accounting	DSC	3	1	0	4	25	75	100
4	A20BAT102	Principles of Management	DSC	4	0	0	4	25	75	100
5	A20BFT101	Introduction to Fintech	DSC	4	0	0	4	25	75	100
6	A20BAD101	Managerial Economics	IDC	3	0	0	3	25	75	100
Skill Enhancement Course										
7	A20BAS101	Communication Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20BFC101	Certification Course - I*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
							25	450	450	900

SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20FRT202	French - II	MIL	3	0	0	3	25	75	100
	A20TAT202	Tamil - II								
2	A20BET202	Business English - II	ENG	3	0	0	3	25	75	100
3	A20BFT202	Basics of Cost and Management Accounting	DSC	3	1	0	4	25	75	100
4	A20BAT204	Entrepreneurship and Innovation	DSC	4	0	0	4	25	75	100
5	A20BFT203	Legal Aspects of Business	DSC	4	0	0	4	25	75	100
6	A20BFD201	Financial Institutions and Services	IDC	3	0	0	3	25	75	100
Skill Enhancement Course										
7	A20BFS201	Overview of Financial Markets and Capital Markets	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20BFC202	Certification Course - II*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
10	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
							26	550	450	1000

* Employability Enhancement Course are to be selected from the list in Annexure III

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SEMESTER – III										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT306	Organisational Behaviour	DSC	4	0	0	4	25	75	100
2	A20BFT304	Marketing of Banking Services	DSC	4	0	0	4	25	75	100
3	A20BFT305	Fundamentals of Banking	DSC	4	0	0	4	25	75	100
4	A20BAD303	Statistics for Management	IDC	3	0	0	3	25	75	100
5	A20BFE3XX	DSE-I**	DSE	3	0	0	3	25	75	100
6	A20XXO3XX	Open Elective – I***	OE	2	0	0	2	25	75	100
Skill Enhancement Course										
7	A20BFS302	Data Analysis using Statistical Software	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20BFC303	Certification Course - III*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET303	Value Education	AECC	2	0	0	2	100	0	100
							24	450	450	900

SEMESTER – IV										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BFT406	Personnel Management for Banks	DSC	4	0	0	4	25	75	100
2	A20BFT407	Insurance and Risk Management	DSC	4	0	0	4	25	75	100
3	A20BFD402	Business Analytics	IDC	3	0	0	3	25	75	100
4	A20BFT409	Information Systems and e-business	DSC	4	0	0	4	25	75	100
5	A20BFE4XX	DSE-II**	DSE	3	0	0	3	25	75	100
6	A20XXO4XX	Open Elective – II***	OE	2	0	0	2	25	75	100
Practical										
7	A20BFP401	Banking Internship	DSC	0	0	4	2	60	40	100
Skill Enhancement Course										
8	A20BFS404	Data Analytics using R	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20BFC404	Certification Course - IV*	EEC	0	0	4	0	100	0	100
							24	410	490	900

* Employability Enhancement Course are to be selected from the list in Annexure III

** Discipline Specific Electives are to be selected from the list given in Annexure I

*** Open electives offered by the Departments are listed in Annexure II

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SEMESTER – V										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT512	Financial Management	DSC	4	0	0	4	25	75	100
2	A20BAT513	Operations Management	DSC	4	0	0	4	25	75	100
3	A20BFT510	Research Methods	DSC	4	0	0	4	25	75	100
4	A20BFT511	Fundamentals of AI and Machine Learning	DSC	4	0	0	4	25	75	100
5	A20BFE5XX	DSE-III**	DSE	3	0	0	3	25	75	100
Online Course										
6	A20BFM501	Online Course	OC	0	0	4	2	Successful Completion		
Skill Enhancement Course										
7	A20BFS505	Financial Modelling	SEC	0	0	4	2	100	0	100
							23	325	375	700

SEMESTER – VI										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT617	Strategic Management	DSC	4	0	0	4	25	75	100
2	A20BFT612	Taxation Laws	DSC	4	0	0	4	25	75	100
3	A20BFT613	FinTech Regulations	DSC	4	0	0	4	25	75	100
4	A20BFT614	Financial Derivatives	DSC	4	0	0	4	25	75	100
5	A20BFE6XX	DSE-IV**	DSE	3	0	0	3	25	75	100
Project										
6	A20BFP601	Project	DSC	0	0	8	4	60	40	100
Skill Enhancement Course										
7	A20BFS606	Data Visualization	SEC	0	0	4	2	100	0	100
							25	385	415	800

** Discipline Specific Electives are to be selected from the list given in Annexure I

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Annexure I
Discipline Specific Electives (DSE)

Discipline Specific Electives (DSE-I) - Offered in Third Semester		
Sl. No.	Course Code	Course Title
1	A20BFE301	Business Ethics
2	A20BFE302	Quality Management
3	A20BFE303	Payment Gateway Interfaces
Discipline Specific Electives (DSE-II) - Offered in Fourth Semester		
Sl. No.	Course Code	Course Title
4	A20BFE404	Innovation and Creativity in Business
5	A20BFE405	Python for Finance
6	A20BFE406	Basics of Block chain
Discipline Specific Electives (DSE-III) - Offered in Fifth Semester		
Sl. No.	Course Code	Course Title
7	A20BFE507	Security Analysis and Portfolio Management
8	A20BFE508	FinTech Ethics and Risks
9	A20BFE509	Digital Entrepreneurship
Discipline Specific Electives (DSE-IV) - Offered in Sixth Semester		
Sl. No.	Course Code	Course Title
10	A20BFE510	Compliance Audit
11	A20BFE511	Trading Strategies
12	A20BFE512	Crypto currencies and Payments

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Annexure - II

OPEN ELECTIVE COURSES

Open Elective - I (Offered in Semester III)			
Sl. No	Course Code	Course Title	Offering Department
1	A20BTO301	Biotechnology for human welfare	Bioscience
2	A20BTO302	Food Processing	Bioscience
3	A20BTO303	Food Technology	Bioscience
4	A20CHO304	Food Analysis (Practical)	Chemistry
5	A20CHO305	Molecules of Life (Practical)	Chemistry
6	A20CHO306	Water Analysis (Practical)	Chemistry
7	A20CMO307	Fundamentals of Accounting and Finance	Commerce and Management
8	A20CMO308	Fundamentals of Management	Commerce and Management
9	A20CMO309	Fundamentals of Marketing	Commerce and Management
10	A20CPO310	Data Structures	Computational Studies
11	A20CPO311	Programming in C	Computational Studies
12	A20CPO312	Programming in Python	Computational Studies
13	A20ENO313	Conversational Skills	English
14	A20ENO314	Fine-tune your English	English
15	A20ENO315	Interpersonal Skills	English
16	A20MAO316	Mathematical Modelling	Mathematics
17	A20MAO317	Quantitative Aptitude - I	Mathematics
18	A20MAO318	Statistical Methods	Mathematics
19	A20VCO319	Event Management	Media Studies
20	A20VCO320	Graphic Design	Media Studies
21	A20VCO321	Role of social media	Media Studies
22	A20NDO322	Basic Food Groups	Food Science
23	A20NDO323	Life Style Management	Food Science
24	A20NDO324	Nutritive Value of Foods	Food Science
25	A20PHO325	Astrophysics	Physics
26	A20PHO326	Basic of Modern Communication System	Physics
27	A20PHO327	Bio-Physics	Physics
28	A20TMO328	அடிப்படை தமிழ்	Tamil
29	A20TMO329	வாழ்வியல் இலக்கணம்	Tamil
30	A20TMO330	புதுக்கவிதைப் பட்டறை	Tamil

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Open Elective – II (Offered in Semester IV)			
Sl. No.	Course Code	Course Title	Offering Department
1	A20BTO401	Herbal Technology	Bioscience
2	A20BTO402	Vermiculture	Bioscience
3	A20BTO403	Biotechnology for Society	Bioscience
4	A20CHO404	C++ Programming and its Application to Chemistry	Chemistry
5	A20CHO405	Computational Chemistry Practical	Chemistry
6	A20CHO406	Instrumental Methods of Analysis	Chemistry
7	A20CMO407	Essential Legal Awareness	Commerce and Management
8	A20CMO408	Essentials of Insurance	Commerce and Management
9	A20CMO409	Practical Banking	Commerce and Management
10	A20CPO410	Database Management Systems	Computational Studies
11	A20CPO411	Introduction to Data Science using Python	Computational Studies
12	A20CPO412	Web Development	Computational Studies
13	A20ENO413	Functional English	English
14	A20ENO414	English Next-India	English
15	A20ENO415	English for Competitive Exam	English
16	A20MAO416	Discrete mathematics	Mathematics
17	A20MAO417	Operations Research	Mathematics
18	A20MAO418	Quantitative Aptitude - II	Mathematics
19	A20VCO419	Basics of News Reporting	Media Studies
20	A20VCO420	Scripting for media	Media Studies
21	A20VCO421	Video Editing	Media Studies
22	A20NDO422	Food Labelling	Food Science
23	A20NDO423	Hygiene and Sanitation	Food Science
24	A20NDO424	Nutrition for Adolescent	Food Science
25	A20PHO425	Digital Electronics	Physics
26	A20PHO426	Geo-Physics	Physics
27	A20PHO427	Space Science	Physics
28	A20TMO428	சிறுகதைப் பயிற்சி	Tamil
29	A20TMO429	செய்தி வாசிப்பு பயிற்சி	Tamil
30	A20TMO430	நிகழ்த்துக்கலை	Tamil

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Curriculum

B.B.A.(Fintech and Digital Banking)

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Annexure - III

EMPLOYABILITY ENHANCEMENT COURSES - CERTIFICATION COURSES

(Not included in CGPA and Credits computation)

Certification Course - I, II, III & IV

(To be chosen from the below list but not limited)

Sl. No.	Course Title
1	MS Office
2	Digital Marketing
3	Tally
4	Financial Planning, Banking & Investment Management
5	Artificial Intelligence
6	Investment & trading Strategies
7	Foundation of Stock Market Investing
8	Advanced Excel
9	Microsoft 365 fundamentals
10	Google Analytics

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ANNEXURE - 2
Syllabi - Semester 1 & Semester 2

A20TAT101

TAMIL – I
(Common to all UG programs)

L	T	P	C	Hrs
3	0	0	3	45

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பை புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1** – இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
CO2 – நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
CO3 – தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
CO4 – தாய்மொழியின் சிறப்பை அறிதல்.
CO5 – இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

இக்காலக் கவிதைகள்-1

- | | | |
|-------------------|---|----------------------------------|
| 1. பாரதியார் | - | கண்ணன் என் சேவகன் |
| 2. பாரதிதாசன் | - | தமிழ்ப்பேறு |
| 3. அய்யல் ரகுமான் | - | அவதாரம் |
| 4. மீரா | - | கனவுகள் + கற்பனைகள் = காகிதங்கள் |
| 5. கு.நரசிம்மன் | - | மன்னித்துவிடு மகனே |

அலகு-2

(9 Hrs)

இக்காலக் கவிதைகள்-2

- | | | |
|----------------------|---|--------------------------------|
| 1. ராஜா சந்திரசேகர் | - | கைவிடப்பட்ட குழந்தை |
| 2. அனார் | - | மேலும் சில இரத்தக் குறிய்புகள் |
| 3. சுகிர்தராணி | - | அம்மா |
| 4. நா.முத்துக்குமார் | - | தூர் |

அலகு-3

(9 Hrs)

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சிற்பிலக்கியங்கள்

1. கலிங்கத்தூப் பரணி - பொருதடக்கை வான் எங்கே... (பாடல்-485)
2. அழகர்கிள்ளைவிடு தூது - இதமாய் மனிதருடனே... (பாடல்-45)
3. நந்திக் கலம்பகம் - அம்பொன்று வில்லொடிதெல்... (பாடல்-77)
4. முக்சவற் பள்ளு - பாயும் மருதஞ் செழிக்கவே... (பாடல்-47)
5. குற்றாலக் குறவஞ்சி - ஓடக் காண்பதுமே... (பாடல்-9)

காப்பியங்கள்

மணிமேகலை-உலகறவி புக்க காதை- 'மாசுஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடிக்கெடுத்தனை'.
(28-அடிகள்)

அலகு-4

(9 Hrs)

தமிழ் இலக்கிய வரலாறு

1. சிற்பிலக்கியம்- தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை- தோற்றமும் வளர்ச்சியும்
3. சிறுகதை -தோற்றமும் வளர்ச்சியும்
4. புதினம் -தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

உரைநடைப் பகுதி

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு.
2. தஞ்சாவூர் - சுவாமிநாதையர் கோயம்.
3. இரா. பச்சியப்பன் - மாடல்ல மற்றையவை.

அலகு 5

(9 Hrs)

மொழிப்பயிற்சி

1. கலைச்சொல்லாக்கம்
2. அகரவரிசைப்படுத்துதல்
3. மரபுத்தொடர்/பழமொழி
4. கலை விமர்சனம்
5. நேர்காணல்

உரைநடை நூல்கள்

1. சக்திவேல், சு., தமிழ் மொழி வரலாறு, மாணிக்கவாசகர் பதிப்பகம், சிதம்பரம், 1988.
2. சிற்பி பாலசுப்ரமணியம் மற்றும் நீலபத்மநாபன், புதிய தமிழ் இலக்கிய வரலாறு, தொகுதி-1, 2, 3, சாகித்திய அகாடமி, புதுவடல்வி, 2013.
3. பாரதியார், பாரதியார் கவிதைகள், குமரன் பதிப்பகம், சென்னை, 2011.

பார்வை நூல்கள்

1. கைலாசபதி.க.தமிழ் நாவல் இலக்கியம், குமரன் பதிப்பகம், வடபுலனி, 1968.
2. சுந்தரராஜன், பே.கோ. சிவபாதசுந்தரம். சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், கரியா, சென்னை, 1989.
3. பரந்தாமனார்.அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.எச். பதிப்பகம், சென்னை, 2011.
5. வல்லிக்கண்ணன். புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>

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A20FRT101

FRENCH – I
(Common to all UG programs from 2021-22)

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Je m'appelle Elise. Et Vous ?

Vous Dansez ? D'accord

Monica, Yukiko et compagnie

UNITÉ - 2

Les Voisins de Sophie

Tu vas au Luxembourg ?

UNITÉ – 3

Nous Venons pour l'inscription

A Vélo, en tain, en avoin

Pardon, monsieur, le BHV s'il vous plait ?

UNITÉ - 4

Au march'e

On déjeune ici ?

UNITÉ - 5

On va chez ma copine ?

Chez Susana

Text Book

Prescribed Text book : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009

Reference Book : Festival 1

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A20BET101

BUSINESS ENGLISH - I

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

- To understand the concept, process, and importance of communication.
- To gain knowledge about the business.
- To inculcate skills of effective communication - both written and oral.
- To acquire knowledge on application of communication skills in the business world
- To enhance the presentation and negotiations skills of the students

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understands the basics and importance of communication

CO2 – Can inculcate all the methods of writing

CO3 – Draft effective business writing with brevity and lucidity

CO4 – Acquire career skills to work efficiently and collaboratively

CO5 – Present an effective oral presentation

UNIT I INTRODUCTION TO COMMUNICATION

(9 Hrs)

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers. Written - Oral - Face-to-face - Silence - Merits and limitations of each type.

UNIT II BUSINESS LETTERS

(9 Hrs)

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence.

UNIT III DRAFTING OF BUSINESS LETTERS

(9 Hrs)

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - writing Report - Notices, Agenda and minutes of the Meetings – Memos.

UNIT IV ORAL COMMUNICATION

(9 Hrs)

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor -Demonstration and Dramatization - Public address system - Grapevine -The art of listening - Principles of good listening.

UNIT V COMMUNICATION SKILLS

(9 Hrs)

Group Decision-Making - Interviews - Speeches -Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

Text Books

1. K. K. Sinha, "Business Communication", Galgotia Publishing, 4th Edition, 2011.
2. C. S. Rayudu, "Media and Communication Management", Himalaya Publishing House, 1st Edition, 2013.
3. HorySankarMukerjee, "Business Communication: Connecting at Work", Oxford University Press, 1st Edition, 2016.

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Reference books

1. Rajendra Pal & J. S. Korlahalli, "Essentials of Business Communication", Sultan Chand & Sons, 3rd Edition, 2011.
2. Nirmal Singh, "Business Communication: Principles, Methods and Techniques", Deep & Deep Publications Pvt. Ltd, 1st Edition, 2008.
3. Krishna Mohan, R.C. Mohan & Virendra Singh Nirban, "Business Correspondence and Report Writing", Tata McGraw-Hill Publishing, 6th Edition, 2020.

Web Referencés

1. <https://writingcenter.unc.edu/tips-and-tools/business-letters/>
2. https://onlinecourses.swayam2.ac.in/cec22_cm02/preview
3. <https://thebusinesscommunication.com/what-is-face-to-face-conversation/>
4. <https://www.emerald.com/insight/publication/issn/1356-3289>
5. <https://nptel.ac.in/courses/109104031>

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Course Objectives

- To develop a deeper understanding of the Fundamentals of Accounting
- To appreciate the role and significance of subsidiary books in accounting system
- To learn the preparation of basic financial statements of small business entities.
- To gain knowledge about the accounting for non-profit entities.
- To develop the knowledge of accounting from incomplete records.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Explain the concepts of accounting and solve simple problems on fundamentals of accounting
CO2 – Prepare various subsidiary books including different types of cash books.
CO3 – Prepare the basic financial statements of various business entities
CO4 – Handle the accounting pertaining to Non-Profit Making Entities
CO5 – Prepare basic financial statements from incomplete accounting records.

UNIT I ACCOUNTING FUNDAMENTALS**(15 Hrs)**

Meaning and Scope of Accounting, Basic Accounting Concepts, and Conventions – Accounting Standards – International Financial Reporting Standards and their applicability in India – Nature and Objectives of Accounting – Distinction between Book-Keeping and Accountancy – Accounting Transactions – Double Entry Book Keeping – Maintenance of Journal, Ledger, and Trial Balance. Simple Problems on Journal and Trial Balance Preparation.

UNIT II ACCOUNTING FROM INCOMPLETE RECORDS**(10 Hrs)**

Introduction – Meaning of incomplete records – Features of incomplete records - Limitations of incomplete records - Differences between double entry system and incomplete records - Accounts from incomplete records - Ascertaining profit or loss from incomplete records through statement of affairs - Preparation of final accounts from incomplete records.

UNIT III SUBSIDIARY BOOKS**(10 Hrs)**

Subsidiary Books – Meaning and Importance – Types of Subsidiary Books – Purchase Book – Sales Book – Purchase Returns Book – Sales Returns Book – Bills Receivables Book – Bills Payables Book – Journal Proper – Cash Book. Types of Cash Book – Simple, Double-column, Triple-Column, Petty Cash Book. Simple Problems in Sales Book, Purchases Book, and Cash Book.

UNIT IV FINAL ACCOUNTS**(15 Hrs)**

Preparation of Manufacturing, Trading & Profit and Loss Account or Income Statement – Meaning, Contents, and Preparation – Balance Sheet or Position Statement – Meaning, Contents and Preparation – Adjustments in Final Accounts (Closing Stock, Expenses and Income Outstanding, Expenses paid and Income received in advance, Depreciation, Provision for Bad and Doubtful Debts, Interest on Capital and Interest on Drawings. Preparation of Basic Financial Statements with special adjustments - Practical Problems.

UNIT V ACCOUNTING FOR NON-PROFIT ENTITIES**(10 Hrs)**

Introduction – Features of non-profit organizations – Receipts and Payments Account -Items peculiar to not-for-profit organizations (Capital expenditure, Revenue expenditure, Deferred revenue expenditure, Capital receipt, Revenue receipt) - Income and Expenditure Account - Balance Sheet.

Text Books

1. S.P. Jain & K.L. Narang, "Financial Accounting", Kalyani Publishers, 12th Edition, 2014.
2. S.N. Maheswari, Suneel K. Maheswari & Sharad K. Maheswari, "An Introduction to Accountancy", Vikas Publishing House, 12th Edition, 2019.
3. Maheswari & Maheswari, "Financial Accounting", Vikas Publishing House, 6th Edition, 2018.

Reference Books

1. K.L. Nagarajan, N. Vinayagam & P.L. Mani, "Principles of Accountancy", S. Chand & Sons, 4th Edition, 2016.
2. T.S. Grewal, "Double Entry Book-keeping", Sultan Chand & Sons, 12th Edition, 2020.
3. Hanif & Mukherjee, "Financial Accounting", Tata McGraw Hill, 2nd Edition, 2019.
4. P.C. Tulsian & Bharat Tulsian, "Financial Accounting", S.Chand, 2nd Edition, 2016.

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1. <https://nptel.ac.in/courses/110101003>
2. <https://archive.nptel.ac.in/courses/110/101/110101131/>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>

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Course Objectives

- To provide an in-depth understanding of Management Concepts.
- To explain the purpose and types of planning as well as significance of decision-making
- To be familiar with nature and functions of organisation, departmentation and delegation.
- To understand various leadership styles and their relative merits, as well as theories of motivation.
- To evaluate the importance of coordination in harmonizing the organizational activities, and the significance of controlling in attaining the goals.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding and application of principles and functions of management.
- CO2** – Appreciate the purpose and types of planning, MBO, elements and principles of decision-making.
- CO3** – Develop skills and ability to work in groups to achieve organizational goals and understand the principles of and issues in the delegation of authority
- CO4** – Demonstrate their ability in applying theories of motivation in work situations, and also appropriate leadership style needed for the individual organisations
- CO5** – Understand the importance of coordination in management as well as controlling function.

UNIT I NATURE OF AND APPROACHES TO MANAGEMENT

(12 Hrs)

Concept of Business Organization. Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Business man .Forms of Business Organizations and their relative Merits and Demerits .Impact of Globalization on Business Organizations. Problems of Business Organizations in India. Management – Definition, Meaning and Nature – Scope and Functions- Approaches to Management – Role and Functions of Manager- Levels of Management – Management as Art or Science or Profession.

UNIT II PLANNING AND DECISION-MAKING

(12 Hrs)

Planning – Meaning, Nature and Purpose of Planning - Steps in Planning – Characteristics of a Sound Plan - Types of Planning – Planning Premises – Management By Objectives(MBO). Decision Making – Characteristics – Elements of decision making – Principles of decision making – Types of Decisions. Simple Case Studies on Planning and Decision-making.

UNIT III ORGANISING

(12Hrs)

Organization – Meaning, Nature – Principles – Functions of Organization. Different form of organization – Formal and Informal Organization. Departmentation – Nature and Types. Delegation of Authority – Importance of Delegation - Advantages of Delegation – Problems of Delegation - Span of Management – factors affecting Span of Management. Simple Case Studies on Organizing and Delegation.

UNIT IV LEADING

(14 Hrs)

Leadership: Concept and Styles; Trait and Situational Theory of Leadership, Introduction, Definition- Nature & Scope – Functions of a leader – Qualities of leadership – Leadership styles. Essential elements of Direction- Principles of Direction – Importance of Direction – Supervision – Meaning, Types of supervision – Motivation – Definition, Nature of motivation – Importance of Motivation – types of Motivation- Theories of motivation – Theory 'X', 'Y', & 'Z'- Maslow's Hierarchy of needs. Communication –

Objectives, Nature and Types – Barriers to Communication, and Overcoming those barriers. Simple Case Studies on Leadership, Motivation, and Communication.

UNIT V COORDINATING AND CONTROLLING

(10 Hrs)

Coordination – Meaning, Nature and Characteristics – Controlling: Meaning, Objectives of controlling – Principles of controlling – Importance of controlling, controlling techniques.

Text Books

1. C.B. Gupta, "Business Management", Sultan Chand Sons, 9th Edition, 2012.
2. L.M.Prasad, "Principles and Practice of Management", Sultan Chand & Sons, 9th Edition, 2015.
3. Koontz O'Donnell, "Essentials of Management", Tata McGraw Hill, 7th Edition, 2007.

Reference Books

1. J.A.F. Stoner, R.E. Freeman & Daniel R. Gilbert, "Management", Pearson Education, 6th Edition, 2004.
2. Y.K. Bhushan, "Business Organisation and Management", Sultan Chand & Sons, 11th Edition, 2013.
3. P.C. Tripathi & P.N. Reddy, "Principles of Management", Tata McGraw Hill, 5th Edition, 2012.
4. Stephen P. Robbins & Mary Coulter, "Management", Prentice Hall of India, 10th Edition, 2009.

Web References

1. https://onlinecourses.nptel.ac.in/noc22_mg104/preview
2. <https://nptel.ac.in/courses/110105146>
3. <https://sol.du.ac.in/solsite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf>
4. <https://archive.nptel.ac.in/courses/110/105/110105146/>
5. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-1New-29012021.pdf>

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B.B.A.(Fintech and Digital Banking)

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A20BFT101

INTRODUCTION TO FINTECH

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To introduce the students to the Fintech sector
- to understand how emerging technology is causing disruptions and innovations in finance sector
- To provide cutting edge fundamental knowledge in the frontiers of financial technology
- To take stock of the technological trends sweeping the financial services sector
- To explain the impact of financial technology on financial services

Course Outcomes

After completion of the course, the students will be able to

- CO1 – Outline the evolution of the financial technology industry
- CO2 – Illustrate how financial technology is reshaping financial services.
- CO3 – Illustrate the technical know-how of financial technology
- CO4 – Outline the current global landscape of financial technology Industry
- CO5 – Understand the importance of coordination in management as well as controlling function.

UNIT I INTRODUCTION TO FINTECH

(10 Hrs)

Evolution of FinTech, FinTech Evolution 1.0: Infrastructure, FinTech Evolution 2.0: Banking industry, FinTech Evolution 3.0 & 3.5: Startups and Emerging Markets, Importance of FinTech, Global FinTech Investment.

UNIT II FINTECH RESHAPING FINANCIAL SERVICES INDUSTRY

(10 Hrs)

FinTech in Payment Industry-Multichannel digital wallets, applications supporting wallets, on boarding and KYC application, FinTech in Lending Industry- Formal lending, Informal lending, P2P lending, POS lending, Online lending, Payday lending, Microfinance, Crowd funding.

UNIT III FINTECH EMPOWERING FINANCIAL SERVICES INDUSTRY

(15Hrs)

FinTech in Wealth Management Industry-Financial Advice, Automated investing, socially responsible investing, Fractional Investing, Social Investing. FinTech in Insurance Industry- P2P insurance, On-Demand Insurance, On-Demand Consultation, Customer engagement through Quote to sell, policy servicing, Claims Management, Investment linked health insurance.

UNIT IV TECHNOLOGY DISRUPTIONS ENABLING FINTECH INNOVATIONS

(10 Hrs)

4G and 5G networks fuelling FinTech Opportunities, transforming customer experience using Mobile Applications and smart phones, embedded sensors and social media, Cloud computing, Web 2.0/3.0/4.0, Rapid Web Design, JavaScript Technologies, IoT, Big Data, analytics and AI and Block chain,

UNIT V THE STATE OF FINTECH GLOBALLY

(15Hrs)

The revolution starter (US), The Fintech hub (Europe and UK), Germany, Sweden, France, China - The FinTech dragon awakens, India-The tiger is roaring, Africa-A young FinTech continent, Australia, New Zealand and Brazil - the emerging FinTech countries, Regulatory and Policy Assessment for Growth of Fintech. Fin Tech as disruptors, Financial institutions collaborating with FinTech companies. Case Studies on Indian Fintech Industry.

Text Books

1. Parag Y Arjunwadkar (2018), FinTech: The Technology Driving Disruption in the financial service industry CRC Press.
2. Sanjay Phadke (2020), Fintech Future : The Digital DNA of Finance Paperback .Sage Publications
3. Pranay Gupta, T. Mandy Tham (2018). Fintech: The New DNA of Financial Services Paperback
4. RBI (2017). Report of working group on FinTech and Digital Banking

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Reference Books

1. Arner D., Barberis J., Buckley R (2015) The evolution of FinTech: a new post crisis paradigm, University of New South Wales Research Series.
2. Susanne Chishti, Janos Barberis (2016). The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries (Wiley) Paperback, Wiley Publications
3. Richard Hayen (2016). FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry

Web References

1. <https://www.henrystewartpublications.com/jdb>
2. <https://www.mdpi.com/journal/fintech>
3. <https://www.springer.com/journal/42786/>
4. <https://nptel.ac.in/courses/110105121>
5. https://onlinecourses.nptel.ac.in/noc22_mg20/preview

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A20BAD101

MANAGERIAL ECONOMICS

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

- To be acquainted with the basic concepts of economics.
- To identify the applications and limitations of economic laws in decision-making and problem-solving.
- To provide knowledge of different types of markets.
- To understand the related market competition concept in the real world.
- To infer the various macroeconomic factors in an economy.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Exhibit the role of a manager by making strategic business decisions considering the internal and external environments
- CO2** - Utilize the concept of demand, the elasticity of demand to identify the determinants of demand and forecast demand.
- CO3** - Assess technically the possible ways of increasing the level of production.
- CO4** - Develop knowledge of different market structures and make the price and output decisions.
- CO5** - Develop an understanding of the role of government and taxes in controlling inflation and deflation.

UNIT I INTRODUCTION TO MANAGERIAL ECONOMICS

(8 Hrs)

Introduction – Definition – Scope - Firm's Objective - Profit Maximization – Sales Maximization - Other Objectives - Role of Managerial Economist.

UNIT II DEMAND ANALYSIS AND FORECASTING

(10 Hrs)

Demand - Determinants of Demand - Law of Demand - Exceptions to the Law – Demand Distinction - Elasticity of Demand - Price Elasticity - Income Elasticity - Cross Elasticity –Demand forecasting – Meaning – Methods of forecasting

UNIT III PRODUCTION FUNCTION

(8 Hrs)

Production Function– Meaning – Assumption – Isoquants – MRS -Producer's Equilibrium - Laws of Production - Laws of Variable Proportion – Laws of Returns to Scale.

UNIT IV MARKET STRUCTURE AND PRICING

(10 Hrs)

Market Structure and Competition - Meaning and Classification of Market - Features of Perfect Market, Monopoly, Monopolistic, Oligopoly and Duopoly - Price Discrimination -Types - Price Discrimination under Monopoly – Price and output determination under Monopoly, Monopolistic and Oligopoly Markets. Pricing a new product - Pricing over the lifecycle of a product - Profit and Profit Management - Accounting Profit and economic profit – Theories of Profit.

UNIT V MACROECONOMIC FACTORS

(9 Hrs)

National income - Meaning –approaches to compute national income – Factors determining national income. Business cycle – definition- characteristics – phases – inflation – definition, and meaning – types – demand-pull inflation – cost-push inflation – effects of inflation –anti-inflationary measures - deflation - meaning – effects of deflation.

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Text Books

1. R.L. Varshney & K.L. Maheswari, "Managerial Economics", Sultan Chand & Sons, 19th Edition, 2018.
2. G.S. Gupta, "Managerial Economics", McGraw Hill Education, 2nd Edition, 2017.
3. A. Koutsoyiannis, "Modern Microeconomics", Palgrave Macmillan, 2nd Edition, 2008.

Reference Books

1. Pradeep Kumar, "Managerial Economics", KedarNath Ram Nath & Co Publishers, 2nd Edition, 2016.
2. Luke M. Froe & Brian T. McCann, "Managerial Economics – A Problem Solving Approach", Thomson South Western, 4th Edition, 2015.
3. Yogesh Maheshwari, "Managerial Economics", PHI Learning, 1st Edition, 2012.
4. Joel Dean, "Managerial Economics", Prentice Hall of India Private Limited, 7th Edition, 2010.
5. D.N. Dwivedi, "Managerial Economics", Vikas Publishing House, 8th Edition, 2015.

Web References

1. https://onlinecourses.nptel.ac.in/noc20_mg67/preview
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. <https://onlinelibrary.wiley.com/journal/10991468>
4. <https://nptel.ac.in/courses/110105075>
5. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-1New-29012021.pdf>

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Course Objectives

- To improve the skill of rapid reading and comprehending efficiently
- To decode the correspondence between sound and spelling in English
- To train students to organize, revise and edit ideas to write clearly and commendably
- To enhance the sense of social responsibility and accountability of the students
- To expound the significance of time and stress management

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Understand the pattern to communicate effectively

CO2 - Impart Speaking skills with self-confidence

CO3 - Use writing strategies to improve their drafting skills and comprehending of articles

CO4 - Demonstrate leadership qualities to Participate in Group Discussion and Interview efficiently

CO5 - Expertise in Managerial skills

UNIT I COMMUNICATION SKILLS - SPEAKING**(12 Hrs)**

1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS**(12 Hrs)**

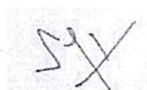

1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS – READING**(12 Hrs)**

1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

UNIT IV SOCIAL SKILLS**(12 Hrs)**

1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING

(12 Hrs)

1. Descriptive
2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books

1. Syamala. V, "Effective English Communication for you", Emerald Publishers, 1st Edition, 2002.
2. Balasubramanian, "A Textbook of English Phonetics for Indian Students", Trinity Press, 1st Edition, 1981.
3. Sardana, C.K., "The Challenge of Public Relations", Har- Anand Publications, 1st Edition, 1995.

Reference Books

1. Murphy, John J, "Pulling Together: 10 Rules for High-Performance Teamwork", Simple Truths, 1st Edition, 2016.
2. Sanjay Kumar, PusphLata. "Communication Skills".Oxford University Press.1st Edition, 2015.
3. Barun K. Mitra, "Personality Development and Soft skills", Oxford University Press, 1st Edition, 2016.

Web References

1. <https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills>
2. https://onlinecourses.swayam2.ac.in/cec22_cm02/preview
3. <https://journals.sagepub.com/home/jbt>
4. <https://nptel.ac.in/courses/109104031>
5. <http://www.businesscommunicationblog.com>

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A20AET101

ENVIRONMENTAL STUDIES

L	T	P	C	Hrs
2	0	0	2	30

Course Objectives

- To gain knowledge on the importance of natural resources and energy.
- To know the structure and function of an ecosystem
- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
- To know the causes of types of pollution and disaster management
- To observe and discover the surrounding environment through field work.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understand about the various resources

CO2– Learn about the biodiversity

CO3– Learn the different types of pollution and to prevent the pollution

CO4– Know about the pollution Act

CO5– Observe various environmental issues in surroundings

UNIT I ENVIRONMENTAL SCIENCES: NATURAL RESOURCES (6 Hrs)

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

UNIT II ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION (6 Hrs)

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - In-situ & Ex-situ.

UNIT III ENVIRONMENTAL POLLUTION AND MANAGEMENT (6 Hrs)

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.

UNIT IV SOCIAL ISSUES - HUMAN POPULATION (6Hrs)

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

UNIT V FIELD WORK (6 Hrs)

Visit to a local area / local polluted site / local simple ecosystem - Report submission.

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Text Books

1. Bharucha Erach, "Textbook of Environmental Studies for Undergraduate Courses", Orient Black Swan, 2nd Edition, 2013.
2. Basu Mahua, Savarimuthu Xavier, "Fundamentals of Environmental Studies", Cambridge, 2nd Edition, 2017.
3. Agarwal, K.C. "Environmental Biology", Nidi Publications, 1st Edition, 2004.

Reference Books

1. Kumarasam, Alagappa Moses & Vasanthi, "Environmental Studies", Bharathidasan University Publications, 1st Edition, 2004.
2. Rajamannar, "Environmental Studies", EVR College Publications, 1st Edition, 2004.
3. Kalavathy, S, "Environmental Studies", Bishop Heber College Publications, 1st Edition, 2004.

Web References

1. https://aits-tpt.edu.in/wp-content/uploads/2018/08/Environmental-Studies-Lecture-notes.doc-I_Betech_-ECE-CSE-EEE-CEME_III-Sem_BR.pdf
2. <http://eagri.org/eagri50/ENVS302/pdf/lec05.pdf>
3. <https://www.youtube.com/watch?v=78prsPYm98g>
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2792934/>
5. <https://www.frontiersin.org/articles/505570>

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A20TAT202

TAMIL-II
(Common to all UG Programs)

L T P C Hrs
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பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கற்றுக்கொடுக்க இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கருவிகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1** – இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
CO2 – நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
CO3 – தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
CO4 – தாய்மொழியின் சிறப்பை அறிதல்.
CO5 – இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

1. எட்டுத்தொகை: 1. குறுந்தொகை (பாடல்-130) 2. நற்றிணை (பாடல்-27) 3. அகநானூறு (பாடல்-86).
2. பத்துப்பாட்டு: சிறுபாணாற்றுப்படை (அடிகள்-126-143).
3. பதினெண் கீழ்க்கணக்கு: திருக்குறள்- வெகுளாமை (அதிகாரம்-31), காதல் சிறப்புரைத்தல் (அதிகாரம்-113).

அலகு-2

(9 Hrs)

1. எட்டுத்தொகை:
 1. ஐங்குறுநூறு (பாடல்-203),
 2. கலித்தொகை- பாலைத்திணை (பாடல்-9),
 3. புறநானூறு (பாடல்-235).
2. பத்துப்பாட்டு- முல்லைப்பாட்டு (6-21).
3. பதினெண் கீழ்க்கணக்கு :
 1. நாலடியார் - நல்லார் எனத்தான் (221) .
 2. திரிகடுகம்- கோலஞ்சி வாழும் குடியும் (33).
 3. இனியவை நூற்பது- குழனி தளர்நடை (14).
 4. கார் நூற்பது- நலமிகு கார்த்திகை (26).
 5. களவழி நூற்பது-கவளங்கொள் யானை (14).

அலகு-3

(9 Hrs)

சைவம்- பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் - வேயறு தோளியங்கள் (இரண்டாம் திருமுறை).
2. திருநாவுக்கரசர் - மனமெனும் தோணி (நான்காம் திருமுறை).

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| 3. சுந்தரர் | - | ஏழிசையாய் இசையாய் (ஏழாம் திருமுறை). |
| 4. மாணிக்கவாசகர் | - | ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை). |
| 5. திருமுலர் | - | அன்பு சிவம் இரண்டு (திருமந்திரம்). |

வைணவம் - நூலாயிரத் திவ்வியப் பிரபந்தம்

- | | | |
|---------------------------|---|--------------------------------|
| 1. பேயாழ்வார் | - | திருக்கண்டேன் வொன்மேனி.... |
| 2. வாயியாழ்வார் | - | கருங்கண் தோகை மயிற் பீலி.... |
| 3. தொண்டராடிப்பொடிஆழ்வார் | - | பச்சைமாமலை போல்.... |
| 4. ஆண்டாள் | - | கருப்பூரம் நாறுமோ? கமலப்பு.... |
| 5. திருமங்கையாழ்வார் | - | வாடினேன் வாடி வருந்தினேன்.... |

இஸ்லாமியம்

சீறாப்பூராணம்- பாடல் நின்ற பிணை மாணுக்கு...5 பாடல்கள் (பாடல் எண்கள் 61-65).

கிருத்துவம்

இரட்சணிய யாத்ரீகம்- கடைதிறப்புப் படலம் -5 பாடல்கள் (பாடல் எண்கள்: 3,9,10,15,16).

அலகு - 4

(9 Hrs)

தமிழ் இலக்கிய வரலாறு

1. சங்க இலக்கியங்கள் 2. நீதி இலக்கியங்கள் 3. பக்தி இலக்கியங்கள் 4. காப்பியங்கள்.

அலகு-5

(9 Hrs)

சிறுகதைகள்

- | | | |
|-------------------------|---|------------------------------|
| 1. புதுமைபித்தன் | - | அகலிகை |
| 2. நா. நிச்சமூர்த்தி | - | வேப்பமரம் |
| 3. அகிலன் | - | ஒரு வேளைச்சோறு |
| 4. ஜி.நாகராஜன் | - | பச்சக் குதிரை |
| 5. கி.ராஜநாராயணன் | - | கதவு |
| 6. சா.கந்தசாமி | - | தக்கையின் மீது நான்கு கண்கள் |
| 7. ஆண்டாள் பிரியதர்ஷினி | - | மாத்திரை |
| 8. வண்ணதாசன் | - | ஒரு உல்லாசப் பயணம் |
| 9. சு. தமிழ்ச்செல்வன் | - | வெயிலோடு போய் |
| 10. பாரததேவி | - | மாப்பிள்ளை விருந்து |

பார்வை நூல்கள் :

1. அரசு, வி., இருபதாம் நூற்றாண்டு சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013.
2. அருணாச்சலம், பா., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி.எச். பதிப்பகம், சென்னை, 2011.
5. பசுபதி, மா. வே., செம்மொழித் தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், 2010 .

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>

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A20FRT202

FRENCH-II
(Common to all UG Programs)

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives:

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Qu'est -ce qu'on leur offre ?

On solde !

Découvrir Paris en bus avec l'open Tour

UNITÉ - 2

Si vous gagne vous ferez quoi

Parasol ou parapluie ?

UNITÉ - 3

Quand il est midi à Paris

Vous allez Vivre à Paris...

L'avenir du Français

UNITÉ - 4

Souvenirs d'enfance

J'ai fait mes études à Lyon 2

UNITÉ - 5

Retour des Antilles

Au voleur ! Au voleur !

TextBook

PrescribedTextbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book Festival 1

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Course Objectives

- To develop the vocabulary and use it in their day today life
- To gain knowledge about the business writing
- To learn and develop soft skills
- To acquire knowledge on application of communication skills in the business world
- To enhance the presentation skills of the students with the use of modern era tools

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understands the basics and importance of communication.

CO2 – Demonstrates all methods of writing.

CO3 – Utilize soft skills for better communication.

CO4 – Acquire career skills to work efficiently and collaboratively.

CO5 – Appraise the use of technology for Communicating effectively.

UNIT I- VOCABULARY DEVELOPMENT**(9 Hrs)**

Business vocabulary -Business Idioms - Business Phrases -One-word substitute -Incorrectly spelt words- confusable- Synonyms -Antonyms

UNIT II- BUSINESS WRITING**(9 Hrs)**

Article writing - Application -Poster -Advertisement design- HR Letters – Letters of Offer, Performance Appraisal and Termination

UNIT-III SOFT SKILLS**(9 Hrs)**

Introduction- Self-confidence, - Leadership Skills- Time Management -Stress Management – Team Management - Positive Attitude- Goal Setting- Career Planning-Creative Thinking – Public Speaking- Emotional Quotient.

UNIT IV-APPLICATION OF COMMUNICATION SKILLS**(9 Hrs)**

Presentation skills: Setting the objectives –planning – preparation – practice and rehearsal –getting ready – making the presentation – paralinguistic elements in Presentation-Types of visual aids to support presentation. Negotiation skills: Nature and Need-Factors affecting Negotiation-Process of negotiation Types of Negotiators- Tips for successful negotiation.

UNIT V- TECHNOLOGY IN COMMUNICATION**(9 Hrs)**

E-mail -Email etiquette- Telephone Advantages and Disadvantages – Guidelines for effective telephonic conversation – Fax- Tele conferencing -Video conferencing.

Text Books

1. Rajendra Pal & J. S. Korlahalli, "Essentials of Business Communication", Sultan Chand & Sons, 3rd Edition, 2011.
2. C.B. Gupta, "Basic Business Communication", Sultan Chand & Sons, 4th Edition, 2017.
3. HorySankarMukerjee, "Business Communication: Connecting at Work", Oxford University Press, 1st Edition, 2016.

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Reference Books

1. NiraKonar, "Communication Skills for Professionals", Prentice Hall of India, 2nd Edition, 2011.
2. Nirmal Singh, "Business Communication: Principles, Methods and Techniques", Deep & Deep Publications Pvt. Ltd, 1st Edition, 2008.
3. Krishna Mohan, R.C. Mohan &Virendra Singh Nirban, "Business Correspondence and Report Writing", Tata McGraw-Hill Publishing, 6th Edition, 2020.
- 4., Kevin Gallagher, "Skills Development for Business and Management Students", Oxford University Press., 1st Edition, 2010.

Web References

1. <https://www.readnaturally.com/research/5-components-of-reading/vocabulary>
2. <https://businesswriting.com>
3. <https://www.teachingenglish.org.uk/article/paralinguistics>
4. <https://www.entrepreneur.com/article/236724>
5. <https://www.inc.com/guides/2010/06/email-etiquette.html>

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A20BFT202

**BASICS OF COST AND MANAGEMENT
ACCOUNTING**

L	T	P	C	Hrs
3	1	0	4	60

Course Objectives

- To be familiar with cost classification and preparation of cost sheet
- To identify the role of marginal costing in managerial decisions
- To be familiar with standard costing and computation of variances
- To appreciate about various budgets and their preparation
- To know about the techniques of financial analysis

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their ability to prepare cost sheets
- CO2** – Elaborate the application of marginal costing in decision-making
- CO3** – Compute different types of variances.
- CO4** – Prepare different types of budgets for business enterprises.
- CO5** – Demonstrate an understanding of Financial Statement Analysis and its Tools.

UNIT I INTRODUCTION AND COST SHEET

(15 Hrs)

Cost Accounting –Meaning, Definition, Nature and Scope – Functions and Limitations – Distinctions between Cost Accounting and Financial Accounting. Management Accounting Meaning, Definition – Merits and Limitations of Management Accounting – Tools and Techniques of Management Accounting – Distinction between Cost Accounting and Management Accounting. Cost – Classification of Cost – Elements of Cost – Cost Sheet or Statement of Cost – Tender or Quotations – Practical Problems.

UNIT-II: MATERIAL COST

(15Hrs)

Material Purchase and Control Purchase Department and its Objectives – Purchase Procedure – Classification and Codification of Materials, Material Control: Levels of Stock and EOQ – Perpetual Inventory System, ABC and VED Analysis – Accounting of Material Losses.

UNIT-III: METHODS OF PRICING

(15Hrs)

Methods of pricing of Material Issues Cost Price Methods: FIFO, LIFO, Average Price Methods: Simple and Weighted Average Price Methods, Notional Price Methods: Standards Price, and Market Price Methods

UNIT IV BUDGETARY CONTROL

(15 Hrs)

Meaning of Budget, Budgeting and Budgetary Control – Distinction between Estimates, Forecasts and Budgets – Objectives, Advantages and Limitations of Budgetary Control – Distinction between Budgetary Control and Standard Costing – Classification of Budgets – Fixed and Flexible Budgeting – Preparation of Sales, Production, Purchases, Cash and Flexible Budgets – Master Budget – Budgeted Profit and Loss Account and Balance Sheet – Practical Problems.

UNIT V FINANCIAL STATEMENTS ANALYSIS

(15 Hrs)

Financial Statements – Meaning, Nature, Advantages and Limitations. Meaning of Financial Statements Analysis – Techniques of Financial Statement Analysis – Horizontal Analysis, Vertical Analysis, Trend Analysis, and Ratio Analysis.

Ratios – Meaning and Types – Advantages and Limitations of Ratio Analysis – Classification of Ratios – Profitability Ratios, Solvency Ratios, Liquidity Ratios, Efficiency and Performance Ratios. Problems on

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Computation of Ratios from Financial Statements and Calculating Missing Values. (Construction of Financial Statements from Ratios is excluded). Practical Problems.

Text Books

1. Suveera Gill, "Cost and Management Accounting", Vikas Publishing House, 1st Edition, 2020.
2. S.N. Maheswari, et al., "Accounting for Management", Vikas Publishing House, 4th Edition, 2018.
3. R.S.N. Pillai & V. Bagavathi, "Cost Accounting", S. Chand Publishing, 6th Edition, 2018.

Reference Books

1. M.N. Arora, "A Textbook of Cost and Management Accounting", Vikas Publishing House, 10th Edition, 2019.
2. M.A. Sahaf, "Management Accounting: Principles and Practice", Vikas Publishing House, 3rd Edition, 2019.
3. Nand Dhameja, K.S. Sastry & Kapil Dhameja, "Finance and Accounting for Managerial Competitiveness", S.Chand Publishing, 1st Edition, 2019.
4. Mohammed Hanif, "Modern Cost and Management Accounting, McGraw Hill Education, 1st Edition, 2019.
5. Colin Drury, "Cost and Management Accounting", Cengage Learning, 5th Edition, 2015.

Web References

1. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-April-2021.pdf>
3. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-April-2021.pdf>
4. <https://icai.org/Resources.html>

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A20BAT204

**ENTREPRENEURSHIP
AND INNOVATION**

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To gain knowledge on the area of entrepreneurship.
- To generate innovative business ideas in the emerging industrial scenario.
- To be familiar with the key steps in the elaboration of business idea.
- To help students to develop personal creativity and entrepreneurial initiative.
- To acquire requisite knowledge and skills for becoming successful entrepreneurs.

Course Outcomes

After completion of the course, the students will be able to

- CO1 – Familiarize with the concepts of entrepreneurship.
- CO2 – Analyse the business environment in order to identify business opportunities.
- CO3 – Understand the institutional support to entrepreneurial development.
- CO4 – Appreciate the ethical challenges and social responsibility in a business setting.
- CO5 – Demonstrate the ability to create business plan and interpret their own business plan.

UNIT I ENTREPRENEUR AND ENTREPRENEURSHIP

(10 Hrs)

Introduction - Entrepreneurship - concept, growth, characteristics, types - Functions of an entrepreneur - Entrepreneurship in India - Entrepreneurship in developing countries - Intrapreneurs - Women Entrepreneurs - problems and prospects - Rural Entrepreneurs - problems and prospects - Social Entrepreneurs.

UNIT II ENTREPRENEURIAL DEVELOPMENT

(15 Hrs)

Factors influencing Entrepreneurship - Entrepreneurial process - development and motivation - EDP - Need, objective, relevance and role of EDP, phases of EDP - Institutions for Industrial Entrepreneurs - Small scale and Export Entrepreneurs.
Creativity and Innovation in an Entrepreneurial Organisation – Tools for Environmental Scanning: SWOT Analysis – PESTLE Analysis – Michael Porter's Approach to Industry Analysis. Environmental Screen Process – Types of Environmental Scanning – Assessment of Business Opportunities.

UNIT III ENTREPRENEURSHIP IN ACTION

(10 Hrs)

Concept and Definition of MSME - Scope, Role of Government in promoting SSI - Business idea generation techniques - Registration of Industries and licensing - Identification of business opportunities - Marketing, Financial, Technical, Legal feasibility - Locational feasibility - Government rules and regulations. Simple Case Studies on Entrepreneurial Challenges.

UNIT IV INSTITUTIONAL FINANCE TO ENTREPRENEURS

(10 Hrs)

Central Government store purchase program - National small Industrial corporation - SIDBI, IDBI, TCO, IIFT, IFCI, ICICI, IRBI, Export Import Bank, Trade Development Authority, ECGC, MDA, EDII, IRDP, DIC, SSIB, SISI, SFC, Seed capital. Start-ups and Mudra Banks.

UNIT V EMERGING TRENDS IN ENTREPRENEURSHIP

(15 Hrs)

Introduction - Venture capital financing concept and features - Strategic role of venture capital - Venture capital in India - Social and Ethical responsibility of Entrepreneurs – Fillip to Indian Entrepreneurs: Make

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in India Scheme. Franchising and acquisition - Marketing mix strategies - Production planning - Manpower planning and Industrial relations - Successful Entrepreneurs.

Text Books

1. C.B.Gupta & N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons, 1st Edition, 2013.
2. S.S. Khanka, "Entrepreneurial Development", Sultan Chand & Sons, 1st Edition, 2007.
3. E. Gordon & K. Natarajan, "Entrepreneurship Development", Himalaya Publishing house, 5th Edition, 2015.

Reference books

1. Abhijit Chatterjee & V. Sharma, "Entrepreneurship Development", Vayu Education of India, 1st Edition, 2020.
2. Vasant Desai, "Dynamics of entrepreneurial development", Wiley Eastern limited, 2nd Edition, 2016.
3. Lall, M & Sahai. S, "Entrepreneurship", Excel Book Publishers, 2nd Edition, 2013.
4. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, 5th Edition, 2019.

Web References

1. <https://www.entrepreneur.com/>
2. <https://www.forbes.com/sites/natalierobehmed/2013/11/12/100-best-websites-for-entrepreneurs/?sh=7712d48929f6>
3. <https://www.startupindia.gov.in/>
4. <https://eaiindia.com/>
5. <http://msme.gov.in/allschemes>

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A20BFD201

FINANCIAL INSTITUTIONS AND SERVICES

L T P C Hrs
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Course Objectives

- To familiarize the students about the financial institutions and Services
- To make students understand about the money market and capital market operations
- To enhance the knowledge of the students about the roles of various financial institutions.
- To provide knowledge to the students related to the banking operations.
- To familiarize the students about various financial services.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the structure of financial system and the functioning of specialized financial institutions and markets.

CO2 - Explain the functioning of money markets and capital markets.

CO3 - Identify the role of various financial institutions in the economy.

CO4 - Understand the different operations in the banking services.

CO5 - Assess the role of various financial services in the economy.

UNIT I INTRODUCTION TO FINANCIAL SYSTEM

(09 Hrs)

Meaning - Structure - Functions - Components of financial system - Financial system and economic development - Reforms in Financial Sector in India

UNIT II CAPITAL MARKET

(09 Hrs)

Meaning - Classification - Functions - Types - Primary market - Secondary market - functioning of various stock exchanges - NSE, BSE, OTCEI - Derivatives Market - Government Securities market - SEBI - Reforms in capital markets.

UNIT III MONEY MARKET

(09 Hrs)

Meaning - Significance - Structure - Features of money market - Money market instruments - Reforms in money market.

UNIT IV FINANCIAL INSTITUTIONS

(09 Hrs)

Meaning & Functions - Banking institutions - Scheduled commercial banks and scheduled cooperative banks - Functions of commercial banks, Capital Structure of commercial banks, BASEL Norms.

Non-Banking Institutions - NBFCs and Development Finance institutions - Insurance and Housing Finance Companies - IRDA. RBI - Functions - Monetary policy - Credit Policy

UNIT V BANKING SERVICE

(09 Hrs)

Deposit Schemes - Loan Schemes and Other Modern Services - Mechanism of E-Banking & Internet Banking, Mobile Banking & Telephone Banking, ATM & Electronic Money (Credit Cards), Electronic Funds Transfer System (RTGS and NEFT) & Modern Banking Services

Text Books:

1. Pathak, B., Indian Financial System. New Delhi: Pearson education, 2013
2. Desai, V., Indian Financial System. Mumbai: Himalaya publishers, 2010.

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Reference Books:

1. Gordon, N., Indian Financial System. Mumbai: Himalaya publishers, 2014.
2. Khan, M.Y., Indian Financial System .New Delhi: McGraw-Hill, 2009.
3. Sharma, G., Indian Financial System. Ludhiana: Kalyani publishers, 2014.
4. Singh, P., Dynamics of Indian Financial System: Markets, Insitutions and Services, ANE Books, 2010.

Web References

1. <https://financialservices.gov.in/banking-divisions/Financial-Institutions-and-others>
2. <https://www.wallstreetmojo.com/financial-institutions/>
3. <https://rbi.org.in/scripts/banklinks.aspx>
4. https://onlinecourses.nptel.ac.in/noc20_mg10/preview
5. <https://nptel.ac.in/courses/110106040>

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Course Objectives:

- To provide a comprehensive understanding on the general principles of contracts.
- To familiarise with the law relating to sale of goods.
- To understand the provisions of Partnership and LLP Acts.
- To orient students about the basics of The Companies Act 2013.
- To help students to acquaint with an understanding on Competition and IPR Laws.

Course Outcomes**After completion of the course, the students will be able to**

- CO1 - Demonstrate a clear understanding on the general principles of contracts
- CO2 - Be conversant with the legal provisions pertaining to sale of goods in India
- CO3 - Appreciate and distinguish between Partnership and LLP with reference to Indian Law
- CO4 - Explain the basic provisions with respect to The Companies Act 2013.
- CO5 - Categorize and understand the various nuances of Intellectual Property Rights and Competition in India

UNIT I CONTRACTS LAW: GENERAL PRINCIPLES**(12 Hrs)**

Contract – meaning, characteristics and kinds - Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Void agreements, Performance of a contract –breach and remedies against breach of contract. Contingent contracts, Quasi – contracts.

UNIT II LAW OF SALE OF GOODS**(12 Hrs)**

Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties - Transfer of ownership in goods including sale by a non-owner. Performance of contract of sale. Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

UNIT III LAWS OF PARTNERSHIP AND LLP**(12 Hrs)**

(A) Indian Partnership Act, 1932 - Nature and Characteristics of Partnership, Registration of Partnership Firms, Types of Partners; Rights and Duties of Partners, Implied Authority of a Partner, Registration and dissolution of Firm.

(B) The Limited Liability Partnership Act, 2008 - Salient Features of LLP - Incorporation by Registration– Differences between LLP and Partnership, LLP and Company – LLP Agreement – Types of Partners in LLP and their relations – Conversion of Firm and Private Company into LLP.

UNIT IV THE COMPANIES ACT 2013**(12 Hrs)**

Essential Features of a Company, Corporate Veil Theory, Classes of Companies , Types of Share Capital, Incorporation of a Company , Memorandum of Association , Articles of Association, Doctrine of Indoor Management

UNIT V COMPETITION LAW, 2002 AND INTELLECTUAL PROPERTY ACT**(12 Hrs)**

Concept of Competition - Need & Importance of Competition Law - Features - Anti Competitive Agreements – Abuse of dominant position – Combinations – CCI (Competition Commission of India) Intellectual Property – Meaning, Types, Overview of Law governing IPR for Copyrights, Trademarks, Patents and Geographical Indications

Textbooks

1. Parul Gupta, "Legal Aspects of Business: Concepts and Applications", Vikas Publishing House, 2nd

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Edition, 2019.

2. M.C. Kuchhal, and Vivek Kuchhal, "Business Law", Vikas Publishing House, 6th Edition, 2019.
3. P.C. Tulsian and Bharat Tulsian, "Business Law", McGraw Hill Education, 3rd Edition, 2017.

Reference Books

1. N.D. Kapoor, "Elements of Mercantile Law", Sultan Chand & Sons, 38th Edition, 2020.
2. Sushma Arora, "Business Laws", Taxmann Publications, 2nd Edition, 2019.
3. Avtar Singh, "Business Law", Eastern Book Company, 4th Edition, 2018.
4. R.S.N. Pillai & Bagavathi, "Business Law", S. Chand Publishing, 3rd Edition, 2010.
5. M.C. Shukla, "A Manual of Mercantile Law", S. Chand Publishing, 9th Edition, 2010.
6. Ravinder Kumar, "Legal Aspects of Business", Cengage Learning, 4th Edition, 2016.

Web References

1. <http://14.139.60.114:8080/jspui/bitstream/123456789/738/19/Commercial%20Law.pdf>
2. <https://www.studocu.com/en-au/document/the-university-of-adelaide/commercial-law-i/lecture-notes/lecture-notes-lecture-all-lectures-commercial-law-exam-notes/654814/view>
3. https://www.icai.org/post.html?post_id=17791
4. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-3New-29012021.pdf>
5. <https://www.icsi.edu/media/webmodules/BUSINESS%20ENVIRONMENT%20AND%20LAW.pdf>

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**OVERVIEW OF FINANCIAL MARKETS
AND CAPITAL MARKETS**

L	T	P	C	Hrs
0	0	4	2	30

Course Objectives:

- To familiarize the students with the structure and various instruments of Financial and Capital markets from a global perspective.
- To enhance knowledge of the learners comprehensively in the forex market.
- To enrich the learners with the comprehensive knowledge about the Equity markets, Debt & Money Markets
- To enhance knowledge of the learners in analysing various asset classes including bond prices and yield curve analysis
- To augment the knowledge of the students related to global fund management industry

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Demonstrate understanding of various Financial markets and investment avenues.

CO2 - Extend the concept of various Financial markets and investment avenues in the global market

CO3 - Identify the use of derivatives to hedge Foreign exchange risk and global hedge funds.

CO4 - Analyze fixed income securities in terms of bond Pricing and yield curve analysis from global perspectives.

CO5 - Examine money market instruments from a global perspective.

UNIT I: OVERVIEW OF FINANCIAL MARKETS AND ASSETS CLASSES

(4 Hrs)

Cash and Money Markets, Bond markets, Foreign Exchange Markets, Equities Markets, Indices and Stocks, Derivatives Markets, Products and Settlement, Commodities Markets and Products, Saving and Investment Products, Mutual Fund and other Investment Products

UNIT II: GLOBAL EQUITIES MARKETS AND INSTRUMENTS

(9 Hrs)

Introduction to Equity Market-Introduction to Capital Markets, Equity Capital Markets, Raising Equity Through IPO, Raising Equity Through Private Sources, Equity buybacks, de-listing and reversion to a 'private' company. Equity Instruments & their characteristics-Stock Prices and Corporate Actions, Preference Shares, Depository Receipts, Rights Issues & Warrants, Convertibles, Equity Structured Products. Participants in the Equity Markets-Introduction and Role of the Buy Side, Buy Side Participants, Introduction and Role of Sell Side. Services and Participants in the Sell Side, Market Makers. Types of Equity Markets-Exchanges and Indices in the Equity Markets, Indices and their roles, Understand the difference between exchange and OTC markets, Types of weighted index, other indices and global indices, Electronic and Hybrid Markets and Order and Quote Driven Markets, Global Equity Markets. Trading of Equity Instruments-Equity Investments and its benefits and risks, Stock Quotations, Delivery or cash trading, Long and short positions, Leverage and Margin, Investing, trading and hedging, Placing Orders-limit orders, stop loss orders and GTD/GTC orders, Online and Offline Trading , Introduction to Trade Life Cycle, Clearing and Settlement.

UNIT III: GLOBAL FOREIGN EXCHANGE MARKETS AND INSTRUMENTS

(5 Hrs)

Introduction to Forex Market-What is foreign exchange market, Functions and purposes of the FX market, Introduction to types of Foreign Exchange Market. Participants in the foreign exchange market-Consumers & Travelers, Businesses, Investors & speculators, Commercial & Investment Banks, Government & Central Banks. Theories governing foreign exchange-Interest rate parity, Purchasing power parity, Nominal v/s real exchange rates, etc. Spot Market-Market organization, Quotation conventions, Direct and indirect prices, Cross rates, Value of a pip, Interpreting news and economic statistics, Delivery and operations. Forward Forex Market-Outright forward and swap deals, Relation between spot & forward markets, Quoting forward rates, Quoting swap points, Forward discounts and premiums, Forward transactions

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UNIT IV : GLOBAL FIXED INCOME (BOND) MARKETS AND INSTRUMENTS (4 Hrs)

Overview of Debt Capital Markets-Characteristics of Debt Capital Markets, The differences between equity and debt products, The differences between loans and bonds, Hybrid securities, Securitization. Bond-An Introduction- Bond definition, Bond Issuer & Bond Investor, Types of bond, Bond characteristics, Zero Coupon Bond, Price/yield relationship, Government bond markets, The Eurobond market

UNIT V : GLOBAL MONEY MARKETS AND INSTRUMENTS (4 Hrs)

Overview to Money Markets - Components of Money Markets, Interest rates in the Money Markets, Market Participants in Money Market, Risks involved, Money Markets Instruments
Introduction, Coupon bearing instruments & features, Discount instruments & features. Money Market Operation-Fund Management, CRR Maintenance, Liquidity Management, Money Market Operations, Managing banks' surplus funds, Trading opportunities in Money market, Overnight Call Money Market, Repos and Reverse Repos, CBLOs, Marginal Standing Facilities

Reference Books

1. Financial Markets and Institutions 7th Edition By Anthony Saunders and Marcia Cornett, Ninth Edition, McGraw Hill Education I

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Course Objectives

- To introduce the elements of public administration
- To help the students obtain a suitable conceptual perspective of public administration
- To introduce them the growth of institution devices to meet the need of changing times
- To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration

Course Outcomes

After completion of the course, the students will be able to

CO1– Understand the concepts and evolution of Public Administration.

CO2– Be aware of what is happening in the Public Administration in the country.

CO3– Explain the Territory Administration in the State and the Centre.

CO4– Appreciate emerging issues in Indian Public Administration.

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION**(7 Hrs)**

Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline – Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA**(8 Hrs)**

Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat – All India Services – Training of Civil Servants – UPSC – Niti Ayog – Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission – National Women's Commission –CAG.

UNIT III STATE AND UNION TERRITORY ADMINISTRATION**(8 Hrs)**

Differential Administrative systems in Union Territories compared to States Organization of Secretariat: - Position of Chief Secretary, Functions and Structure of Departments, Directorates – Ministry of Home Affairs supervision of Union Territory Administration – Position of Lt.Governor in UT – Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION**(7 Hrs)**

Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter - Public Grievance Redressal mechanisms – The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership.

Text Books

1. Avasthi and Maheswari, "Public Administration in India" Lakshmi Narain Agarwal, Agra, 2013
2. Ramesh K.Arora, "Public Administration: Fresh Perspective", Alekh publishers, Jaipur.2012

Reference Books

1. R.B.Jain, "Public Administration in India: 21st Century Challenges for Good Governance", Deep and Deep,2002.
2. Ramesh K.Arora, "Indian Public Administration",WishwaPrakashan, 2010.
3. RumkiBasu, "Public Administration: Concept and Theories", Sterling,2013

Web References

1. <http://cic.gov.in/>
2. <http://www.mha.nic.in/>
3. <http://rti.gov.in/>
4. <http://www.cvc.nic.in/>

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