



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**DEEMED TO BE UNIVERSITY**



**University with Graded Autonomy Status**

**(An ISO 21001 : 2018 Certified Institution)**

Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.

**2022-2023 Regulations**

**Students admitted from the Academic Year 2022-2023)**

**FACULTY OF MANAGEMENT STUDIES**

**OUTCOME BASED EDUCATION**

**Curriculum and Syllabus**

**BACHELOR OF BUSINESS ADMINISTRATION**

**FINANCIAL PLANNING**

**FULL TIME**

**2022-2023 Regulations**

**DEPARTMENT OF FINANCIAL PLANNING**

## **DEPARTMENT OF FINANCIAL PLANNING**

### **VISION AND MISSION**

#### **VISION**

To enhance the standard quality education in the field of financial planning based on the goals of the institution in order to equip the students to face the competitive world

#### **MISSION**

- M1** Design an Effective curriculum and update it timely based on the current developments or trends in the field of financial planning
- M2** Develop the knowledge and skills of the students towards financial planning aspects by expanding the programme on the direction of gaining more financial exposure
- M3** Direct the students to observe and learn more about financial planning in practical application by applying their skills through mini projects and explore the results
- M4** Exploration of practical application of theory aspects of the curriculum through exploring organisations dealing with investments and Financial Planning
- M5** Encourage the students to improvise their managerial skills by participating, Presenting and achieving more in the field of financial planning through their effective managerial skills acquired through the course

#### **PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

- PEO1** To mould the minds of the students to learn more about financial planning by establishing strong basics about the particular area
- PEO2** To assess the area of expanding the knowledge of the students through perfect collaboration with financial institutions to benefit the students
- PEO3** To organise various programmes with practical application of financial planning concepts through effective training sessions
- PEO4** To construct a better understanding of the curriculum to be linked with the practical application of financial planning aspects by arranging projects in the form of mini and major to the students
- PEO5** To equip the students with research knowledge, confidence of undertaking challenge in this financial planning area giving counselling to take up the responsibilities towards growth

## PROGRAMME OUTCOMES

**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

**PO2: Communication Skills:** Ability to understand and express thoughts and ideas effectively in writing and orally; and present complex information in a clear and concise manner to different groups.

**PO3: Critical and Reflective thinking:** Capability to apply analytic thought to analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach. Critical sensibility, with self awareness and reflexivity of both self and society.

**PO4: Research-related skills:** Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, ability to plan, execute and report the results of an experiment or investigation.

**PO5: Team work and Leadership qualities :** Function effectively as an individual, and as a team member or leader in diverse teams, and in multidisciplinary environment.

**PO6: Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data and further presentation.

**PO7: Multicultural competence and knowledge of heritage:** Possess knowledge of the values and beliefs of multiple cultures to effectively engage globally in a multicultural society and interact respectfully with diverse groups. Ability to understand and propagate heritage values.

**PO8: Moral and ethical awareness:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

**PO9: Lifelong learning:** Ability to update knowledge and skills, participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives.

## PROGRAM SPECIFIC OBJECTIVES (PSO)

**PSO1** Ability to understand and establish strong basics of financial planning concepts.

**PSO2** Apply the concepts of finance, management, entrepreneurship and accounting required for financial planning.

**PSO3** Evaluating decisions based on the potential risks, ethical principles, standards in planning personal or institutional finance.

**PSO4** Analyse the scope and various avenues for investment for estate planing, asset management and growth management and valuation techniques.

**PEO with Mission Statement:**

	<b>M1</b>	<b>M2</b>	<b>M3</b>	<b>M4</b>	<b>M5</b>
<b>PEO 1</b>	2	3	3	3	3
<b>PEO 2</b>	2	3	3	3	3
<b>PEO 3</b>	2	2	3	3	3
<b>PEO 4</b>	3	3	3	3	3
<b>PEO 5</b>	2	3	3	2	3

**PEO-PO:**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>
<b>PEO 1</b>	3	1	3	1	1	2	3	3	3
<b>PEO 2</b>	3	3	3	3	3	3	3	3	3
<b>PEO 3</b>	3	3	3	3	3	3	3	3	3
<b>PEO 4</b>	2	3	3	3	3	3	2	3	3
<b>PEO 5</b>	2	3	3	3	3	3	3	3	3

**PEO-PSO:**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>
<b>PEO 1</b>	3	2	2	2
<b>PEO 2</b>	3	3	2	3
<b>PEO 3</b>	2	3	3	3
<b>PEO 4</b>	3	3	3	3
<b>PEO 5</b>	3	3	3	3

**Strength of Correlation 3- High, 2- Medium, 1-Low**

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**Semester : 1**

Course Code	Course Title	C	L	T/SLr	P/R	TY / LB/ ETP/IE
HBTA22001/ HBFR22001/ HBHI22001	LANGUAGE (Tamil-I/French-I/Hindi-I)	3	3	0	0	TY
HBEN22001	LANGUAGE (ENGLISH – I)	3	0	0	3	TY
HBEM22ID1	ALLIED – I BUSINESS ECONOMICS	3	3	0	0	TY
MBFP22001	FINANCIAL ACCOUNTING	4	3	1	0	TY
MBFP22002	PRINCIPLES OF MANAGEMENT	4	4	0	0	TY

**Practical**

HBCC22L01	Computer software lab	1	0	0	2	LB
HBCC22I01	COMMUNICATION SKILL LAB	1	0	0	2	IE
HBCC22I02	SOFT SKILL-I	1	0	0	2	IE

**Credits Sub Total:20**

**Semester : 2**

Course Code	Course Title	C	L	T/SLr	P/R	TY / LB/ ETP/IE
HBTA22002/ HBFR22002/ HBHI22002	LANGUAGE (Tamil-II/French-II/Hindi-II)	3	3	0	0	TY
HBEN22002	LANGUAGE (ENGLISH – II)	3	3	0	0	TY
HBCS22ID6	ALLIED – II FUNDAMENTALS OF COMPUTER AND INTERNET	3	3	0	0	TY
MBFP22003	PRINCIPLES AND ETHICS OF FINANCIAL PLANNING	4	3	1	0	TY
MBFP22004	RISK MANAGEMENT AND INSURANCE PLANNING	4	4	0	0	TY

**Practical**

MBFP22L01	TALLY LAB	1	0	0	2	LB
MBFP22IL1	ALLIED LAB-I – TAX FILING	1	0	0	2	LB
HBCC22I03	SOFT SKILL –II	1	0	0	2	IE

**Credits Sub Total: 20**

C : Credits L : Lecture T : Tutorial S.Lr : Supervised Learning P : Problem / Practical R : Research  
T/L/ETP/IE : Theory/Lab/Embedded Theory and Practice/Internal Evaluation.

**Semester : 3**

**Theory:**

Course Code	Course Title	C	L	T/ SLr	P/R	TY / LB/ ETP/IE
HBMA22ID4	ALLIED – III FINANCIAL STATISTICS	3	2	1	0	TY
MBFP22005	RETIREMENT PLANNING AND EMPLOYEE BENEFITS	3	3	0	0	TY
MBFP22006	VALUATIONS	4	4	0	0	TY
MBFP22007	FIXED INCOME SECURITIES	4	4	0	0	TY
MBFP22008	FINANCIAL MANAGEMENT	4	3	1	0	TY

**Practical:**

MBFP22L02	SPREADSHEETS FOR FINANCE	1	0	0	2	LB
HBCC22I04	STATISTICAL AND NUMERICAL METHODS LAB	2	1	0	2	IE
HBCC22I05	SOFT SKILL – III	1	0	0	2	IE

**Credits Sub Total: 22**

**Semester: 4**

**Theory:**

Course Code	Course Title	C	L	T/ SLr	P/R	TY / LB/ ETP/IE
BCA22ID1	ALLIED – IV E-COMMERCE	3	3	0	0	TY
MBFP22009	INVESTMENT ANALYSIS	4	4	0	0	TY
MBFP22010	DERIVATIVES	4	4	0	0	TY
HBXX220EX	OPEN ELECTIVE –I	3	3	0	0	TY
MBFP22EXX	PROGRAM ELECTIVE -I	4	4	0	0	TY

**Practical:**

HBXX220LX	OPEN ELECTIVE LAB	2	1	0	4	LB
MBFP22IL2	ALLIED LAB-II – STOCK MARKET TRADING	1	1	0	2	LB
MBFP22L03/ MBFP22OL1	INTERVIEW TECHNIQUES	1	1	0	2	LB

**Credits Sub Total: 22**

**Semester: 5**

**Theory:**

Course Code	Course Title	C	L	T/SLr	P/R	TY / LB/ ETP/IE
MBFP22011	ESTATE PLANNING	4	4	0	0	TY
MBFP22012	PERSONAL INCOME TAX	4	3	1	0	TY
MBFP22EXX	PROGRAM ELECTIVE -II	4	4	0	0	TY
HBXX220EX	OPEN ELECTIVE –II	3	3	0	0	TY
MBFP22SEX	SKILL ENHANCEMENT ELECTIVE-I	3	3	1	0	TY

**Practical:**

MBFP22L04	GST LAB	1	0	0	2	LB
HBCC22I07	NCC/NSS/INTERNSHIP	1	0	0	2	IE
HBFL22IXX	FOREIGN LANGUAGE	1	0	0	2	IE

**Credits Sub Total: 21**

**Semester: 6**

**Theory:**

Course Code	Course Title	C	L	T/S Lr	P/ R	TY / LB/ ETP/ IE
MBFP22EXX	PROGRAM ELECTIVE –III	4	4	0	0	TY
HBCC22001	ENVIRONMENTAL STUDIES	3	3	0	0	TY
HBCC22002	ENTREPRENURSHIP DEVELOPMENT	3	3	0	0	TY
MBFP22SEX	SKILL ENHANCEMENT ELECTIVE- II	3	3	0	0	TY

**Practical:**

HBCC22ET1	UNIVERSAL HUMAN VALUES	3	2	0	2	ETP
MBFP22L05	PROJECT	9	0	0	9	LB

**Credits SubTotal: 25**

**\*\*Common Syllabus**

**Credit Summary**

**Semester : 1 : 20**

**Semester : 2 : 20**

**Semester : 3 : 22**

**Semester : 4 : 22**

**Semester : 5 : 21**

**Semester : 6 : 25**

**Total Credits : 130**

**Regulation 2022 -2023 (for students opting 4 Year Honors/Research programme)**

**Semester : 7**

**Theory:**

Course Code	Course Title	C	L	T/SLr	P/R	TY/L B/ET P/IE
HBCC22003	Research methodology	3	3	0	0	TY
MBFP22013	Corporate Taxation	4	3	1	0	TY
MBFP22014	Behavioural Finance	4	3	1	0	TY
MBFP22015	Commodities and Derivatives Market	4	3	1	0	TY

**Practical:**

MBFP22L06	Mini Project	2	0	0	4	LB
MBFP22I01	Internship	1	0	0	2	IE

**Total credits:18**

**Semester : 8**

**Theory:**

Course Code	Course Title	C	L	T/SLr	P/R	TY/L B/ET P/IE
HBCC22004	Startup strategies	3	3	0	0	TY
HBCC22005	Digital Marketing tools	3	3	0	0	TY
HBCC22006	Intellectual Property rights and Patent	3	3	0	0	TY

**Practical:**

MBFP22L07	Major project	6	0	0	6	LB
MBFP22I02	Research Publication	2	0	0	2	IE

**Total credits:17**

**Total no. of credits (I to VIII semesters):165**



List of OPEN ELECTIVE-2022 Regulations.  
For All H&S, Management Studies and Computer application faculties-UG Programmes.

Offering Department	S.NO	Theory/Lab	Subject Code	Subject Name
Mathematics	1.	Theory	HBMA22OE1	Graph Theory
	2.	Theory	HBMA22OE2	Optimization Techniques
Physics	3.	Theory	HBPH22OE1	Fundamentals of Optics and Sound
	4.	Theory	HBPH22OE2	Every day Physics
	5.	Lab	HBPH22OL1	Basic Physics lab
Computer Science	6.	Theory	HBCS22OE1	Office Automation
	7.	Lab	HBCS22OL1	Multimedia lab
Economics	8.	Theory	HBEM22OE1	Indian Economy
	9.	Theory	HBEM22OE2	Gender Economics
Chemistry	10.	Theory	HBCH22OE1	Chemistry in our Daily Life
	11.	Theory	HBCH22OE2	Food Chemistry
	12.	Lab	HBCH22OL1	General Chemistry Lab
English	13.	Theory	HBEN22OE1	English For Media
	14.	Theory	HBEN22OE2	Creative Writing
Geology	15.	Theory	HBGE22OE1	Disaster Mitigation and Management
	16.	Theory	HBGE22OE2	Remote Sensing and GIS
	17.	Lab	HBGE22OL1	Remote sensing and GIS lab
Psychology	18.	Theory	HBPY22OE1	Health & Yoga
	19.	Theory	HBPY22OE2	Organizational Behavior
	20.	Lab	HBPY22OL1	Understanding Self & Others
Fashion Design	21.	Theory	HBFD22OE1	Applications of Textiles
	22.	Theory	HBFD22OE2	Introduction to Fashion
	23.	Lab	HBFD22OL1	Embroidery Practical Lab
Computer Applications	24.	Theory	CBCA22OE1	Web design
	25.	Lab	CBCA22OL1	Web Designing Laboratory
Food Science Nutrition and Dietetics	26.	Theory	HBFS22OE1	Principles of Nutrition
	27.	Theory	HBFS22OE2	Food Safety and Quality Control

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	28.	Lab	HBFS22OL1	Community Nutrition Practical
Hotel Management and Catering Technology	29.	Theory	HBHM22OE1	Fundamentals of Food Production and Patisserie
	30.	Theory	HBHM22OE2	Bakery and Confectionery Basics
	31.	Lab	HBHM22OL1	Fundamentals Front office operation practical
Defense and Strategic Studies	32.	Theory	HBDS22OE1	Independent India
	33.	Theory	HBDS22OE2	Human Rights
Financial Planning	34.	Theory	MBFP22OE1/ MBFP22E02	Marketing of Financial Services
	35.	Theory	MBFP22OE2/ MBFP22E04	Business strategy
	36.	Lab	MBFP22OL1/ MBFP22L03	Interview Techniques
Bio Technology	37.	Theory	HBBT22OE1	Food and Nutrition
	38.	Theory	HBBT22OE2	Human Physiology
	39.	Theory	HBBT22OE3	Basic Bioinformatics
	40.	Lab	HBBT22OL1	Basic Bioinformatics Lab
Physical Education and Sports	41.	Theory	HBPE22OE1	Rule of Games and Sports
	42.	Theory	HBPE22OE2	Health and Fitness
Human Resource	43.	Theory	HBHR22OE1	Workplace Counseling
	44.	Theory	HBHR22OE2	Corporate Social Responsibility
Information Science and Cyber forensics	45.	Theory	HBCF22OE1	Introduction to Data Science
	46.	Theory	HBCF22OE2	Data Mining
	47.	Theory	HBCF22OE3	Introduction to IoT
	48.	Theory	HBCF22OE4	Introduction to Big Data
	49.	Lab	HBCF22OL1	Data Science Lab
	50.	Lab	HBCF22OL2	Data Mining Lab
Management Studies	51.	Theory	MBBA22OE1	Principles of Management and Science
	52.	Theory	MBBA22OE2	Business Ethics

**Note: HODs can permit their students to choose open electives from the above list, other than their own department electives.**

**LIST OF FOREIGN LANGUAGES 2022 REGULATION**

S.NO	COURSE CODE	COURSE NAME
1	EBFL22I01 / HBFLI01	FRENCH
2	EBFL22I02 / HBFLI02	GERMAN
3	EBFL22I03 / HBFLI03	JAPANESE
4	EBFL22I04 / HBFLI04	ARABIC
5	EBFL22I05 / HBFLI05	CHINESE
6	EBFL22I06 / HBFLI06	RUSSIAN
7	EBFL22I07 / HBFLI07	SPANISH

**Table 1:Credit Distribution Format**

S. No	CATEGORY	Description	No.of Courses	Credits	Total	Credit Weightage	Contact hours
1	CORE COURSES	Core Theory	12	(11*4)+ (1*3)	51	39.23	(60*11) =660+ (1*45)= 45 =705hrs
		Core Lab	4	1			(30*4) =120hrs
2	ELECTIVE COURSES	Department Core Electives/ Skill enhancement electives	3+2	3*4+2*3	18	13.84	(60*3)= 180+ (45*2)= 90 =270hrs
3	OPEN ELECTIVES	Open Elective theory	2	3	8	6.15	(45*2)= 90hrs
		Open Elective Lab	1	2			60hrs
4	INTERDISCIPLINARY/ ALLIED COURSES	Allied Theory	4	3	14	10.76	(45*4)= 180hrs
		Allied Lab	2	1			(30*2)= 60hrs
5	HUMANITIES & SOCIAL SCIENCES , LIFE SKILLS &SOFT SKILLS	Language 1 & 2	2	3	22	16.92	(45*2)= 90hrs
		English 1 & 2	2	3			(45*2)= 90hrs
		Soft Skills	3	1			(15*3)= 45hrs
		Foreign Language	1	1			15hrs
		Environmental Studies	1	3			45hrs
		Management Papers	---				
6	PROJECTS/INTERNSHIP/ CORE SKILL	Project	1	9	14	10.76	
		Core Skills	3	1+1+2			(30+30+ 60)= 120hrs
		Internship / NSS / NCC	1	1			30hrs
7	ANY OTHER	Universal Human Values	1	3	3	2.30	45hrs
<b>Total</b>			<b>46</b>	<b>130</b>	<b>130</b>	<b>100%</b>	<b>2010hrs</b>

Table 2:

**Revision/modification done in syllabus content:**

<b>S.No</b>	<b>Course(Subject ) Code</b>	<b>Course (Subject) Name</b>	<b>Concept/ topic if any, removed in current curriculum</b>	<b>Concept/topic added in the new curriculum</b>	<b>% of Revision/ Modification done</b>
1	MBFP22001	Financial Accounting	Average due date	Single entry system	30%
2	MBFP22010	Derivatives	Derivative pricing	Participants, Clearing house	20%
3	MBFP22E02	Marketing of Financial Services	Product Management, Marketing strategy	Challenges in financial service sector, methods of market research, Customer relationship	30%

**Table3:**

List of New courses/ value added courses//life skills/Electives/interdisciplinary /courses focusing on employability/entrepreneurship/skill development.

S.No	New courses(Subjects )	Value added courses	Life skill	Electives	Inter Disciplinary	Focus on employability/entrepreneurship /skill development.
1	Stock Market Trading	Foreign Language	Universal Human Values	Portfolio Management	Business economics	Entrepreneurship Development
2	Tally Lab	Environmental Studies	Soft skills	Marketing of Financial Services	Financial Statistics	Risk Management and Insurance Planning
3	Tax Filing	Project	Communication lab	Business Strategy	E-Commerce	Valuations
4	GST Lab	NCC/NSS/INTERNSHIP		Financial Plan Construction	Fundamentals of Computer and Internet	Investment Analysis
5	Financial Analysis and Reporting	Tamil/French/Hindi		Customer Relationship Management		Spreadsheets for Finance
6	Digital Marketing	English		Share Market Operations		Interview Techniques
7	Leadership and Team Building	Computer software lab		Digital Marketing		Estate Planning
8				Wealth Management		Retirement Planning
9						Financial Accounting
10						Financial Management

**LIST OF CORE ELECTIVES:**

<b>PROGRAM ELECTIVE I</b>		
<b>SL.NO</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>1</b>	<b>MBFP22E01</b>	<b>PORTFOLIO MANAGEMENT</b>
<b>2</b>	<b>MBFP22E02/ MBFP22OE1</b>	<b>MARKETING OF FINANCIAL SERVICES</b>

<b>PROGRAM ELECTIVE II</b>		
<b>SL.NO</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>1</b>	<b>MBFP22E03</b>	<b>FINANCIAL ANALYSIS AND REPORTING</b>
<b>2</b>	<b>MBFP22E04/ MBFP22OE2</b>	<b>BUSINESS STRATEGY</b>

<b>PROGRAM ELECTIVE III</b>		
<b>SL.NO</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>1</b>	<b>MBFP22E05</b>	<b>FINANCIAL PLAN CONSTRUCTION</b>
<b>2</b>	<b>MBFP22E06</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>

**LIST OF SKILL ENHANCEMENT ELECTIVES:**

<b>SKILL ENHANCEMENT ELECTIVE I</b>		
<b>SI.NO</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
1	MBFP22SE1	SHARE MARKET OPERATIONS
2	MBFP22SE2	DIGITAL MARKETING

<b>SKILL ENHANCEMENT ELECTIVE II</b>		
<b>SI.NO</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
1	MBFP22SE3	LEADERSHIP AND TEAM BUILDING
2	MBFP22SE4	WEALTH MANAGEMENT

# **SEMESTER I**



<b>Subject Code:</b> HBTA22001	<b>Subject Name:</b> <b>LANGUAGE (TAMIL – I)</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	<b>Prerequisite: Knowledge of Tamil</b>	3	3	0	0	TY

L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/EL  
: Theory / Lab / Embedded Theory and Lab

**OBJECTIVES**

- Understand the aims and objectives of teaching Tamil.
- Understand the rationale for learning Tamil.
- To motivate and stimulate the students to overcome their inferiority complex and improve fluency in the language.
- Learn significance of spoken skill.
- The relationship between language & culture and the implications for language teaching.

**COURSE OUTCOMES (Cos)** - Students completing this course were able to

<b>CO1</b>	Tamil students are actively engaged in learning Tamil language and culture in a meaningful setting
<b>CO2</b>	Focus on applying the language in real life situations.
<b>CO3</b>	Use proficiency descriptors to motivate learners to progress to the next stage of learning. .
<b>CO4</b>	Lessons are customized to arouse students interest and ignite the joy of learning Tamil language.
<b>CO5</b>	Develop a strong foundation in listening & speaking skills.

**Mapping of Course Outcome with Program Outcome (POs)**

Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	3	2	3	2	3	3	3	2
<b>CO2</b>	2	2	3	2	3	2	2	3	3
<b>CO3</b>	3	3	2	3	2	3	3	3	2
<b>CO4</b>	2	2	3	2	2	2	2	3	2
<b>CO5</b>	3	3	3	3	3	3	2	2	3

COs	PSOs			
	PSO 01	PSO 02	PSO 03	PSO 04
<b>CO 1</b>	3	3	3	3
<b>CO 2</b>	2	2	3	3
<b>CO 3</b>	3	3	3	2
<b>CO 4</b>	2	2	3	3
<b>CO 5</b>	3	2	2	3

Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/ Technical Skills	Soft Skills
			√						

Subject Code: HBTA22001	Subject Name:	C	L	T/SLr	P/R	TY / LB/ ETP/IE
		LANGUAGE (TAMIL – I)				
	Prerequisite: Knowledge of Tamil	3	3	0	0	TY

**பொதுத்தமிழ்**  
இளநிலைமாணாக்கருக்கு  
B.A/B.Sc/B.Com/B.B.A/B.C.A/B.PES

### முதலாம் ஆண்டு - முதல்பருவம்

- கற்றல்நோக்கம்: 1.மாணவர்களின்கவிதை,கட்டுரைஎழுதும்திறன்வளர்த்தல்  
2. தமிழில்பிழையின்றிபேசும்எழுதும்திறன்வளர்த்தல்

#### அலகு - 1

11 மணிநேரம்

#### அ) மரபுக்கவிதை

- 1.செந்தமிழ்நாடு - மகாகவிபாரதியார்
- 2.தமிழின்இனிமை, இன்பத்தமிழ், எங்கள்தமிழ், சங்கநாதம் - பாரதிதாசன்
- 3.தமிழ்வளர்க்கசபதம் - நாமக்கல்கவிஞர்வெ.இராமலிங்கம்பிள்ளை
4. கோயில்வழிபாடு, வாழ்க்கைத்தத்துவங்கள் - கவிமணிதேசிகவிநாயகம்பிள்ளை
- 5.கும்மிப்பாடல் - சுத்தானந்தபாரதியார்
6. தமிழ்த்தாய்வாழ்த்து - மனோன்மணியம்பெ.சுந்தரம்பிள்ளை
- 7.விடுதலைவிளைத்தஉரிமை - கவியரசர்கண்ணதாசன்
8. அன்பெனும்பிடியுள் - ... முரசறைத்தல் - வள்ளலார்இராமலிங்கஅடிகள்

#### ஆ) புதுக்கவிதை

- 1.பாட்டாளிகளின்குரல் - பட்டுக்கோட்டைகலியாணசுந்தரம்
2. மகாத்மகாந்தியடிகள் - கவிஞர்வாலி
3. காகிதப்பூக்கள் - நா.காமராசு
- 4.வள்ளுவர்வழங்கும்விடுதலை - ஈரோடுதமிழன்பன்
5. உலகம் - வைரமுத்து
6. இன்னமுதமாமழை - பேரா. முனைவர்பொற்கோ
- 7.தமிழ்ப்பற்று - மீரா
- 8.ஐந்தாம்வகுப்புஅபிரிவு - நா.முத்துக்குமார்

#### அலகு - 2

7 மணிநேரம்

#### நாட்டுப்புறஇலக்கியம்

1. பொதுஅறிமுகம்
2. நாட்டுப்புறஇலக்கியவகைகள்
- 3.நாட்டுப்புறக்கலைகள்

**அலகு - 3**

12 மணிநேரம்

**அ) சிறுகதைகள்**

1. தேங்காய்துண்டுகள் (மு.வரதராசனார்)
2. அறம் (மாலன்)
3. நாற்காலியும்நான்குதலைமுறைகளும் (திலகவதி)
4. அன்னையும்பிதாவும் (இராஜாஜி)
5. விடியுமா? (கு.ப.ராஜகோபாலன்)

**ஆ) உரைநடை**

1. மு.வ. என்னும்மந்திரம் (இரா.மோகன்)
2. தமிழிசைஇயக்கம் (க.வெள்ளைவாரணனார்)
3. மதுரைமாநகரம் (ரா.பி.சேதுப்பிள்ளை)

**அலகு - 4**

6 மணிநேரம்

1. புதுக்கவிதை - தோற்றமும்வளர்ச்சியும்
2. உரைநடை - தோற்றமும்வளர்ச்சியும்
3. சிறுகதை - தோற்றமும்வளர்ச்சியும்

**அலகு - 5**

9 மணிநேரம்

**அ) இலக்கணம்**

1. வழக்கு
2. தொகாநிலைத்தொடர்
3. எழுத்துப்போலி
4. பதவியல்

**ஆ) மொழிப்பயிற்சி**

1. தன்வினை - பிறவினை
2. ஒருமைபன்மைமயக்கம்
3. பிறமொழிச்சொற்களைநீக்குதல்
4. விண்ணப்பம்எழுதுதல்

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Subject Code: HBFR22001	Subject Name: <b>LANGUAGE (French I)</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite : Knowledge of French	3	3	0	0	TY
L : Lecture, T : Tutorial,SLr : Supervised Learning, P: Project, R : Research, C : Credits, T/L/ETL :Theory / Lab / Embedded Theory and Lab						
<b>Objectives</b>						
<ol style="list-style-type: none"> <li>The students will acquire a different perspective of their own culture in relation to the French culture</li> <li>The students will discover new attitudes towards familiar practices</li> <li>The students will acquire a sense of the French language, its music and rhythms and basic usage.</li> <li>The students will acquire a comprehensive view of the European Union and the member states</li> </ol>						
<b>Course Outcome</b>	<b>Course Outcome</b>					<b>Bloom's Level</b>
<b>CO 1</b>	Identify the French language from other European language and to show and tell French words and expression					Remembering
<b>CO 2</b>	Understand how the language works discovering the pronunciation					Understanding
<b>CO 3</b>	<ul style="list-style-type: none"> <li>Start writing short dialogues of greetings</li> <li>Try to interact with someone with life skill question –what where, who etc</li> <li>Describe persons and places</li> </ul>					Applying
<b>CO 4</b>	<ul style="list-style-type: none"> <li>Discover France and its physical tributes, develop an idea about the importance of France in the world affairs</li> <li>Analyze ideas in the content of short paragraphs, paintings etc., and everyday contexts.</li> <li>Appreciate the culture and uniqueness of France.</li> <li>Discuss in English various aspects of France and a new cultural events and compare with current scenario</li> <li>Answer with confidence in small sentences on everyday life.</li> </ul>					Analyzing
<b>CO 5</b>	<ul style="list-style-type: none"> <li>Develop enough confidence to introduce oneself and ask others simple questions about personal details.</li> <li>Interact as long as other person speaks slowly and clearly.</li> </ul>					Creating
<b>CO 6</b>	Plan a rendezvous ,a casual meeting by Interacting with basic sentences and expressions as long as the person to with whom he/she speaks can help to reformulate the sentences					Creating
<b>CO 7</b>	Write a simple message can fill a simple questionnaire .write ones names, nationality ,address etc. on a hotel registration card /passport etc.					Creating

**MAPPING OF Cos WITH POS**

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	2	2	2	1	2	2	3
CO2	2	2	2	2	1	1	3	2	3
CO3	2	3	2	3	1	1	2	2	3
CO4	3	3	3	2	2	2	2	3	3
CO5	2	2	2	3	3	2	3	2	3
CO6	3	3	2	2	3	3	3	3	3
CO7	3	3	2	2	3	3	3	3	3
Category	Basic Sciences	Engg.Science	Humanities &social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Skill component	Interdisciplinary
			✓						

Subject Code: HBFR22001	Subject Name: <b>LANGUAGE (French I)</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Knowledge of French	3	3	0	0	TY

**FRENCH- I (THEORY)LANGUAGE-I**

**45hrs**

**UNIT I 9 Hrs**

**Se saluer, La Graphie- écrire (6nc as66nsion orale, expression orale)**

- Se Présenter-
- La langue française
- La Graphie – écrire L’alphabet, L’abécédaire
- Les Accents et les Ponctuations
- L’interaction de base.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 – durée moins de 2 minutes)
  - **Audio clips**- For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

**UNIT II**

**9 Hrs**

**S’informer-Interactions aidant des Compétences De base**

- Des modèles interrogatifs
- Les nombres, demander le cout /le prix
- Demander l’heure, Les jours, Les mois de l’année.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 – durée moins de 2 minutes)
  - **Audio clips**- For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

**UNIT III**

**9 Hrs**

**Localiser –La France**

- Quelque symbole de la France.
- La carte de l’Europe, La France dans le contexte international, La France et les Fuseaux horaires, La francophonie, L’union Européen
- La France physique, industrielle, touristique rt administrative
- Quelque symbole de Paris.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 – durée moins de 2 minutes)
  - **Audio clips**- For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

**UNIT IV**

**9 Hrs**

**Lire et prononcer Le français**

- Les son française, les voyelles françaises, les sons nasaux, les consonné, Quelque sons uniques.
- Les syllabus français, Les Rythme de la langue française.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 – durée moins de 2 minutes)
  - **Audio clips**- For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio reading

**UNIT V**

**9 Hrs**

**Observer et Comprendre**

- La vie de la France quotidienne, En cas d'urgence.
- La grammaire initiale
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 – durée moins de 2 minutes)
  - **Audio clips** - For oral expressions, oral assignments and oral test -20 duration less than 2 minutes (10 oral exercises, 6 audio Reading compositions & 4 tests).

**Total hours: 45**

**Reference Books :**

**Parlez-vous français?Partie 1** - Dr.M.Chandrika.V.Unni & Mrs. Meena Mathews 2019 by Universal publisher

1. **CLE INTERNATIONAL** Lectures Clé en français facile. (2012) Hachette Paris
2. **Cosmopolite**: Livre d'élève A1 by Nathalie Hirsch sprung, Tony Tricot, Claude Le Ninan
3. **Latitudes-1** - Régine Mérieux & Yves l'oiseau, Didier 2017
4. **Alter Ego 1** - Catherine Dolez, Sylvie Pons : (2014) Hachette, Paris

Subject Code: HBHI22001	Subject Name: <b>LANGUAGE (HINDI I)</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/ R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite : Knowledge of Hindi	3	3	0	0	TY
L : Lecture, T : Tutorial,SLr : Supervised Learning, P: Project, R : Research, C : Credits, T/L/ETL :Theory / Lab / Embedded Theory and Lab						
<b>OBJECTIVES</b>						
1. To Understand the Hindi Literature, culture and the usage of language in the various streams 2. To Build up the Confidence in conversing in Hindi language. 1. To acquire Knowledge of the usage of Hindi language in the various Government Offices						

<b>COURSE OUTCOMES (Cos)</b>	
Students completing this course were able to	
<b>CO1</b>	understand the basic concepts and Origin of Hindi
<b>CO2</b>	Know about the roots of Hindi Literature and its perspective and methods.
<b>CO3</b>	Elaborate and understand philosophical methods of Hindi Literature.
<b>CO4</b>	Evaluate the concept of Hindi from past to present and to study the society closely through Literature
<b>CO5</b>	understand the importance of Hindi in the contemporary world.

Mapping of Course Outcome with Program Outcome (POs)									
<b>Sem</b>	<b>Coursecode: HBH122001</b>								
<b>I</b>	<b>ProgrammeOutcomes(Pos)</b>								
<b>Cos</b>	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>CO3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>CO4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>

**3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low**

Category	Basic Sciences	Engg.Sci ence	Humaniti es &socia l Scienc e	Pro gr a m C or e	Pro gra m Ele ctiv e	O pe n El ec tiv e	Practical /Pr oje ct	Intern ships/ Skill comp onent	Inter disciplinary
			✓						

Subject Code: HBHI22001	Subject Name: <b>LANGUAGE (HINDI I)</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/ R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite : Knowledge of Hindi	3	3	0	0	TY

**UNIT – I Prose –Understanding the secret of the culture and how to draft the letters in Government offices, technical terms 9 hours**

1. Sabhyata kaRahasya
2. PersonalApplications
3. LeaveLetters
4. Government Order
5. Administrative Terminology Hindi to English (25 Words)

**UNIT – II Prose-Understanding the human relations and also to know the procedures to open the account in the bank, technical terms 9 hours**

1. Mitrata
2. Letter to theEditor
3. Opening anA/C
4. Demi OfficialLetter
5. Administrative Terminology English to Hindi ( 25 Words)

**UNIT-III Prose-the contribution of youth in developing India, drafting memo and technical things used in memo 9 hours**

1. YuvavonSe
2. Application for Withdrawal
3. Circular
4. Memo
5. Administrative Terminology Hindi to English ( 25 Words)

**UNIT-IV Prose-The effect of Nuclear energy and usage of technical terms in offices 9 hours**

1. Paramanu Oorja evam Khadya PadarthSanrakshan
2. Transfer of an A/C
3. Missing of Pass Book / ChequeLeaf
4. OfficialMemo
5. Administrative Terminology English to Hindi ( 25 Words)

**UNIT-V Prose-The Obstacles faced by the youth for getting employment, drafting complaint letters, technical terms 9 hours**

1. Yougyata aur Vyavasay kaChunav
2. Complaints
3. Ordering forBooks
4. Notification
5. Official Noting Hindi to English ( 25 words)

**Total hours: 45**

**REFERENCE:**

1. Prayojan MoolakHindi: Dr. Syed Rahamathulla, PoornimaPrakashan  
4/7, Begum III Street, Royapettah, Chennai – 14
- 2.Hindi Gadhya Mala Dr. Syed Rahamathulla, PoornimaPrakashan  
4/7, Begum III Street, Royapettah, Chennai – 14



Subject Code:	Subject Name:	C	L	T/SLr	P/R								
<b>HBEN22001</b>	<b>LANGUAGE (English I)</b>												
	Prerequisite :Plus 2 English Language	3	0	0	3								
<b>Course Objectives</b>													
<ol style="list-style-type: none"> <li>1. Develop English Language skills (LSRW) to communicate in English without any inhibition.</li> <li>2. Learn vocabulary and syntax to be fluent in English for social and academic communication</li> <li>3. Demonstrate content knowledge through appropriate language use for academic success.</li> <li>4. Develop in them analytical and interpretative skills for research, projects, placement etc.,</li> <li>5. Engage in academic and business writing with a focus on social and professional ethics.</li> </ol>													
<b>Course Outcomes (COs)</b>													
<ol style="list-style-type: none"> <li>1. Possess Language skills (LSRW) to communicate in English without any inhibition.</li> <li>2. Express with appropriate lexis and syntax in English for social and academic communication</li> <li>3. Demonstrate content knowledge through appropriate language use for academic success.</li> <li>4. Analyse and interpret any genre of literature in English for research, projects, placement etc.,</li> <li>5. Engage themselves in organized academic and business writing with professional ethics.</li> </ol>													
<b>Program Specific Outcomes (PSOs)</b>													
<ol style="list-style-type: none"> <li>1. Demonstrating mastery of the components of English language and literature.</li> <li>2. Explaining through literature in English, diverse historical cultural and social ethics</li> <li>3. Applying literary critical perspectives to generate original analysis of literature in English</li> <li>4. Promoting cultural values and real-life skills through English language and Literature</li> </ol>													
<b>Mapping of course outcomes (COs) with Program Outcomes (POs)&amp; Program Specific Outcomes</b>													
(3/2/1 indicates the strength of correlation) 3= High; 2= Medium; 1= Low													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
1	3	3	3	3	3	3	3	1	3	3	3	3	3
2	3	3	3	3	3	3	3	1	3	3	3	3	3
3	3	3	3	3	3	3	3	1	3	3	3	3	3
4	3	3	3	3	3	3	3	1	3	3	3	3	3
5	3	3	3	3	3	3	3	1	3	3	3	3	3
3. Category	H&S	Program core	Program Elective	Open Elective	Interdisciplinary/ Allied	Skill enhancing Elective	Skill component	Practical	Project	Internship	Others		
	√	.											

Subject Code: <b>HBEN22001</b>	Subject Name: <b>LANGUAGE (English I)</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>
	Prerequisite :Plus 2 English Language	3	0	0	3

**Course Objectives:**

The students will be facilitated to

1. Develop English Language skills (LSRW) to communicate in English without any inhibition.
2. Learn vocabulary and syntax to be fluent in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Develop in them analytical and interpretative skills for research, projects, placement etc.,
5. Engage in academic and business writing with a focus on social and professional ethics.

**Unit I: Prose**

1. Beware the loss of Biodiversity
2. The Urban - Rural Divide
3. Grading down Plastics
4. The Unsung Hero of Covid – 19 in India
5. From Aircrafts to Drones
6. My Vision for India

**Unit II: Poetry**

1. On Killing a Tree
2. The Road Not Taken
3. Anthem for Doomed Youth

**Unit III: Short Story**

1. Portrait of a Lady
2. The Connoisseur

**Unit IV: Drama**

1. The Never-Never Nest
2. Frederick Douglass

**Unit V: Functional Grammar – Charts & LSRW Development**

**Functional Grammar: (Grammar exercises spread up in all four units)**

Parts of speech- use of articles- prepositions – their uses – verb + prepositions- words followed by prepositions – modals -tenses- active -passive- impersonal passive forms- concord- conditional sentences – question tags - Common errors - Punctuation

Vocabulary development- word formation - prefixes-suffixes – synonyms-antonyms – homophones -homonyms – words often confused

**Charts/Diagrams and their interpretation - their use**

Tables- Flow chart- Pie chart -Bar chart

**Letters:** Formal and Informal

**LSRW Development:** audio, video and tasks for the content of lessons under each unit.

**Course Outcomes:**

On completing the course the students will be able to

1. Possess Language skills (LSRW) to communicate in English without any inhibition.
2. Express with appropriate lexis and syntax in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Analyse and interpret any genre of literature in English for research, projects, placement etc.,
5. Engage themselves in organized academic and business writing with professional ethics.

**Prescribed Text:**

1. M. Chandrasena Rajeswaran, R. Pushkala & S. Bhuvaneshwari, Pinnacle: A Skills Integrated Textbook
2. V. Karpagavadivu, S. Bhuvaneshwari, J. Valentina Rani, S. Magdelin Percy, English Workbook

**Suggested Reading:** Wren and Martin: Grammar and Composition, Chand & Co, 2006

**Unit V: Functional Grammar – Charts & LSRW Development** **9 hours**

**Functional Grammar: (*Grammar exercises spread up in all four units*)**

Parts of speech- use of articles- prepositions – their uses – verb + prepositions- words followed by prepositions – modals -tenses- active -passive- impersonal passive forms- concord- conditional sentences – question tags - Common errors - Punctuation

Vocabulary development- word formation - prefixes-suffixes – synonyms-antonyms – homophones -homonyms – words often confused

**Charts/Diagrams and their interpretation - their use**

Tables- Tree diagram - Pie chart- Flow chart- Bar chart

**Letters:** Formal and Informal

**LSRW Development**

LSRW development through audio, video and tasks for the content of lessons under each unit.

**Total hours: 45**

**Course Outcomes:**

On completing the course the students will

1. Possess Language skills (LSRW) to communicate in English without any inhibition.
2. Have learnt vocabulary and syntax to be fluent in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Analyse and interpret any genre of literature in English for research, projects, placement etc.,
5. Engage themselves in organized academic and business writing with a focus on social and professional ethics.

**Prescribed Text:**

1. Dr. M. Chandrasena Rajeswaran & Dr. R. Pushkala .Pinnacle: A Skills Integrated English Text Book for Under Graduate Students.

**Suggested Reading**

2. Wren and Martin: Grammar and Composition, Chand & Co, 2006

Subject Code: HBEM22ID1	Subject Name: <b>ALLIED – I BUSINESS ECONOMICS</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>				
	Prerequisite : Nil	3	3	0	0	TY				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>Intended to provide an introduction to basic principle of microeconomics and its application to business decisions</li> <li>Highlights the importance of macro-economic issues such as the national and accounting, determinant of long run economic growth, trade balance &amp; financial flows</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course were able to										
<b>CO1</b>	Knowledge of basic concepts of business economics.									
<b>CO2</b>	Understand the relative importance of business economics.									
<b>CO3</b>	Apply business economics knowledge to solve problems.									
<b>CO4</b>	Analyse the formation of business policies.									
<b>CO5</b>	Evaluate economic conditions of business.									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	3	1	3	
<b>CO2</b>	3	1	2	1	1	3	3	2	3	
<b>CO3</b>	3	2	3	3	2	3	3	3	3	
<b>CO4</b>	3	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>			
<b>CO1</b>	2		1		1		1			
<b>CO2</b>	2		1		1		1			
<b>CO3</b>	3		2		2		2			
<b>CO4</b>	3		2		3		2			
<b>CO5</b>	3		2		3		2			
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
<b>Category</b>	<b>Program Core</b>	<b>Program elective</b>	<b>Humanities and social Science</b>	<b>Open Elective</b>	<b>Skill enhancing elective</b>	<b>Inter Disciplinary/Allied</b>	<b>Skill Component</b>	<b>Practical /Project/internship</b>	<b>Others</b>	
						√				

Subject Code: HBEM22ID1	Subject Name: <b>ALLIED – I BUSINESS ECONOMICS</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil	3	3	0	0	TY

**UNIT– I**

**9 Hours**

Firms nature, rationale & objectives of firms, economic profits. Theory of consumer demand & indifference curves, Income effect & Substitution effect of price changes, demand curve, law of demand, changes in demand Vs changes in quantity demanded, Short run Vs long run demand.

**UNIT– II**

**9 Hours**

Elasticity of demand meaning, factors and types of elasticity. Demand Estimation- multiple regressions, forecasting models. Production functions, law of production, cost analysis- short and long run cost functions, Economies of Scale & scope, supply analysis, Elasticity of supply, revenue analysis.

**UNIT– III**

**9 Hours**

Product market structure, competition, barriers to entry, pricing in different markets – perfect competition, monopoly, Discriminating Monopoly, Monopolistic Competition and Oligopoly, Administer Prices- Floor Price & Price Ceiling, Dual Pricing, Export Pricing.

**UNIT– IV**

**9 Hours**

National income accounting, methods of determining national income, GDP- measurement, Real GDP, price index & inflation, consumption, saving, investment, investment, good-market equilibrium, Balance of payment account.

**UNIT– V**

**9 Hours**

Business Cycle, Inflation, Un Employment, Monetary and Fiscal Policy, Exchange Rates- Fixed & Flexible and Economic Policy Economic In the Open Economy, Government Spend & Its Finance

**Total No of Hours: 45**

**REFERENCE BOOKS:**

1. Mithani, D.M, Managerial Economics – Theory & applications, Himalaya pub., 2009, ISBN: 8183188338, ISBN-13:9788183188333
2. Mehta, P, L, Managerial Economics. Analysis, problem & cases, Sultan Chand, 19th Edition, 2014, ISBN:9351610212
3. Peterson, H. C and Lewis, W.C. Managerial Economics, prentice Hall, 4th Edition, 2005, ISBN 10: 0139762833 ISBN 13:9780139762833

Subject Code: <b>MBFP22001</b>	Subject Name: <b>FINANCIAL ACCOUNTING</b>		<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>		
	Prerequisite : Nil		4	3	1	0	TY		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>• Provide knowledge on the fundamental of financial accounting.</li> <li>• Expose the student to various financial transaction and its current application</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
<b>CO1</b>	Knowledge of basic concepts of financial accounting								
<b>CO2</b>	Understand general purpose and functions of accounting								
<b>CO3</b>	Apply accounting knowledge to solve problems								
<b>CO4</b>	Analyse book keeping and accounting.								
<b>CO5</b>	Evaluate company's balance sheet.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	2	2	3
<b>CO2</b>	3	1	1	1	1	3	2	2	3
<b>CO3</b>	3	2	3	2	2	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>			<b>PSO 4</b>	
<b>CO1</b>	3		2		2			1	
<b>CO2</b>	3		2		2			1	
<b>CO3</b>	3		3		2			1	
<b>CO4</b>	3		3		2			2	
<b>CO5</b>	3		3		2			2	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program Elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/Allied	Skill Component	Practical /Project /internship	Others
	√								

Subject Code: <b>MBFP22001</b>	Subject Name: <b>FINANCIAL ACCOUNTING</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : <b>Nil</b>	4	3	1	0	TY

## OBJECTIVES

1. To provide knowledge on the fundamental of financial accounting.
2. To expose the student to various financial transaction and its current application.

### UNIT I

**12 Hours**

Accounting principles, conventions and process – Double entry system – Rules – Scope – Limitations – Collection and recording of financial data – Journal – Ledger – Sub-divisions of journal – Trial Balance.

### UNIT II

**12 Hours**

Preparation of Final Accounts of a Sole Trading Concern – Balance Sheet of Non Trading Organizations

### UNIT III

**12Hours**

Errors – Types – Rectification of errors – Suspense Account – Bank Reconciliation Statement-Partnership Accounts-Types of partnership.

### UNIT IV

**12 Hours**

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method Average Due Date – Calculation of interest – Account Current – Red ink interest – Forward and backward methods – Daily balance method

### UNIT V

**12 Hours**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (simple problem).

**Total No of Hours: 60**

## REFERENCE BOOKS

1. Advanced Accountancy, R.L. Gupta and M. Radhasamy, Sultan Chand & Sons publishers, Delhi.
2. Advanced Accounts, M.C. Shukla and T.S. Grewal, Chand & Company publishers
3. An introduction to Accountancy, S.N. Maheswari, Kalyani Publishers Ltd
4. Advanced Accountancy, M.A. Arulanandam and K.S. Raman, Himalaya publishing company
5. Advanced Accountancy, S.P. Jain and K.L. Narang, Kalyani Publishers Ltd
6. Advanced Accountancy, R.S.N. Pillai & Bhagavathi, S. Chand & Company Publishers
7. Financial Accounting, T.S. Reddy and A. Murthy, Margham Publications

Subject Code: <b>MBFP22002</b>	Subject Name: <b>PRINCIPLES OF MANAGEMENT</b>		<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>		
	Prerequisite : Nil		4	4	0	0	TY		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>● Familiarize the student about various management concepts</li> <li>● Provide knowledge on functions of management</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
CO1	Knowledge of basic concepts in management								
CO2	Understand the dynamic nature of organization.								
CO3	Apply the principles of organization								
CO4	Analyse the process of organization four functions								
CO5	Evaluate the influence of historical forces on the current practice of management.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	2	3
<b>CO2</b>	3	1	2	1	1	3	2	2	3
<b>CO3</b>	3	2	2	1	2	3	2	3	3
<b>CO4</b>	3	3	3	2	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3		3		2		1		
<b>CO2</b>	3		3		2		1		
<b>CO3</b>	3		3		3		1		
<b>CO4</b>	3		3		3		2		
<b>CO5</b>	3		3		3		2		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program Elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/ internships	Others
	√								



Subject Code: <b>MBFP22002</b>	Subject Name: <b>PRINCIPLES OF MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/ R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**UNIT I**

**12 Hours**

**Management:** - Concepts–Nature - Importance - Modern Management approaches

**UNIT II**

**12 Hours**

**Planning:** - Nature and importance – Forms – Strategic and tactical – Types of Plans  
Steps in Planning. Decision-making – Types of decisions – Decision-making process  
– Rationality in decision-making.

**UNIT III**

**12 Hours**

**Organization:**-Process of organization – Organization structure –  
Departmentalization – Span of management – Delegation – Authority, responsibility  
– Accountability – Decentralization.

**UNIT IV**

**12 Hours**

**Directing:** Principles – Elements – Motivation – Maslow, Herzberg, Vroom models  
– Communication process – Forms – Barriers – Overcoming barriers.

**UNIT V**

**12 Hours**

**Leadership Theories:** Styles – Managerial grid. Co-ordination: Meaning – Need –  
Types.

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Prasad L N, Reddy & Appanniah, Essentials of Management
2. Lallan Prasad, Koontz, O'Donnel, Essentials of Management
3. Koontz & O' Donnel, Essentials of Management

Subject Code: HBCC22L01	Subject Name : <b>COMPUTER SOFTWARE LAB</b>		<b>C</b>	<b>L</b>	<b>T/SL</b> <b>r</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>		
	Prerequisite: NIL		1	0	0	2	LB		
L : Lecture T : Tutorial S.Lr : Supervised Learning P : Project R : Research C: Credits Ty/Lb/ETL : Theory/Lab/Embedded Theory and Lab									
<b>OBJECTIVES :</b>									
<ul style="list-style-type: none"> <li>● To train students how to use MS Office applications use in office work such as creating professional-quality documents; store, organize and analyze information; arithmetic operations and functions.</li> <li>● MS Excel to enable the students for creating tables, scatter plots, and completing data analysis.</li> <li>● Gain knowledge in practical applications of Word, Excel, Power point, Paint and Internet.</li> </ul>									
<b>COURSE OUTCOMES (COs) : ( 3- 5)</b>									
CO1	Demonstrate the usage of various operations in MS Word								
CO2	Perform calculations in Microsoft Excel using both manually inputting formulas and built-in functions.								
CO3	Develop dynamic slide presentations with animation, narration, images, and much more, digitally and effectively.								
CO4	Create drawings to include clipart, color, shape, size, text, enhance text								
CO5	Understanding how to search specific website, sending mails etc								
<b>Mapping of Course Outcomes with Program Outcomes (POs)</b>									
<b>COs/POs</b>	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>COs / PSOs</b>									
	<b>PSO1</b>	<b>PSO2</b>			<b>PSO3</b>			<b>PSO4</b>	
<b>CO1</b>	1	2			2			3	
<b>CO2</b>	1	3			3			3	
<b>CO3</b>	1	3			2			3	
<b>CO4</b>	1	3			2			2	
<b>CO5</b>	1	3			2			3	
<b>3/2/1 indicates Strength of Correlation 3- High, 2- Medium, 1-Low</b>									
Category	Ba sic Sci en ces	Engi ne er ing Sci ence s	Huma nities and Social Scienc es	Prog ram Core	Progra m Electiv es	Open Elective s	Practica l/ Project	Intern ships/ Skill comp onent	Inter disci plina ry
							✓		

Subject Code: HBCC22L01	Subject Name : <b>COMPUTER SOFTWARE LAB</b>	<b>C</b>	<b>L</b>	<b>T/SL r</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite: NIL	1	0	0	2	LB

**Computer software lab (MS office-Word, Excel,  
Powerpoint, Paint and Internet )**

- 
- UNIT 1: OFFICE APPLICATIONS – I**  
**MS OFFICE: MS-WORD**
- UNIT 2: OFFICE APPLICATIONS - II**  
**MS OFFICE: MS-EXCEL**
- UNIT 3: OFFICE APPLICATIONS - III**  
**MS OFFICE: MS-POWER POINT**
- UNIT 4: MICROSOFT PAINT EXERCISES - IV**
- UNIT 5: INTERNET & ITS APPLICATIONS- V**

**TOTAL HOURS: 30**

**SUGGESTED HANDS ON EXERCISES**

**OFFICE APPLICATIONS - I**

1. Preparing a Govt. Order / Official Letter / Business Letter / Circular Letter  
Covering formatting commands - font size and styles - bold, underline, upper case, lower case, superscript, subscript, indenting paragraphs, spacing between lines and characters, tab settings etc.
2. Preparing a news letter:  
To prepare a newsletter with borders, two columns text, header and footer and inserting a graphic image and page layout.
3. Creating and using styles and templates  
To create a style and apply that style in a document  
To create a template for the styles created and assemble the styles for the template.
4. Creating and editing the table  
To create a table using table menu  
To create a monthly calendar using cell editing operations like inserting, joining, deleting, splitting and merging cells  
To create a simple statement for math calculations viz. Totalling the column.
5. Creating numbered lists and bulleted lists  
To create numbered list with different formats (with numbers, alphabets, roman letters) To create a bulleted list with different bullet characters.
6. Printing envelopes and mail merge.  
To print envelopes with from addresses and to addresses  
To use mail merge facility for sending a circular letter to many persons  
To use mail merge facility for printing mailing labels.
7. Using the special features of word  
To find and replace the text  
To spell check and correct.  
To generate table of contents for a document

8. To prepare index for a document.  
Create an advertisement  
Prepare a resume.

**SUGGESTED HANDS ON EXERCISES**

**OFFICE APPLICATIONS - II**

9. Using formulas and functions:  
To prepare a Worksheet showing the monthly sales of a company in different branch offices (Showing Total Sales, Average Sales).  
Prepare a Statement for preparing Result of 10 students in 5 subjects (using formula to get Distinction, A Grade, B Grade, C Grade and Fail under Result column against each student).
10. Operating on the sheets:  
Finding, deleting and adding records, formatting columns, row height, merging, splitting columns etc. Connecting the Worksheets and enter the data.
11. Creating a Chart:  
To create a chart for comparing the monthly sales of a company in different branch offices.
12. Using the data consolidate command:  
To use the data consolidate command to calculate the total amount budgeted for all departments (wages, travel and entertainment, office supplies and so on) or to calculate the average amount budgeted for – say, department office expenses.
13. Sorting Data, Filtering Data and creation of Pivot tables.

**SUGGESTED HANDS ON EXERCISES**

**OFFICE APPLICATIONS - III**

14. Creating a new Presentation based on a template – using Auto content wizard, design template and Plain blank presentation.
15. Creating a Presentation with Slide Transition – Automatic and Manual with different effects.
16. Creating a Presentation applying Custom Animation effects –  
Applying multiple effects to the same object and changing to a different effect and removing effects.
17. Creating and Printing handouts.

**SUGGESTED HANDS ON EXERCISES**

**OFFICE APPLICATIONS - IV**

18. To show your understanding of Microsoft Paint, label the drawing with the following labels: zoom tool, eraser, line thickness, example clipart, arrow shape, line tool, get more colors, add text, document title, save icon, undo, select, rotate, icon, fill, freehand tool, copy, color 2. You only need to use each label once.
19. Microsoft Paint Exercise  
A. Create a logo for a business.  
B. Examples: for a computer shop, a greengrocer, a garage, an education centre, a restaurant, a sports club, or anything you choose!  
C. Get ideas by looking at other business/popular logos.  
D. You can insert clipart.  
E. Save your drawing as Logo.  
F. Print your logo. Use Page Setup to fit your logo to the page.  
\*Ensure your logo represents the business and contains some text.

**SUGGESTED HANDS ON EXERCISES**

**OFFICE APPLICATIONS - V**

20. Searching for a web site / application / text documents viewing and downloading.
21. Create an E-mail account, Retrieving messages from inbox, replying, attaching files filtering and forwarding
22. Operating on a Tablet / Smart Phone - browsing and practising on some important applications (UcBrowser, Skype) - operating on internet – creating and sending messages / mails using the applications like WhatsApp and WeChat - downloading text and media files and video conferencing using Skype.

Subject Code: <b>HBCC22I01</b>	Subject Name : <b>COMMUNICATION SKILLS LAB</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite: Plus 2 English	1	0	0	2	IE
L : Lecture T : Tutorial S.Lr : Supervised Learning P : Project R : Research C: Credits Ty/Lb/ETL : Theory/Lab/Embedded Theory and Lab						
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>Understand the concepts of communication and the use of language as a medium of communication.</li> <li>Shed off language anxieties and gain confidence to speak in English with activities focused on grammar and conversation.</li> <li>Listen and speak for interpersonal communication and academic activities.</li> <li>Read and write for lifelong learning, knowledge enhancement and research.</li> <li>Communicate to work in teams and follow social ethics in the global culture.</li> </ol>						
<b>Course Outcomes (Cos)</b>						
CO1	Use English as a medium of communication for academic and professional attainment					
CO2	Shed off language anxieties and gain confidence to speak with different kinds of people in varied contexts.					
CO3	Listen and speak for interpersonal communication and academic activities.					
CO4	Read and write for lifelong learning, knowledge enhancement and research.					
CO5	Communicate to work in teams and follow social ethics in the global culture.					
<b>Program Specific Objectives</b>						
PSO1	Understanding of the basic concepts of English language and literature.					
PSO2	Learning through literature in English, diverse historical cultural and social ethics					
PSO3	Application of literary critical perspectives to generate original analysis of literature in English					
PSO4	Promotion of cultural values and real-life skills through English language and literature					

<b>Mapping of course outcomes (COs) with Program Outcomes (POs)</b> (H/M/L indicates the strength of correlation) H= High; M= Medium; L= Low									
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	3	3	3	1	3	3	2	2	3
2	3	3	3	1	3	3	2	2	3
3	3	3	3	1	3	3	2	2	3
4	3	3	3	1	3	3	2	2	3
5	3	3	3	1	3	3	2	2	3
<b>Mapping of course outcomes (Cos) with program Specific outcomes (PSOs)</b>									
COs	PSO1	PSO2	PSO3	PSO4					
CO1	2	2	2	2					
CO2	2	2	2	2					
CO3	3	3	3	3					
CO4	3	3	3	3					
CO5	3	3	3	3					
<b>H/M/L Indicates Strength of <u>Correlation</u> : H- High; M- Medium; L- Low</b>									
Category	Basic Sciences	Engg. Science	Program core	Program Elective	Professional Core	Professional Elective	Open Elective	Practical Project/ Seminar/ Internship	Soft Skills (H)
	v								v
4	Approval				Meeting of Academic Council June 2022				

<b>Subject Code: HBCC22I01</b>	<b>Subject Name : COMMUNICATION SKILLS LAB</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite: Plus 2 English	1	0	0	2	IE

**(Common to all UG H&S Courses)**

**30 HOURS**

**Prefatory note:**

The paper seeks to train students in communicative skills and also give a firm foundation in listening and speaking by engaging students with authentic audios and videos ; the students will immensely benefit from strategy instruction for effective reading and writing; they will be able to recognize the importance of grammar and vocabulary for effective reading and writing. The present global scenario requires increasing need for clear and cordial communication with people from different culture. Cultural Intelligence is given as a unit to help students learn about low and high context cultures. It aligns with the University’s mission of disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

**Methodology: Flipped Classrooms and Mobile Assisted Language Learning**

**Course Objective**

**The students will be facilitated to**

1. Use English as a medium of communication for academic and professional attainment
2. Shed off language anxieties and gain confidence to speak with different kinds of people in varied contexts.
3. Listen and speak for interpersonal communication and academic activities.
4. Read and write for lifelong learning, knowledge enhancement and research.
5. Communicate to work in teams and follow social ethics in the global culture.

**Unit-I Listening**

- Listening for Social and Academic purposes
- Non-verbal and coverbal communication
- Imitating for pronunciation, intonation, word stress, etc.,

**Cognitive Activity:** Note taking during lecture sessions

**Unit-II Speaking**

The art of speaking and negotiating

**Interpersonal Communication**

- |                          |                                  |
|--------------------------|----------------------------------|
| 1. Opening conversation  | Persuading                       |
| 2. Introducing oneself   | 12. Warning                      |
| 3. Asking about others   | 13. Expressing regret            |
| 4. Making small talk     | 14. Agreeing                     |
| 5. Asking for directions | 15. Disagreeing                  |
| 6. Enquiring             | 16. Ending a conversation        |
| 7. Thanking              | 17. Saying what you intend to do |
| 8. Appreciating          | 18. Expressing dislikes          |
| 9. Offering help         | 19. Comparing                    |
| 10. Requesting           | 20. Complaining                  |
| 11.                      |                                  |

### **Academic Communication**

1. Instructional conversations
2. Power Point Presentation
3. Narrating about incidents
4. Public speaking – explaining success stories of self and others
5. Group Discussion
6. Interview for Projects and Placement

### **Unit-III Reading skills**

1. Types and mechanics of reading
2. Tips for effective reading
3. Reading Strategies
4. Cognitive Strategy: Note Making, Comprehension exercise, oral and written review,

### **Unit- IV Writing Skills**

- The Process of Writing
  1. Grammar, vocabulary, discourse markers and sentence construction
  2. Writing & Rewriting: drafting, revising, editing.
- Writing as a scaffolding activity
  1. Summarising
  2. Paraphrasing
  3. Precis writing
  4. Short notes and Essay writing

### **Unit -V Intercultural communication skills**

1. Go local
2. Group behaviour
3. E mail and intercultural communication
4. High and low context cultures
5. Cultural diversity in terms of time and space

### **ASSESSMENT**

Clubbed with each unit in the form of Audio listening, watching Videos, quiz, roleplay – public speaking, PPT presentation, reading and writing.

### **Course Outcome**

#### **On completing the course, the students will be able to**

- Use English as a medium of communication for academic and professional attainment
- Shed off language anxieties and gain confidence to speak with different kinds of people in varied contexts.
- Listen and speak for interpersonal communication and academic activities.
- Read and write for lifelong learning, knowledge enhancement and research.
- Communicate to work in teams and follow social ethics in the global culture.

### **Prescribed Text**

J. C. Richards with J. Hull & S.Proctor, Interchange, Level 2, Cambridge University Press, 2015

### **Recommended Reading**

1. P.D. Chaturvedi & M. Chaturvedi, Communication Skills, Pearson, 2012
2. Anderson, Kenneth Joan Maclean and Tony Lynch. Study Speaking , Cambridge: CUP 2004
3. Dutt, Kiranmai, P., Geetha Rajeevan, CLN Prakash, A Course in Communication Skills, Delhi: Foundations Books , 2008
4. Sethi, J. , P.V. Dhamija. A Course in Phonetics and Spoken English 2nd Ed. New Delhi, Prentice Hall of India Pvt Ltd. 2005.
5. Yadugiri, M.A., The Pronunciation of English, New Delhi, Viva Books, 2013.
6. Bailey, Stephen: Academic Writing: A Practical Guide for Students, London and New York: Routledge Falmer, 2004.
7. M.C. Rajeswaran, Permuting Role play in Oral Skill Assessment, International Journal of Innovative Research & Studies, Vol. 13, Issue 12, pp. 91-100, Dec. 2014



Dr. M.G.R. Educational and Research Institute (Deemed to be University)  
Department of Financial Planning  
2022 Regulations

Subject Code: <b>HBCC22I02</b>	Subject Name : <b>SOFT SKILL I</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite: Plus 2 English	1	0	0	2	IE
L : Lecture T : Tutorial S.Lr : Supervised Learning P : Project R : Research C: Credits Ty/Lb/ETL : Theory/Lab/Embedded Theory and Lab						
<b>Objectives:</b>						
<ol style="list-style-type: none"> <li>1. Become good listeners to get engaged in interactive communication for effective team building.</li> <li>2. Develop assertive and adaptive behaviour to be leaders</li> <li>3. Develop peer interaction for a successful lifelong learning.</li> <li>4. Learn skills necessary for a cooperative living in academic and professional environments</li> <li>5. Use soft skills for the purposes of research and follow ethics in society and profession.</li> </ol>						
<b>Course Outcomes (Cos)</b>						
001	Become good listeners to get engaged in interactive communication for effective team building.					
002	Develop assertive and adaptive behaviour to be leaders					
003	Develop peer interaction for a successful lifelong learning.					
004	Learn skills necessary for a cooperative living in academic and professional environments					
005	Use soft skills for the purposes of research and follow ethics in society and profession					
<b>Program Specific Objectives</b>						
PSO1	Understanding of the basic concepts of English language and literature.					
PSO2	Learning through literature in English, diverse historical cultural and social ethics					
PSO3	Application of literary critical perspectives to generate original analysis of literature in English					
PSO4	Promotion of cultural values and real-life skills through English language and literature					

<b>Mapping of course outcomes (COs) with Program Outcomes (POs)</b> (H/M/L indicates the strength of correlation) H= High; M= Medium; L= Low									
COs	POs	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	3	3	3	1	2	2	1	2	3
2	3	3	3	1	2	2	1	2	3
3	3	3	3	1	2	2	1	2	3
4	3	3	3	3	3	2	1	2	3
5	3	3	3	3	3	2	1	2	3
<b>Mapping of course outcomes (Cos) with program Specific outcomes (PSOs)</b>									
COs	PSO1	PSO2	PSO3	PSO4					
CO1	3	2	2	2					
CO2	2	2	2	2					
CO3	3	2	2	2					
CO4	3	2	2	2					
CO5	3	2	2	2					
<b>H/M/L Indicates Strength of Correlation : H- High; M- Medium; L- Low</b>									
Category	Basic Sciences	Engg. Science	Program core	Program Elective	Professional Core	Professional Elective	Open Elective	Practical Project/ Seminar/ Internship	Soft Skills (H)
									√
4	Approval				Meeting of Academic Council June 2022				

Subject Code: <b>HBCC22I02</b>	Subject Name : <b>SOFT SKILL I</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite: Plus 2 English	1	0	0	2	IE

**(COMMON TO ALL UG DEGREE PROGRAMS) )**

**30 HOURS**

### **Prefatory Note**

This paper aims to equip students with skills essential for work place and global environment to which they will move on from the university, once they complete the course. As such, this paper provides students with a set of ten interlinked soft skills: Listening, team work, emotional intelligence, assertiveness, learning to learn, problem solving, attending interviews, adaptability, non-verbal communication and written communication. Students will get engaged in pair work, group work, role play, discussion, presentation, story telling, writing assignments etc.,

### **Course Objective**

The students will be facilitated to

1. Become good listeners to get engaged in interactive communication for effective team building.
2. Develop assertive and adaptive behaviour to be leaders
3. Develop peer interaction for a successful lifelong learning.
4. Learn to learn skills necessary for a cooperative living in academic and professional environments
5. Use soft skills for the purposes of research and follow ethics in society and profession.

Unit -I

Listening, Speaking, Reading and Writing skills (LSRW)

Unit -II

Team work skills: adaptability, emotional intelligence, learning skills

Unit -III

Leadership Qualities: assertiveness, reasoning, compassion and compatibility

Unit -IV

Problem solving: willingness to learn, creative thinking, developing observation skills

Unit -V

Interview skills: employability skills, resume writing

### **Course outcome**

#### **On completion of the course the students will**

1. Become good listeners to get engaged in interactive communication for effective team building.
2. Develop assertive and adaptive behaviour to be leaders
3. Develop peer interaction for a successful lifelong learning.
4. Learn skills necessary for a cooperative living in academic and professional environments
5. Use soft skills for the purposes of research and follow ethics in society and profession.

Suggested reading

S.P. Dhanavel, English and Soft Skills, Vol. 1, Orient Blackswan Pvt. Ltd. 2010

# **SEMESTER II**

Dr. M.G.R. Educational and Research Institute (Deemed to be University)  
Department of Financial Planning  
2022 Regulations

<b>Subject Code:</b> <b>HBTA22002</b>	<b>Subject Name:</b> <b>LANGUAGE (TAMIL PAPER – II)</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>			
	<b>Prerequisite: Plus 2 Tamil</b>	3	3	0	0	TY			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits						T/L/EL			
: Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>Communicating with friends from around the world via social networking opportunities.</li> <li>To develop 21<sup>st</sup> century learners who love &amp; appreciate Tamil language.</li> <li>Learn significance of spoken skill.</li> <li>The relationship between language &amp; culture and the implications for language teaching</li> <li>Travelling to other countries and learning about other cultures.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
<b>CO1</b>	Strengthen literacy skills								
<b>CO2</b>	Engage in learning Tamil language and culture in a meaningful setting								
<b>CO3</b>	Engross in independent and life-long learning								
<b>CO4</b>	Develop a strong foundation in listening & speaking skills.								
<b>CO5</b>	Arouse students interest and ignite the joy of learning Tamil language.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/POs</b>	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	3	2	3	2	3	3	3	2
<b>CO2</b>	2	2	3	2	3	2	2	3	3
<b>CO3</b>	3	3	2	3	2	3	3	3	2
<b>CO4</b>	2	2	3	2	2	2	2	3	2
<b>CO5</b>	3	3	3	3	3	3	2	2	3
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									

COs	PSOs			
	PSO 01	PSO 02	PSO 03	PSO04
CO 1	3	3	3	3
CO 2	2	2	3	3
CO 3	3	3	3	3
CO 4	2	2	3	3
CO 5	3	3	3	2

Category	Basic Sciences	Engg.Sciences	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internship / Technical Skills	Soft Skills
			√						

Subject Code:	Subject Name:	C	L	T/S Lr	P/R	TY/LB/ETP/IE
HBTA22002	LANGUAGE (TAMIL PAPER – II)					
	Prerequisite: Plus 2 Tamil	3	3	0	0	TY

கற்றல்நோக்கம்: 1.தமிழ்ப் பண்பாட்டினை அறியச்செய்தல்

2. கடிதம் எழுதும் திறன் வளர்த்தல்

3. தமிழ் இலக்கிய வரலாற்றினை அறிதல்

**அலகு - 1 சங்க இலக்கியம்**

9 மணிநேரம்

1. புறநானூறு - பா.எண் - 183,184,192

2. குறுந்தொகை - பா. எண் 2,40,167

3. நெடுநல்வாடை - 1 முதல் 44 வரிகள் வரை

4. கலித்தொகை - பா.எண் 102,133

**அலகு - 2 காப்பியம்**

9 மணிநேரம்

1. சிலப்பதிகாரம் - வழக்கு உரைகாதை முழுவதும்

**அலகு - 3 நீதி இலக்கியம்**

9 மணிநேரம்

1. திருக்குறள் - 34,72,96,102,103,116,124,136,158,395 (10 குறள்கள்)

2. நாலடியார் - 1,11,29,32,43,51,74,103,116,135 (10 பாடல்கள்)

3. ஆசாரக்கோவை - 20,23,25,76,96 (5 பாடல்கள்)

4. திரிகடுகம் - 7,12,27,31,38, (5 பாடல்கள்)

**அலகு - 4 தமிழ் இலக்கிய வரலாறு**

9 மணிநேரம்

1. க்தி இலக்கியம்

2. சிற்றிடைக்கியம்

**அலகு - 5 இலக்கணம்**

9 மணிநேரம்

1. வல்லினம் மிகும் இடங்கள்

2. வல்லினம் மிகா இடங்கள்

3. வினொவலககள்

4. விலடவலககள்

**மொழிப்பயிற்சி**

9 மணிநேரம்

1. கடிதம் எழுதும் முறை

2. செய்வினை - செயப்பாட்டு வினை

3. மயங்கொலிப்பிழையெதிர்க்கு

45 மணிநேரம்

Dr. M.G.R. Educational and Research Institute (Deemed to be University)  
Department of Financial Planning  
2022 Regulations

<b>Subject Code:</b> <b>HBFR22002</b>		<b>Subject Name:</b> <b>LANGUAGE (French II)</b>			<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>	
		<b>Prerequisite: Plus 2 French</b>			3	3	0	0	TY	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/EL : Theory / Lab / Embedded Theory and Lab										
<b>Objectives</b>										
<ol style="list-style-type: none"> <li>1. Students will be able to understand the familiar words and expressions when someone talks slowly and distinctly.</li> <li>2. The students will be able to reads; he/she will be able to understand the posters, advertisements or catalogues.</li> <li>3. The students will be able to communicate and ask and reply to simple questions on familiar subjects</li> <li>4. The students will be able to use expressions and write simple sentences without faults to describe their living spaces</li> </ol>										
<b>Course Outcome</b>		<b>Course Outcome</b>							<b>Bloom's Level</b>	
<b>CO 1</b>		Repeating the basics learnt and memorizing new a factors like the conjugations							Remembering	
<b>CO 2</b>		Understanding very frequent expressions and vocabulary concerning immediate surrounding and what concerns the speaker. Also understand simple announcements and clear message.							Understanding	
<b>CO 3</b>		Can read ,understand and act upon on short announcements classified in papers or catalogues ,menu cards, timings and personal shot and messages							Applying Analyzing	
<b>CO 4</b>		Can utilize a series of sentences or expressions to describe in simple terms family living conditions studies and actual and recent professional activities							Evaluating	
<b>CO 5</b>		Can communicate simple and direct exchange originating from simple habitual tasks on familiar activities and subjects.							Creating	
<b>CO 6</b>		Can communicate simple and direct exchanges originating from simple habitual tasks on familiar activities and subjects							Creating	
<b>CO 7</b>		Can write notes and simple and short messages, write like on picture postcard messages of personal vacations and thank you letters.							Creating	
<b>Cos/POs</b>		<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>C01</b>		3	2	2	2	2	1	2	2	3
<b>C02</b>		2	2	2	2	1	1	3	2	3
<b>C03</b>		2	3	2	3	1	1	2	2	3
<b>C04</b>		3	2	3	2	2	2	2	3	3
<b>C05</b>		2	2	2	3	3	3	3	2	3
<b>C06</b>		3	3	2	2	3	3	3	3	3
<b>C07</b>		3	3	2	2	3	3	3	3	3
Category	Basic Sciences	Engg.Sciences	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/ Technical Skills	Soft Skills	
			√							

<b>Subject Code: HBFR22002</b>	<b>Subject Name: LANGUAGE (French II)</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	<b>Prerequisite: Plus 2 French</b>	3	3	0	0	TY

### UNIT I

9hrs

#### **Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Se saluer, prendre congé, se présenter quelqu'un/quelque chose, Salutations, présentatifs, détails d'identité, professions, quartiers
- Genres, nombres, articles, présentatifs, pluriels des noms, c'est/il est, pronoms toniques
- Salutations française, comportement des salutations, les quartiers parisiens, le peintre Monet
- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips**- For oral expressions, oral assignments and oral test-20- duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

### UNIT II

9hrs

#### **Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Dialogue de la vie d'étudiant, des liens familiaux, de l'appartenance, des habitudes ; poème, le son « eu » énonces a répéter, lecture guidée.
- S'exprimer de la fréquence, des habitudes, articles, present de l'indicatif, verbes a la terminaison – er, adjectifs possessifs et qualificatifs, locutions avec « avoir »
- Demander l'heure, Les jours, Les mois de l'année.
- **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)
- **Audio clips**- For oral exercises, oral assignments and oral test-20 duration less than 2 minutes (10 oral excercises ,6 audio reading compositions& 4 tests).

### UNIT III

9hrs

#### **Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Parler des voyages, identifier les vêtements, caractériser de personnes, faire des exclamations, s'informer sur la vie d'étudiant français.
- Poème, le « son i », décrire des personnes, prononcer le nom des pays et des nationalités, appréciation/exclamation
- Transport et voyages, les pays, nationalités, la mode, la partie du corps ,Adjectifs de nationalités et genres, adjectifs réguliers/irréguliers, prépositions de lieux, verbes aller- venir et verbes a la terminaison –ir
- L'aéroport de Roissy, a la douane, les vêtements, a mode a paris, quelques professions, le sport et la sante ; a Joconde, la BD,
- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)

➤ **Audio clips-** For oral expressions, oral assignments and oral test-20-duration less than 2 minutes (10 oral exercises ,6 audio Reading compositions& 4 tests)

#### UNIT IV

9hrs

#### **Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Communication au restaurant, des recettes, le gout et les préférences identifier le type des restaurants.
- Poème, le son « o » énonces simples, des sons nasaux, exercices de répétition
- Les repas français recette activités et sportives

➤ **Clip audios :** Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)

➤ **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio reading

#### UNIT V

9hrs

#### **Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Planifier des vacances, parler des concours, du sport, du temps qu'il fait, s'exprimer au comparatif
- Poème le son « yu », répétition d'énonces, lire de noms de quelques villes
- Activités de vacances, mots de localisation, plan de Paris, le climat et l'écologie, un concours international, les saisons
- Adjectifs de couleur, nombres ordinaux, quelques verbes irréguliers,
- 3 temps autour du présent « de » et « a » et des verbes. Différentes formes du négatif, « il fait » le comparaient le superlatif absolu
- Auberges de jeunesse, vacance, plan de Parise arrondissements quelques monuments parisiens, tourisme fluvial français

➤ **Clip audios :** Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)

➤ **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercices ,6 audio Reading compositions& 4 tests).

**TOTAL HOURS : 45**

#### **Reference Books :**

1. **Parlez-vous français?Partie 1** - Dr.M.Chandrika.V.Unni &Mrs. Meena Mathews 2019 by Universal publisher
2. **CLE INTERNATIONAL** Lectures Clé en français facile. (2012) Hachette Paris
3. **Cosmopolite:** Livre de eleve A1 by Nathalie Hirsch sprung, Tony Tricot, Claude Le Ninan
4. **Latitudes-1** by Régine Mérieux & Yves l'oiseau, Didier 2017
5. **Alter Ego 1** - Catherine Dolez, Sylvie Pons : (2014) Hachette, Paris



Dr. M.G.R. Educational and Research Institute (Deemed to be University)  
Department of Financial Planning  
2022 Regulations

Subject Code: HBHI22002	Subject Name: LANGUAGE ( <b>HINDI II</b> )	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Knowledge of Hindi	3	3	0	0	TY

L : Lecture, T : Tutorial,SLr : Supervised Learning, P: Project, R : Research, C : Credits, T/L/ETL :Theory / Lab / Embedded Theory and Lab

**OBJECTIVES**

- 1.To Understand the Ancient Hindi plays and its aspects.
- 2.To understand the medieval stories and well known novels
- 3.To know the techniques in writing Annotation and Translation

**COURSE OUTCOMES (Cos)**

Students completing this course were able to

<b>CO1</b>	Introduce students to the real world situation with the help of Plays and stories written by various poets and writers.
<b>CO2</b>	Understand the Literature in broader areas than merely confined to the subject
<b>CO3</b>	Evaluate the concept of Hindi from past to present and to study the society closely through Literature.
<b>CO4</b>	Make the best use of Hindi language in various streams.
<b>CO5</b>	Helps in their Career acquiring knowledge in a language

**Mapping of Course Outcome with Program Outcome (POs)**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	2	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	3	2	3	3	3	2
<b>CO3</b>	3	3	2	3	3	3	3	3	2
<b>CO4</b>	2	3	3	3	3	2	2	3	3
<b>CO5</b>	3	3	3	3	3	2	2	3	3

**3/2/1** Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Basic Science	Engg.Science	Humanities &social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships /Skill component	Inter disciplinary
			√						

Subject Code:	Subject Name:	C	L	T/SLr	P/R	TY / LB/ ETP/IE
HBHI22002	LANGUAGE (HINDI II)					
	Prerequisite : Knowledge of Hindi	3	3	0	0	TY

**UNIT – I One Act Play – novel and translation of hindi language) 9 hours**

1. Auranzeb ki AakhiriRaat
2. Mukthidhan
3. Practice of AnnotationWriting
4. Practice of Summary and Literary evaluationWriting

**UNIT – II One Act Play – novel and translation of hindi language) 9 hours**

1. Laksmi kaSwagat
2. Mithayeewala
3. Practice of AnnotationWriting
4. Practice of Summary and Literary evaluationWriting

**UNIT-III One Act Play – novel and translation of hindi language) 9 hours**

1. Basant Ritu kaNatak
2. Seb Aur Dev
3. Practice of AnnotationWriting
4. Practice of Summary and Literary evaluationWriting

**UNIT-IV One Act Play – novel and translation of hindi language) 9 hours**

1. Bahut BadaSawal
2. Vivah ki TeenKathayen
3. Practice of AnnotationWriting
4. Practice of Summary and Literary evaluationWriting

**UNIT-V(Translation of Hindi Lanaguage to 9 hours**

**English language-paragraph, technical terms)**

1. Translation Practice. (English to Hindi)

**TOTAL HOURS : 45**

**REFERENCE:**

1. Aath Ekanki, Edited by Devendra Raj Ankur, Mahesh Anand  
Vaani prakashan, 4695, 21- A Dariyagunj, New Delhi-110002
2. Swarna Manjari, Edited by Dr.Chitti Annapurna, Rajeshwari Publications  
21/3, Mothilal street, (opp.Ranganthan Street) T.Nagar, Chennai-600017
3. Prayojan Mulak Hindi : Dr.Syed Rahmathullah, Poornima Prakashan,  
4/7, Begum III street, Royapettah, Chennai-14
4. Anuvad Abhyas Part III Dakshin Hindi Prachar Sabha, T.Nagar ,Chennai -17

<b>HBEN22002</b>	<b>LANGUAGE II - ENGLISH II</b> <b>(Common to all UG Courses under H&amp;S)</b>							<b>C</b>	<b>L</b>	<b>T/ S.Lr</b>	<b>P/R</b>	<b>Ty/Lb/ ETP</b>	
	Total contact hours – 45							3	3	0/0	0	<b>Ty</b>	
	Prerequisite – English Language												
	T/L/:Theory/LabL:LectureT:TutorialP:Practical/ProjectR:ResearchC:Credits												
<b>Course Objectives</b>													
<ol style="list-style-type: none"> <li>1. Develop four language skills appropriate to the level of education.</li> <li>2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.</li> <li>3. Express diverse forms of knowledge in different social and cultural contexts.</li> <li>4. Attain a comprehensive knowledge of communication skills to use ethically.</li> <li>5. Develop organized academic and business writing for professional careers.</li> </ol>													
<b>Course Outcomes (COs)</b>													
<ol style="list-style-type: none"> <li>1. Develop four language skills appropriate to the level of education.</li> <li>2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.</li> <li>3. Express diverse forms of knowledge in different social and cultural contexts.</li> <li>4. Attain a comprehensive knowledge of communication skills to use ethically.</li> <li>5. Develop organized academic and business writing for professional careers.</li> </ol>													
<b>Program Specific Outcomes (PSOs)</b>													
<ul style="list-style-type: none"> <li>• Demonstrating mastery of the components of English language and literature.</li> <li>• Explaining through literature in English, diverse historical cultural and social ethics</li> <li>• Applying literary critical perspectives to generate original analysis of literature in English</li> <li>• Promoting cultural values and real-life skills through English language and Literature</li> </ul>													
<b>Mapping of course outcomes (COs) with Program Outcomes (POs) &amp; Program Specific Outcomes</b> (3/2/1 indicates the strength of correlation) 3= High; 2= Medium; 1= Low													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
1	3	3	3	3	3	3	3	1	3	3	3	3	3
2	3	3	3	3	3	3	3	1	3	3	3	3	3
3	3	3	3	3	3	3	3	1	3	3	3	3	3
4	3	3	3	3	3	3	3	1	3	3	3	3	3
5	3	3	3	3	3	3	3	1	3	3	3	3	3
3. Category	H&S	Program core	Program Elective	Open Elective	Interdisciplinary/ Allied	Skill enhancing Elective	Skill component	Practical	Project	Internship	Others		
	√												

<b>HBEN22002</b>	<b>LANGUAGE II - ENGLISH II</b> <b>(Common to all UG Courses under H&amp;S)</b>	<b>C</b>	<b>L</b>	<b>T/ S.Lr</b>	<b>P/R</b>	<b>Ty/Lb/ ETP</b>
	Total contact hours – 45	3	3	0/0	0	Ty
	Prerequisite – English Language					
	T/L/:Theory/LabL:LectureT:TutorialP:Practical/ProjectR:ResearchC:Credits					

**Course Objective**

1. Develop four language skills appropriate to the level of education.
2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.
3. Express diverse forms of knowledge in different social and cultural contexts.
4. Attain a comprehensive knowledge of communication skills to use ethically.
5. Develop organized academic and business writing for professional careers.

**Unit I:**

**9 Hours**

1. All the World's a Stage – William Shakespeare
2. Speech of Barack Obama
3. The Verger- Somerset Maugham

**Unit II:**

**9 Hours**

1. Spider and the Fly - Mary Howitt
2. "They thought that a bullet would silence us, but they failed". - Malala Yousafzai
3. Refund – Fritz Karinthy

**Unit III:**

**9 Hours**

1. Night of the Scorpion-Nissim Ezekiel
2. On Running after one's hat- G.K.Chesterton
3. The Last Leaf – O. Henry

**Unit IV:**

**9 Hours**

1. Polonius Advice to Laertes-William Shakespeare
2. 'We Must Continue to Dream Big': An open letter from Serena Williams
3. The Necklace - Guy de Maupassant

**Unit V:**

**9 Hours**

1. Functional English: Letter Writing (Formal, Informal, Email)
2. Resume
3. Précis
4. Reading Comprehension  
Developing the hints

**Total hours 45**

**Course Outcome: On completion of the course, the students will be able to**

1. Develop four language skills appropriate to the level of education.
2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.
3. Express diverse forms of knowledge in different social and cultural contexts.
4. Attain a comprehensive knowledge of communication skills to use ethically.
5. Develop organized academic and business writing for professional careers.

**Prescribed Text:**

- 'Greatest Speeches of the Modern World', Rupa Publications India, 2018.
- Woudhuysen H.R. 'The Arden Shakespeare third series', the Arden Shakespeare Publishers, 2020.
- Karinthy. Fritz, 'Refund: A Play in One Act', French. Samuel, 1938.
- Simpson H. C & Wilson E. H, 'A Senior Anthology of Poetry', Macmillan Education, 1952.
- O'Brien. Terry, '50 Greatest Short Stories', Rupa Publications India; First Edition, 2015.
- J. C. Richards with J. Hull & S.Proctor, Interchange, Level 3, Cambridge University Press, 2021.
- Mark Hancock, English Pronunciation in Use, CUP, 2016.
- M. Chandrasena Rajeswaran &R. Pushkala, Communication Lab Work book 2022.

**Prescribed Links:**

- <https://www.poetrybyheart.org.uk/poems/the-spider-and-the-fly/Reference>.
- <https://poets.org/poem/unknown-citizen>
- M. Chandrasena Rajeswaran, R. Pushkala & S. Bhuvanewari Pinnacle: A Skills Integrated Text ,2022
- Hancock, Mark, English Pronunciation in Use; Cambridge Univ. Press, 2013
- Dutt, K, Rajeevan, G & Prakash, CLN 2008, *A Course on Communication Skills*, 1st edn, Cambridge University Press, Chennai

Subject Code: <b>HBCS22ID6</b>	Subject Name: <b>ALLIED – II FUNDAMENTALS OF COMPUTER AND INTERNET</b>				<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite: Nil				3	3	0	0	TY
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits									TY/LB/E
TL: Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>• To understand the general scope of the computer system fundamentally.</li> <li>• To interact effectively with the computer.</li> <li>• To know the uses of the basic components of the computer.</li> <li>• To learn the fundamentals of Computer Networks and Internet.</li> <li>• To have knowledge about computer applications and security.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
<b>CO1</b>	Understand the basic concept of computers and their classifications								
<b>CO2</b>	Identify and analyze computer hardware components								
<b>CO3</b>	Identify and analyze computer software and retrieve information and create reports from databases.								
<b>CO4</b>	Use network components and design basic business web pages using current HTML/CSS coding standards.								
<b>CO5</b>	Analyze techniques and applications to determine effective ways of securing, managing and transferring data.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	3	2	2	3	2	3	3	3
<b>CO2</b>	3	2	3	3	3	2	2	2	3
<b>CO3</b>	3	3	2	2	2	3	3	1	2
<b>CO4</b>	2	2	3	3	3	2	2	2	3
<b>CO5</b>	3	3	2	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PS O1</b>			<b>PSO2</b>			<b>PSO3</b>		
<b>CO1</b>	3			1			3		
<b>CO2</b>	2			3			1		
<b>CO3</b>	3			2			1		
<b>CO4</b>	2			3			2		
<b>CO5</b>	3			2			3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/Allied	Skill Component	Practical /Project/internship	Others
						√			

Subject Code: <b>HBCS22ID6</b>	Subject Name: <b>ALLIED – II FUNDAMENTALS OF COMPUTER AND INTERNET</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite: Nil	3	3	0	0	TY

**UNIT: I**

**9 hrs**

**Introduction to Computers** – Basic Computer Architecture - Generation of Computers - Classification of Digital Computer - Anatomy of Digital Computer - Computer types - Basic Applications of Computer - Components of Computer System.

**UNIT: II**

**9 hrs**

**Introduction to Computer Hardware:** Mother board – Processor - Main Memory - Cache Memory - Secondary Storage Devices - Input Devices - Output Devices – Registers – Types of Registers - Instruction and Instruction Sequencing – Instruction Sets.

**UNIT: III**

**9 hrs**

**Introduction to Computer Software:** Programming Languages: Low-Level Language - Assembly Language - Middle Level Language and High Level Language – Compiler – Interpreter – Assembler - Difference between Compiler & Interpreter - Operating Systems - Introduction to Database Management System.

**UNIT: IV**

**9 hrs**

**Introduction to Computer Networks and Internets:** Basic of Computer Networks - WWW and Internet - Search Engines - Understanding URL - Basics of E-Mail - Using E-Mails - Web Design.

**UNIT: V**

**9 hrs**

**Introduction to Computer applications and Security:** Computers at Home, Education, Entertainment, Science, Medicine and Engineering - Introduction to Computer Security - Computer Viruses, Bombs, Worms.

**Total No of Periods : 45**

**TEXT BOOK:**

1. Fundamentals of Information Technology, Alexis Leon And Mathews Leon, Vikas Publishing House Pvt. Ltd, 2<sup>nd</sup> Edition, 2009

**REFERENCE BOOKS:**

1. Fundamentals of Computers and Information Technology, M.N Doja, 2005.

Subject Code: <b>MBFP22003</b>	Subject Name: <b>PRINCIPLES AND ETHICS OF FINANCIAL PLANNING</b>				<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil				4	3	1	0	TY
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To introduce the student the fundamental concepts in Financial Planning.</li> <li>To gain knowledge on factors that affect the financial planning process as well as the regulatory framework of the financial planning industry.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of theoretical and empirical underpinning of professional ethics								
<b>CO2</b>	Understand importance of ethics in in finance and accounting.								
<b>CO3</b>	Apply a sound knowledge of Financial planning based on ethics.								
<b>CO4</b>	Practice standards for a Financial planning								
<b>CO5</b>	Evaluate personal financial statement.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	2	2	1	3	1	2	3
<b>CO3</b>	2	2	3	3	2	3	2	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>	
<b>CO1</b>	3			1		3		1	
<b>CO2</b>	3			1		3		1	
<b>CO3</b>	3			2		3		2	
<b>CO4</b>	3			2		3		2	
<b>CO5</b>	3			2		3		2	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
	✓								

Subject Code: <b>MBFP22003</b>	Subject Name: <b>PRINCIPLES AND ETHICS OF FINANCIAL PLANNING</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	4	3	1	0	TY

**OBJECTIVE:**

1. To introduce the student the fundamental concepts in Financial Planning.
2. To gain knowledge on factors that affect the financial planning process as well as the regulatory framework of the financial planning industry.

**UNIT I**

**12 Hours**

Financial Planning Process: 6 Step Financial Planning Process: Establishing and Defining the Relationship with the Client – Collecting Client’s Information – Analyzing the Client’s Financial Status – Determination of Personal Financial Goals – Developing Financial Planning Recommendations – Implementing the Recommendations – Monitoring and Reviewing the Client’s Situation - Regulatory Environment for Financial Planning – Regulation related to Individuals – Regulation related to Financial Institutions

**UNIT II**

**12 Hours**

Overview of Capital Markets – Market Indices and Parameters – Money Market – Derivatives Market – Foreign Exchange Market – Commodities Market. Debt Management – Purpose of Debt – Long Term Debt vs Short Term Debt – Fixed Rate vs Variable Rate Mortgages – Consumer Loans – Refinancing – Hire Purchase – Credit Cards – Leasing

**UNIT III**

**12 Hours**

Personal Financial Statement & Economic Environment Analysis – Cash Inflows and Outflows – Cash Management – Income and Expenditure Statements – Budgeting and Forecasting – Monitoring budgets and provisions for savings.

**UNIT IV**

**12 Hours**

Behavioural Finance and Investor Psychology – Prospect Theory – Herd Behaviour – Anchoring and Contrarian Investing – Mental Accounting and Gambler’s Fallacy – Value Investing and Behavioural Finance – Emotions in Financial Decision Making – Skewness of Asset Allocation due to Bias – Basic Investment Style and its Drawbacks.

**UNIT V**

**12 Hours**

The Financial Planning Process within a Compliance Framework – Regulations governing Financial Planning and Wealth Management Practice in India – SEBI Investment Advisors Regulations – SEBI Investor Protection Guidelines – RBI Investor Protection Guidelines – PFRDA Investor Protection Guidelines. Code of Ethics of FPSB India – Client First – Integrity – Objectivity – Fairness – Professionalism – Competence – Confidentiality – Diligence FPSB India Rules of Professional Conduct – Practice Standards for a Financial Planning Professional

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Sinha, Madhu Financial Planning : A Ready Reckoner Tata McGraw Hill
2. Mitra, Sid Financial Planning : Theory and Practice SAGE Texts ISBN-10 9351502503 ISBN-13 9351502500
3. Ackert, Lucy Understanding Behavioural Finance SAGE Texts
4. Financial Planning Standards Board India Code of Ethics and Practice Standards]



Subject Code: <b>MBFP22004</b>	Subject Name: <b>RISK MANAGEMENT AND INSURANCE PLANNING</b>				<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil				4	4	0	0	TY
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To familiarize students with the concepts of risk and insurance.</li> <li>To understand insurance requirements and calculate the amount of insurance required from financial planning perspective.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts of risk and insurance planning.								
<b>CO2</b>	Understand the insurable risk and the methods of eliminating risk including the use of insurance.								
<b>CO3</b>	Apply the legal and regulatory aspects of insurance.								
<b>CO4</b>	Analyze insurance pricing and premium calculation								
<b>CO 5</b>	Evaluate life insurance needs for personal and business use.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	2	2	1	3	1	1	3
<b>CO3</b>	3	2	3	3	2	3	2	2	3
<b>CO4</b>	3	3	3	3	3	3	3	2	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>	
<b>CO1</b>	3			2		2		2	
<b>CO2</b>	3			2		3		2	
<b>CO3</b>	3			3		3		3	
<b>CO4</b>	3			3		3		3	
<b>CO5</b>	3			3		3		3	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/internship	Others
	✓								

Subject Code: <b>MBFP22004</b>	Subject Name: <b>RISK MANAGEMENT AND INSURANCE PLANNING</b>	<b>C</b>	<b>L</b>	<b>T/SL</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

1. To familiarize students with the concepts of risk and insurance.
2. To understand insurance requirements and calculate the amount of insurance required from financial planning perspective.

**UNIT I**

**12 Hours**

Introduction to Risk – Perils and Hazards –Types of Risk – Risk Management Techniques – Pooling of Risk – Insurance as a Risk Management Tool – Law of Large Numbers –Insurable Risk – Self-Insurance - Advantages and Disadvantages of Insurance in Risk Management – Difference Between Hedging and Insurance

**UNIT II**

**12 Hours**

Fundamentals Principles of Insurance – Indemnity – Insurable Interest – Utmost Good Faith – Subrogation – Contribution – Proximate Cause - Reinsurance – Risk Control and Risk Financing– Insurance Underwriting – Types of Insurance: Life and Non-Life - Overview of Insurance Sector in India – Regulatory aspects of Insurance and Agency Law – IRDA

**UNIT III**

**12 Hours**

The Insurance Contract – Features of the Insurance Contract – Legal Characteristics of an Insurance Contract – Insurance Policy Documents and their Legal Implications – Terms in an Insurance Contract – Other Provisions of Insurance Contracts

**UNIT IV**

**12 Hours**

Insurance Pricing and Premium Calculation – Rate Making – Analysis and Selection of Insurance Products – Assessment and Identification of Risk Exposure – Analysis of Life Insurance Needs – Calculations of Claim Amount and Other Benefits

**UNIT V**

**12 Hours**

Health Insurance and Accident Insurance – Types of Health Insurance Products – Personal Disability Insurance – Property and Liability Insurance – Other Business Specific Insurance

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Harrington and Niehaus, 'Risk management and Insurance, Tata Mcgraw Hill Publishing, NewDelhi, 3rd Edition, 2010.
2. Trieschman, Hoyt, Sommer, 'Risk management and Insurance, Cengage Learning, 3rd Edition,2011.
3. Mark S. Dorfman, Introduction to Risk management and Insurance, 10th Edition, Prentice hall ofIndia, 2011.
4. Stulz, Risk management and Derivaties, Cengage Learning, 2nd Edition, 2011.
5. Skipper and Kwon, Risk management and Insurance, Blackwell Publishing, 2009.

Subject Code: <b>MBFP22L01</b>	Subject Name: <b>TALLY LAB</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>				
	Prerequisite : Nil	1	0	0	2	LB				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>This course helps students to work with well-known accounting software i.e. Tally</li> <li>Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally software</li> <li>Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of basic concepts in tally									
<b>CO2</b>	Understand the functions of tally.									
<b>CO3</b>	Apply charts and ledgers									
<b>CO4</b>	Analyze multiple stock groups and multiple stock categories									
<b>CO5</b>	Evaluate accounting vouchers									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	2	2	1	3	1	1	3	
<b>CO3</b>	2	2	3	3	1	3	2	2	3	
<b>CO4</b>	3	3	3	3	2	3	2	3	3	
<b>CO5</b>	3	3	3	3	2	3	2	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			1		1		1		
<b>CO2</b>	3			2		2		1		
<b>CO3</b>	3			2		3		2		
<b>CO4</b>	3			2		3		2		
<b>CO5</b>	3			2		3		2		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
<b>Category</b>	<b>Program Core</b>	<b>Program elective</b>	<b>Humanities and social Science</b>	<b>Open Elective</b>	<b>Skill enhancing elective</b>	<b>Inter Disciplinary/ Allied</b>	<b>Skill Component</b>	<b>Practical /Project/intern ship</b>	<b>Others</b>	
								√		

Subject Code: <b>MBFP22L01</b>	Subject Name: <b>TALLYLAB</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	1	0	0	2	LB

**OBJECTIVES:**

1. This course helps students to work with well-known accounting software i.e. Tally
2. Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally software
3. Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market

**Fundamentals of Tally**

- GATEWAY OF TALLY
- Company features-Configuration-getting functions with Tally-creation/setting up of company in Tally

**Accounting masters in Tally**

- Charts of groups- Multiple groups-Ledgers-Multiple ledgers
- LEDGER creation sums.

**Vouchers entries in Tally**

- Introduction –types of vouchers- charts of vouchers-Accounting vouchers- Inventory vouchers-invoicing.
- VOUCHER and INVENTORY entry sums.

**Total No of Hours: 30**

Subject Code: <b>MBFP22IL1</b>	Subject Name: <b>ALLIED LAB – I TAX FILING</b>				<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil				1	0	0	2	LB
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>This course teaches students how to do e-filing and submitting tax returns. To Equip Students with the specialized knowledge in the field of Taxation System.</li> <li>It provides opportunity to learn Indian Taxation System and enhance their skills in the field of Taxation.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of fundamentals of tax filing								
<b>CO2</b>	Understand the importance of filing for tax								
<b>CO3</b>	Apply tax deduction at source.								
<b>CO4</b>	Analyze Tax Deduction at Source for clients.								
<b>CO5</b>	Evaluate tax returns.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	2	1	1	3
<b>CO2</b>	3	1	1	1	1	2	2	2	3
<b>CO3</b>	3	2	2	2	1	3	3	3	3
<b>CO4</b>	3	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	3	2	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>	
<b>CO1</b>	3			2		2		2	
<b>CO2</b>	3			2		2		2	
<b>CO3</b>	3			3		3		2	
<b>CO4</b>	3			3		3		3	
<b>CO5</b>	3			3		3		3	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
								✓	

Subject Code: <b>MBFP22IL1</b>	Subject Name: <b>ALLIED LAB – I TAX FILING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : <b>Nil</b>	1	0	0	2	LB

**OBJECTIVES:**

- This course teaches students how to do e-filing and submitting tax returns. To Equip Students with the specialized knowledge in the field of Taxation System.
- It provides opportunity to learn Indian Taxation System and enhance their skills in the field of Taxation.
  
- **Steps to file income tax return:**
  - Eligibility
  - Required details
  - Types of forms for returns
- **Registration in portal and E-filing of income tax:**
  - Filing of Various Returns of Income for an individual
- **TDS returns filing:**
  - TDS payment and TDS Return Generate TDS Certificate, Revised Return;

**Total No of Hours: 30**

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Subject Code: <b>HBCC22I03</b>	Subject Name: <b>SOFT SKILLS II</b>				<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : <b>UG I year English</b>				1	0	0	2	IE
L : Lecture T : Tutorial S Lr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>Objectives:</b>									
<ol style="list-style-type: none"> <li>1. Cultivate employability skills that they get employed even before they leave the university.</li> <li>2. Build self-esteem and a sense of self-worth to be good team members</li> <li>3. Cultivate empathy to think from others' point of view to be good team leaders.</li> <li>4. Evolve as good global citizens with insights into social and professional ethics.</li> <li>5. Develop life long learning skills to adapt in the multicultural context of workplaces.</li> </ol>									
<b>Course Outcomes (Cos)</b>									
001	Cultivate employability skills that they get employed even before they leave the university								
002	Build self-esteem and a sense of self-worth to be good team members								
003	Cultivate empathy to think from others' point of view to be good team leaders.								
004	Evolve as good global citizens with insights in to social and professional ethics								
005	Develop life long learning skills to adapt in the multicultural context of work places.								
<b>Program Specific Objectives</b>									
PSO1	Understanding of the basic concepts of English language and literature.								
PSO2	Learning through literature in English, diverse historical cultural and social ethics								
PSO3	Application of literary critical perspectives to generate original analysis of literature in English								
PSO4	Promotion of cultural values and real-life skills through English language and literature								
<b>Mapping of course outcomes (COs) with Program Outcomes (POs)</b> (H/M/L indicates the strength of correlation) H=High; M= Medium; L=Low									
COs	POs	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	3	3	3	1	2	2	L	2	3
2	3	3	3	1	2	2	L	2	3
3	3	3	3	1	2	2	L	2	3
4	3	3	3	3	3	2	L	2	3
5	3	3	3	3	3	2	L	2	3
<b>Mapping of course outcomes (Cos) with program Specific outcomes (PSOs)</b>									
COs	PSO1	PSO2	PSO3	PSO4					
CO1	3	2	2	2					
CO2	2	2	2	2					
CO3	3	2	2	2					
CO4	3	2	2	2					
CO5	3	2	2	2					
<b>H/M/L Indicates Strength of Correlation: H-High; M- Medium; L-Low</b>									
Category	Basic Sciences	Engg. Science	Program core	Program Elective	Professional Core	Professional Elective	Open Elective	Practical Project/Seminar/Internship	Soft Skills(H)
	√								√

Subject Code: <b>HBCC22I03</b>	Subject Name: <b>SOFT SKILLS II</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : <b>UG I year English</b>	1	0	0	2	IE

**Prefatory Note**

**30 HOURS**

This paper aims to equip the advanced learners with skills essential for work place and global environment to which they will move on from the university, once they complete the course. As such, it covers a range of indispensable soft skills and values such as, self-esteem, empathy, public relations, positivity, reliability, professionalism, leadership and intercultural communication, interview skills, etc.. Together with the effective English communication in global contexts, these skills, if cultivated and strengthened, can immensely help the students become employable in the multinational companies as good global citizens abiding the social and professional ethics in cross-cultural diversity.

**Course Objective**

The students will be facilitated to

1. Cultivate employability skills that they get employed even before they leave the university.
2. Build self-esteem and a sense of self-worth to be good team members
3. Cultivate empathy to think from others' point of view to be good team leaders.
4. Evolve as good global citizens with insights into social and professional ethics.
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.

**Unit-I**

Conversational skills, Self-esteem skills, empathy, public relations

**Unit-II**

Positivity, reliability, professionalism

**Unit -III** Leadership Problem solving

**Unit -IV**

Intercultural communication skills

Global Manthra: Glocal, Cultural sensitivity, Group behaviour

Cultural intelligence: Low and High context, email and inter cultural communication

**Unit-V**

Group discussion & Interview skills

**Course Outcome**

On completion of the course the students will

1. Cultivate employability skills that they get employed even before they leave the university.
2. Build self-esteem and a sense of self-worth to be good team members
3. Cultivate empathy to think from others' point of view to be good team leaders.
4. Evolve as good global citizens within sights into social and professional ethics.
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.

**Suggested reading**

1. S.P.Dhanavel, English and Soft Skills, Vol.2 Orient Blackswan Pvt.Ltd.2010
2. P.D.Chaturvedi and M. Chaturvedi, Communication Skills, Pearson, 2012



# **SEMESTER III**

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Subject Code: HBMA22ID4	Subject Name: ALLIED – III Financial Statistics				<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite: Higher Secondary Mathematics				3	2	1	0	TY
L : Lecture T : Tutorial C: Credits									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>• To understand the Basic concepts in Statistics</li> <li>• To understand the Basic concepts in Measures of Central Tendency</li> <li>• To understand the Basic concepts in Correlation</li> <li>• To understand the Basic concepts in Index numbers</li> <li>• To understand the Basic concepts in Time series</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
<b>CO1</b>	Understand the basic concepts of Statistics and Data collection								
<b>CO2</b>	Learn how to analyze the Data with various measures of Central Tendency and Dispersion								
<b>CO3</b>	Understand the concept of Correlation and Regression								
<b>CO4</b>	Understand the basic concepts of Index numbers								
<b>CO5</b>	Learn how to analyze the data using Time Series								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	2	3	3	3	2	1	2	3
<b>CO2</b>	3	2	3	3	3	2	1	2	3
<b>CO3</b>	3	2	2	3	2	3	2	1	2
<b>CO4</b>	3	2	3	3	3	2	1	2	2
<b>CO5</b>	2	2	3	2	3	1	1	2	3
<b>COs /PSOs</b>	<b>PSO1</b>		<b>PSO2</b>		<b>PSO3</b>		<b>PSO4</b>		
<b>CO1</b>	1		2		2		3		
<b>CO2</b>	2		2		3		3		
<b>CO3</b>	2		2		3		3		
<b>CO4</b>	1		1		1		2		
<b>CO5</b>	3		2		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Technical Skills	Soft Skills
			√						



Subject Code: <b>MBFP22005</b>		Subject Name: <b>RETIREMENT PLANNING AND EMPLOYEE BENEFITS</b>				<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
		Prerequisite : Nil				3	3	0	0	TY
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To familiarize students with the concepts behind Retirement Planning and the various strategies needed to create a retirement corpus.</li> <li>To familiarize students with the various Employee Benefits schemes that are available for employees in India and to create strategies for implementing such schemes as part of a financial plan.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>		Knowledge of basic concepts in retirement and employee benefit schemes.								
<b>CO2</b>		Understand the fundamentals of retirement planning and employee benefits								
<b>CO3</b>		Apply the knowledge in investing for retirement and utilize employee benefit schemes								
<b>CO4</b>		Analyze the various avenues for investment for retirement								
<b>CO5</b>		Evaluate the management of personal corpus fund in the retirement life cycle								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	1	1	1	3	1	2	3	
<b>CO3</b>	3	2	2	2	3	3	2	3	3	
<b>CO4</b>	3	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		1		1		
<b>CO2</b>	3			2		1		2		
<b>CO3</b>	3			3		2		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
	✓									

Subject Code: <b>MBFP22005</b>	Subject Name: <b>RETIREMENT PLANNING AND EMPLOYEE BENEFITS</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite : Nil	3	3	0	0	TY

**OBJECTIVES:**

1. To familiarize students with the concepts behind Retirement Planning and the various strategies needed to create a retirement corpus.
2. To familiarize students with the various Employee Benefits schemes that are available for employees in India and to create strategies for implementing such schemes as part of a financial plan.

**UNIT – I**

**9 Hours**

Introduction to Retirement Planning – Significance of Retirement Planning – Purpose and Need of Retirement Planning – Role of Financial Planner in Retirement Planning. Life Cycle Analysis– Early earning stage and established earning stage – Stability and Visibility of earning– Pre-retirement phase and Post-retirement phase – Life expectancy vs Retirement age – Early retirements vs Delaying retirement – Post retirement activities and goals – Risk of living longer than expected.

**UNIT – II**

**9 Hours**

Factors in Retirement Planning, Analysis of a Client’s Retirement Needs – Determining Financial Objectives on Retirement Determining Financial Objectives– Estimating household expenses on retirement– Sustainable assets through retirement.

**UNIT – III**

**9 Hours**

Wealth creation factors and principles – Income and savings ratio – Allocation of savings to asset classes – Overall effective yield and effect of taxes – Wealth protection and erosion of wealth. Retirement Planning Strategies – Pre-retirement strategies – Estimation of corpus to be accumulated – Optimization of rate of return – Asset Allocation strategies – Selection of Annuity Products – Post-retirement Strategies – Creation of regular income stream post retirement – Reverse Mortgage – Retrenchment of expenses – Contingency funds. Salary and Bonus – Reimbursement of expenses – Health benefits – Group Insurance – Allowances – LTA – Concessional Loans

**UNIT IV**

**9 Hours**

Superannuation Benefits and Schemes – Gratuity Provisions – Tax Benefits of Superannuation funds – Retirement Benefits – Voluntary Retirement and Death – Leave Encashment – Tax Free Limits. Defined Benefits Plans – Workmen Compensation Scheme – Employees Deposit Linked Insurance Scheme – Applicability and withdrawal norms of defined benefits plans – Taxability of Defined Benefits Plans

**UNIT – V**

**9 Hours**

Defined Contribution Plans – Employees Provident Fund – Employees Pension Scheme– Employees State Insurance – Central Govt Employees Group Insurance Scheme – Applicability and Withdrawal norms of Defined Contribution Plans – Taxability of Defined Contribution Plan

**Total hours: 45 hours**

**REFERENCE BOOKS**

1. Jeff Madura, K. Micheal Casey, Sherry J. Roberts. Personal Financial Literacy, Pearson Publications, 2<sup>nd</sup> edition.
2. Yolles, Ronald M. Getting Started in Retirement Planning John Wiley and Sons
3. Mohapatra, R.K. Retirement Planning Blue Rose Publishers

Subject Code: <b>MBFP22006</b>	Subject Name: <b>VALUATIONS</b>				<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>	
	Prerequisite : Nil				4	4	0	0	TY	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To familiarize and update the students with the basic principles of valuation, and the different techniques used to value investments from a financial planning perspective.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of basic concepts in valuation of companies and investment.									
<b>CO2</b>	Understand the fundamental principles of valuation									
<b>CO3</b>	Apply various asset valuation methods									
<b>CO4</b>	Analyze various techniques used to value investments and business									
<b>CO5</b>	Evaluate value of companies, startups and other assets									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	2	1	1	3	2	2	3	
<b>CO3</b>	2	2	3	2	1	3	2	2	3	
<b>CO4</b>	3	3	3	3	2	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		2		1		
<b>CO2</b>	3			2		2		1		
<b>CO3</b>	3			3		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
	✓									

Subject Code: <b>MBFP22006</b>	Subject Name: <b>VALUATIONS</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : <b>Nil</b>	4	4	0	0	TY

**OBJECTIVE:**

To familiarize and update the students with the basic principles of valuation, and the different techniques used to value investments from a financial planning perspective.

**UNIT – I**

**12 Hours**

Fundamental Principles of Value Creation – Conservation of Value and Role of Risk – Returns on Invested Capital – Growth

**UNIT – II**

**12 Hours**

Discounted Cash Flow Valuation – Relative Valuation – Contingent Claim Valuation

**UNIT – III**

**12 Hours**

Analyzing Performance – Understanding Financial Statements – Asset Measurement and Valuation – Forecasting Performance and Estimating Growth – Risk – Option Pricing – Market Efficiency

**UNIT – IV**

**12 Hours**

Measuring Earnings and Cash flows – Dividend Discount Model – Terminal Value – Firm Valuation – Equity Value per Share – Earnings Multiples – Book Value Multiples – Revenue and Sector Specific Multiples

**UNIT – V**

**12 Hours**

Valuation of Companies – Valuations of Startups – Valuation of Other Assets

**Total No of Hours: 60**

**REFERENCE BOOKS:**

1. Damodaran Aswath Investment Valuation: Tools and Techniques Wiley
2. Damodaran Aswath Damodaran on Valuation Wiley

Subject Code: <b>MBFP22007</b>	Subject Name: <b>FIXED INCOME SECURITIES</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>				
	Prerequisite : Nil	4	4	0	0	TY				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To make students understand the valuation and application of a wide variety of fixed income securities and their derivatives</li> <li>To introduce them to at least one equilibrium model and one no-arbitrage model and to analytical tools used in interest rate modelling and risk management.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of basic concepts in fixed income securities									
<b>CO2</b>	Understand derivatives market and the term structure of interest rates									
<b>CO3</b>	Apply a wide range of fixed income securities									
<b>CO4</b>	Analyze interest rate futures and forward contracts.									
<b>CO5</b>	Evaluate the analytical tools used in valuation of fixed income securities									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	2	2	1	3	2	2	3	
<b>CO3</b>	2	2	3	3	1	3	2	3	3	
<b>CO4</b>	3	3	3	3	2	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		2		2		
<b>CO2</b>	3			2		2		2		
<b>CO3</b>	3			3		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
	✓									



Subject Code: <b>MBFP22007</b>	Subject Name: <b>FIXED INCOME SECURITIES</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

To make students understand the valuation and application of a wide variety of fixed income securities and their derivatives, and to introduce them to at least one equilibrium model and one no-arbitrage model and to analytical tools used in interest rate modeling and risk management.

**UNIT – I** **12 Hours**

Introduction to Fixed Income Securities – Fixed Income Markets – Bond Markets – Money Markets – Asset Backed Securities – Repo Market – Derivatives Market

**UNIT – II** **12 Hours**

Bond Valuation – Discount Factors – Interest Rates – Coupon Bonds – Floating Rate Bonds - Interest Rate Variations – Duration – Interest Risk Management – Asset Liability Management – Convexity – Slope and Curvature

**UNIT – III** **12 Hours**

Interest Rate Derivatives – Forward Rates and Forward Discount Factors – Forward Rate Agreements – Forward Contracts – Interest Rate Swaps – Interest Rate Futures – Options

**UNIT –IV** **12 Hours**

Term Structure Models – Volatility and Distribution – Drift – Gauss and LIBOR Market Models

**UNIT – V** **12 Hours**

Repurchase Agreements and Financing – Corporate Bonds and Credit Default Swaps – Mortgages and Mortgage Backed Securities

**Total No of Hours: 60**

**REFERENCE BOOKS:**

1. Fabozzi, Frank Bond Markets, Analysis and Strategies Pearson
2. Sundaresan, Suresh Fixed Income Markets and their Derivatives Elsevier
3. Veronesi, Pietro Fixed Income Securities Wiley

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Subject Code: <b>MBFP22008</b>	Subject Name: <b>FINANCIAL MANAGEMENT</b>				<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ETP/IE</b>	
	Prerequisite : Nil				4	3	1	0	TY	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>The objective of this course is to acquaint the students regarding financial management tools and techniques in financial decision making.</li> <li>To help maximize the value of money, identifying optimal capital structure, determines the dividend policy, maintenance of working capital.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of basic concepts of leverages and cost of capital.									
<b>CO2</b>	Understand the financial environment within which organizations must operate									
<b>CO3</b>	Apply financial decision making									
<b>CO4</b>	Analyze alternative sources of finance and investment opportunities.									
<b>CO5</b>	Evaluate the financial objectives of various types of organizations									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	2	2	1	3	2	3	3	
<b>CO3</b>	2	2	3	3	3	3	2	3	3	
<b>CO4</b>	3	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			1		1		1		
<b>CO2</b>	3			2		2		2		
<b>CO3</b>	3			3		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
	✓									

Subject Code: <b>MBFP22008</b>	Subject Name: <b>FINANCIAL MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil	4	3	1	0	TY

**OBJECTIVES:**

The objective of this course is to acquaint the students regarding financial management tools and techniques in financial decision making. It to help maximize the value of money, identifying optimal capital structure, determines the dividend policy, maintenance of working capital.

**UNIT I**

**12 Hours**

Meaning, objective and scope - Relationship between management accounting, Cost accounting and financial accounting - Financial statements - Tools for analysis and interpretation.

**UNIT II**

**12 Hours**

Financial planning and control - Break-even analysis - Operating leverage - Cost - volume - Profit analysis.

**UNIT III**

**12 Hours**

Cost of capital - Basic concepts, rational assumptions - Cost of equity capital - Cost of debt - Cost of preference capital - Cost of retained earnings.

**UNIT IV**

**12 Hours**

Capital structure decision of the firm - Composition and sources of long-term funds- Financial leverage - Factors determining funds requirements.

**UNIT V**

**12 Hours**

Financial Information systems

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Financial Management - Prasanna Chandra
2. Khan and Jain - Financial Management
3. Pandey I M - Financial Management
4. Vanhorne - Fundamentals of financial management.

Subject Code: <b>MBFP22L02</b>	Subject Name: <b>SPREADSHEETS FOR FINANCE</b>				<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil				1	0	0	2	LB
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To familiarize students with the use of Spreadsheets for financial calculations, including using various financial functions to prepare financial plans.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts in spreadsheets								
<b>CO2</b>	Understand uses of spreadsheets in business applications								
<b>CO3</b>	Apply various spreadsheet functionalities								
<b>CO4</b>	Analyze data through graphical representation and charts.								
<b>CO5</b>	Evaluate using formulas and functions in real time data.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	2	1	1	3	1	1	3
<b>CO3</b>	2	1	3	2	2	3	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>	
<b>CO1</b>	3			2		1		1	
<b>CO2</b>	3			2		1		2	
<b>CO3</b>	3			3		2		2	
<b>CO4</b>	3			3		3		3	
<b>CO5</b>	3			3		3		3	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
	√								

Subject Code: <b>MBFP22L02</b>	Subject Name: <b>SPREADSHEETS FOR FINANCE</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil	1	0	0	2	LB

**OBJECTIVE:**

1. To familiarize students with the use of Spreadsheets for financial calculations, including using various financial functions to prepare financial plans.

**UNIT – I**

Introduction to Spreadsheets – Cells and Ranges – Navigation – Formatting – Naming Cells and Ranges – Creating Charts - Working with Multiple Workbooks

**UNIT – II**

Absolute and Relative References – R1C1 Notation – Formulas and Functions – Custom Formats– Format Painter – Conditional Formatting – Data Validation

**UNIT – III**

Working with data in spreadsheets - Sorting and Filtering Data – Pivot Tables & Pivot Charts- Working with Text – Functions for Manipulating Text – Recalculating – Creating Macros

**UNIT – IV**

Financial Functions – Creating Financial Models using Spreadsheets – Logical Functions Lookup Functions – Dynamic Charts – Goal Seek Function

**UNIT V**

Creating different models – Valuation of Stocks – Valuation of Bonds – Bond Yields – Dividend Valuation – Free Cash Flow – Residual Income – EVA – Claims Valuation – Options Analysis – Regression Analysis – Scatter Plots and Trend Lines – ANOVA tables – 2 variable regression analysis

**Total hours: 30**

**REFERENCE BOOKS**

1. Fairhurst, Daniel Stein Using Excel for Business Analysis Wiley ISBN-10: 1119062462, ISBN-13: 978-1119062462
2. Day, Alastair Mastering Financial Modelling in Microsoft Excel Pearson ISBN-10: 0273772252, ISBN-13: 978-0273772255
3. Walkenbach, John Excel Bible Wiley ISBN-10: 8126558946, ISBN-13: 978-8126558940

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Department of Financial Planning  
2022 Regulations

Subject Code: <b>HBCC22I04</b>	Subject Name: <b>Statistical and Numerical Methods Lab</b>			<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>	
	Prerequisite : <b>Higher Secondary Mathematics</b>			2	1	0	2	IE	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>• To understand the Basic concepts in Measures of Central Tendency</li> <li>• To understand the Basic concepts in Correlation and Regression</li> <li>• To understand the methods of solving Algebraic and Transcendental equations</li> <li>• To understand the basic concepts in R Programming language</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
<b>CO1</b>	Understand the basic concepts in Measures of Central Tendency								
<b>CO2</b>	Understand the basic concepts in Correlation and Regression								
<b>CO3</b>	Try to solve Algebraic equations								
<b>CO4</b>	Try to solve system of Linear Equations								
<b>CO5</b>	Learn how to apply R programming to solve Statistical and Numerical problems								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	2	3	3	2	2	1	2	3
<b>CO2</b>	3	2	2	3	3	1	1	2	3
<b>CO3</b>	2	2	3	2	3	2	2	1	2
<b>CO4</b>	3	2	3	3	3	2	1	1	3
<b>CO5</b>	2	2	3	3	2	1	1	2	2
<b>COs /PSOs</b>	<b>PSO1</b>			<b>PSO2</b>		<b>PSO3</b>		<b>PSO4</b>	
<b>CO1</b>	1			1		2		2	
<b>CO2</b>	2			2		2		2	
<b>CO3</b>	1			1		2		2	
<b>CO4</b>	1			2		2		2	
<b>CO5</b>	3			3		3		3	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Skills component	Inter disciplinary
								√	

Subject Code: <b>HBCC22I04</b>	Subject Name: <b>Statistical and Numerical Methods Lab</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : <b>Higher Secondary Mathematics</b>	2	1	0	2	IE

**Common to II yr / III Sem all H&S Programmes**

**UNIT I MEASURES OF CENTRAL TENDENCY & VARIABILITY**

Mean, Median, Mode – Range, Quartile Deviation – Mean Deviation - Standard Deviation

**UNIT II CORRELATION AND REGRESSION**

Correlation Coefficient – Spearman’s Rank Correlation – Linear Regression

**UNIT III SOLUTION OF EQUATIONS**

Solution of Algebraic equations – Method of false position – Iteration method – Newton-Raphson method

**UNIT IV SOLUTION OF LINEAR SYSTEM OF EQUATIONS**

Solution of Linear system of equations – Gauss Elimination method – Gauss-Jordan method .

**UNIT V PROGRAMMING IN R**

Algorithm to find Mean, Median, Mode and Standard Deviation Using R, Algorithm to find Correlation coefficient using R, Algorithm to solve System of Equations.

**Total No. of hours 45**

**References**

- 5) Veerarajan T., *Probability, Statistics and, Random Processes*, Tata McGraw Hill Publishing Co., (2008).
- 6) Gupta S.C., Kapoor V.K., *Fundamentals of Mathematical Statistics*, S.Chand& Co., (2007).
- 7) Sastry S.S., *Introductory Methods of Numerical Analysis*, Prentice Hall of India, (2012).
- 8) Kandasamy P., Thilagavathy, Gunavathy K., *Numerical Methods (Vol.IV)*, S.Chand& Co., (2008).
- 9) Victor A. Bloomfield, *Using R for Numerical Analysis in Science and Engineering*, CRC Press, Taylor & Series Group(2014).

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2022 Regulations

Subject Code: <b>HBCC22I05</b>		Subject Name: <b>Soft Skill III</b>			<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
		Prerequisite : <b>Higher Secondary Mathematics</b>			1	0	0	2	IE
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits Theory / Lab / Embedded Theory and Lab								T/L/ETL :	
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>• To understand the Basic concepts in Logical Reasoning</li> <li>• To understand the Basic concepts in Arithmetical Reasoning</li> <li>• To understand the Basic concepts in Data Interpretation</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
<b>CO1</b>	Understand the basic concepts of Logical Statements and Arguments								
<b>CO2</b>	Understand the concept of Logical conclusions								
<b>CO3</b>	Understand the Basic concepts in Number system								
<b>CO4</b>	Understand the basic concepts of Permutations and Combinations								
<b>CO5</b>	Learn how to analyze the data using Pictorial representation								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	2	3	3	3	2	1	2	3
<b>CO2</b>	2	3	2	3	3	2	1	2	2
<b>CO3</b>	3	2	3	2	3	1	2	1	3
<b>CO4</b>	3	1	2	3	2	3	3	2	2
<b>CO5</b>	3	2	3	2	3	2	1	2	3
<b>COs /PSOs</b>	<b>PSO1</b>		<b>PSO2</b>			<b>PSO3</b>		<b>PSO 4</b>	
<b>CO1</b>	1		1			1		1	
<b>CO2</b>	2		1			1		1	
<b>CO3</b>	2		1			1		1	
<b>CO4</b>	1		2			2		2	
<b>CO5</b>	1		3			3		3	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
<b>Category</b>	<b>Basic Sciences</b>	<b>Engg. Science</b>	<b>Humanities &amp; social Science</b>	<b>Program Core</b>	<b>Program Elective</b>	<b>Open Elective</b>	<b>Practical/Project</b>	<b>Internships/ Skills component</b>	<b>Inter disciplinary</b>
								√	



Subject Code: <b>HBCC22I05</b>	Subject Name: <b>Soft Skill III</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : <b>Higher Secondary Mathematics</b>	1	0	0	2	IE

**Soft Skills III (Qualitative and Quantitative Techniques)  
Common to II yr / III sem (ALL H&S Programmes)**

**UNIT 1 Logical Reasoning I**

Logical Statements – Arguments – Assumptions – Courses of Action.

**UNIT 2 Logical Reasoning II**

Logical conclusions – Deriving conclusions from passages – Theme detection.

**UNIT 3 Arithmetical Reasoning I**

Number system – H.C.F & L.C.M – Problem on ages – Percentage – Profit & Loss – Ratio & Proportion – Partnership.

**UNIT 4 Arithmetical Reasoning II**

Time & Work – Time & Distance – Clocks – Permutations & Combinations – Heights & Distances – Odd man out and Series.

**UNIT 5 Data Interpretation**

Tabulation – Bar graphs – Pie graphs – Line graphs.

**Total hours: 30 hours**

**Reference Book:**

1. R.S.Agarwal, A modern approach to Logical Reasoning, S.Chand& Co., (2017).
2. R.S.Agarwal, A modern approach to Verbal and Non verbal Reasoning, S.Chand& Co., (2017).
3. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations, S.Chand& Co., (2017).
4. A.K.Gupta, Logical and Analytical Reasoning, Ramesh Publishing House, (2014).
5. B.S.Sijwali, Indusijwali, A new approach to Reasoning (Verbal and Non verbal), Arihant Publishers, (2014).

# **SEMESTER IV**

Subject Code: <b>CBCA22ID1</b>	Subject Name: <b>Allied – IV E-Commerce</b>				<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY/LB/ ETP/IE</b>	
	Prerequisite : <b>Nil</b>				3	3	0	0	TY	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits TY/LB/ETL :Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>• To obtain knowledge of Internet hardware associated with E-commerce systems.</li> <li>• Gain knowledge of selected Standard application commonly used in business.</li> <li>• Ability to design, a fundamental E-Business concept.</li> <li>• Gain knowledge of the issues of network security and business-tech protocols.</li> <li>• Introduction to Business graphics – with focus on a dvertising philosophy.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course were able to										
<b>CO1</b>	Ability to effectively integrate IT-based solutions into the user environment.									
<b>CO2</b>	Demonstrate the ability to perform complex data management and analysis.									
<b>CO3</b>	Understand the processes of developing and implementing information systems.									
<b>CO4</b>	Be aware of the ethical, social, and security issues of information systems.									
<b>CO5</b>	Have the knowledge of the different types of management information systems.									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/POs</b>	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>P07</b>	<b>PO8</b>	<b>P09</b>	
<b>CO1</b>	3	2	3	3	3	2	3	3	2	
<b>CO2</b>	2	3	3	1	2	3	1	2	3	
<b>CO3</b>	3	2	2	2	3	3	2	3	3	
<b>CO4</b>	3	3	3	1	1	3	1	1	3	
<b>CO5</b>	2	3	3	3	2	3	3	2	3	
<b>Cos/PSOs</b>	<b>PS01</b>		<b>PS02</b>		<b>PS03</b>			<b>PS04</b>		
<b>CO1</b>	3		3		1			2		
<b>CO2</b>	2		3		2			3		
<b>CO3</b>	3		2		1			3		
<b>CO4</b>	3		3		2			3		
<b>CO5</b>	2		3		3			3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
<b>Category</b>	<b>Program Core</b>	<b>Program elective</b>	<b>Humanities and social Science</b>	<b>Open Elective</b>	<b>Skill enhancing elective</b>	<b>Inter Disciplinary /Allied</b>	<b>Skill Component</b>	<b>Practical /Project/inter nship</b>	<b>Others</b>	
						√				

<b>Subject Code: CBCA22ID1</b>	<b>Subject Name: Allied – IV E-Commerce</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite :Nil	3	3	0	0	TY

**UNIT-I: 9 hours**

Electronic Commerce Framework - Electronic Commerce and Media Convergence - The anatomy of E-Commerce Applications - Electronic Commerce Consumer Applications - Electronic Commerce Organization Applications. Market forces influencing the I-Way - Components of the I-Way - Net work Access Equipment - The Last Mile: Local Roads and Access Ramps - Global Information Distribution Networks - Public Policy issues shaping the Way.

**UNIT-II 9 hours**

Architectural Framework for Electronic Commerce - World Wide Web (WWW) as the Architecture-Web Background: Hypertext Publishing - Technology behind the Web Security and the Web. - Consumer-Oriented Applications – Mercantile models from the consumer’s perspective – Mercantile models from the merchant’s perspective.

**UNIT-III 9 hours**

Types of Electronic Payment systems - Digital token based electronic payment systems - Smart Cards and Electronic Payment Systems - Credit card based electronic Payment Systems - Risk and Electronic Payment Systems - Risk and Electronic Payment Systems - Designing Electronic Payment Systems. Electronic Data Interchange - EDI Applications in business - EDI: Legal, Security and Privacy issues - EDI and electronic Commerce.

**UNIT-IV 9 hours**

Internet information systems - Macroforces and internal commerce - Works flows automation and Co-ordination - Customization and internal commerce - Supply chain commerce system - Making a business case for a document library - Types of digital documents - Issues behind Document infrastructure - Corporate data warehouse.

**UNIT-V 9 hours**

The new age of information - based marketing - Advertising on the internet - Charting the On-Line Marketing process - Market research - search and resource Discovery Paradigms - Information Search and Retrieval - Electronic Commerce Catalogs or directories - Information Filtering - Consumer Data Internet Emerging Tools.

**Total No of periods: 45 hours**

**TEXT BOOKS**

1. Jeffery F.Rayport, Bernard J.Jaworski, “E-Commerce”, TMCH, 2002.
2. P.T. Joseph, “E-commerce – A Managerial Perspective”, PHI, 2003.

**REFERENCE BOOKS:**

- 1.Ravi Kalakota, Andrew Winston, "Frontiers of Electronic Commerce", Pearson Edu., 2003

Subject Code: <b>MBFP22009</b>	Subject Name: <b>INVESTMENT ANALYSIS</b>		<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>		
	Prerequisite : Nil		4	4	0	0	TY		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To teach students the various tools available for analysis of investment options from a financial planning perspective.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
CO1	Knowledge of basic concepts in investments.								
CO2	Understand the nature of different financial assets.								
CO3	Apply different valuation models to evaluate fixed income securities.								
CO4	Analyze various investment standards and regulation in India								
CO5	Evaluate the benefit of avenues for investment analysis.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
CO1	3	1	1	1	1	3	1	1	3
CO2	3	1	2	2	1	3	2	1	3
CO3	3	1	2	2	1	3	2	2	3
CO4	3	2	3	3	2	3	3	3	3
CO5	3	2	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
CO1	3		2		2		3		
CO2	3		2		2		3		
CO3	3		3		3		3		
CO4	3		3		3		3		
CO5	3		3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
	✓								

Subject Code: <b>MBFP22009</b>	Subject Name: <b>INVESTMENT ANALYSIS</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

To teach students the various tools available for analysis of investment options from a financial planning perspective.

**UNIT I**

**12 Hours**

Investment Products and their Applications – Fixed Income Products – Mutual Fund Products – Equity Market – Derivatives and Commodities – FOREX – Real Estate and Other Investments

**UNIT II**

**12 Hours**

Risk Profiling – Types of Investment Risks – Product Profiling in terms of Inherent Risk – Risk Profiling of Investors – Asset Allocation Strategies

**UNIT III**

**12 Hours**

Goal Based Investment Planning – Selection of Investment Products to achieve a Goal – Additional Lumpsum Investments vs Systematic Staggered Investments – Monitoring Progress in Investment Portfolio for Goal Achievement – Addressing Risk Aversion – Avoiding Speculation

**UNIT IV**

**12 Hours**

Regulatory Aspects of Investment Products – RBI Act – SEBI Act – SCR Act – FEMA – Disclosure and Investor Protection Guidelines of SEBI – Grievance Mechanisms, SEBI Ombudsman Regulations – RTI Act – Forward Contracts Regulation Act – SEBI Investment Advisors Regulations

**UNIT V**

**12Hours**

Major Stock Exchanges – Major Commodity Exchanges – Depositories – Primary and Secondary Market Intermediaries – Merchant Bankers - Stock Brokers – IFAs – CFPs.

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Kane, Alex Investments McGraw Hill Education
2. Chandra, Prasanna Investment Analysis and Portfolio Management McGraw Hill Education
3. Cleetus, Regina Sibi and Sasikumr, K Capital Market and Depository System in India New Century Publication

Subject Code: <b>MBFP22010</b>	Subject Name: <b>DERIVATIVES</b>		<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ETP/IE</b>		
	Prerequisite : Nil		4	4	0	0	TY		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To familiarize students with financial derivatives.</li> <li>To make students learn the fundamental concepts related to pricing and hedging of derivative securities and use them for investment and risk management.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts in derivatives market.								
<b>CO2</b>	Understand various derivatives instruments								
<b>CO3</b>	Apply the pricing and valuation of forwards, futures, swaps and options in investment decision								
<b>CO4</b>	Analyze the optimal risk management strategy.								
<b>CO5</b>	Evaluate investment and risk management								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	2	2	1	3	1	1	3
<b>CO3</b>	2	1	2	2	1	3	1	2	3
<b>CO4</b>	3	2	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs/PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>	
<b>CO1</b>	3			2		2		3	
<b>CO2</b>	3			2		2		3	
<b>CO3</b>	3			3		3		3	
<b>CO4</b>	3			3		3		3	
<b>CO5</b>	3			3		3		3	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
<b>Category</b>	<b>Program Core</b>	<b>Program elective</b>	<b>Humanities and social Science</b>	<b>Open Elective</b>	<b>Skill enhancing elective</b>	<b>Inter Disciplinary/ Allied</b>	<b>Skill Component</b>	<b>Practical /Project/inter nship</b>	<b>Others</b>
	√								

Subject Code: <b>MBFP22010</b>	Subject Name: <b>DERIVATIVES</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

1. To familiarize students with financial derivatives.
2. To make students learn the fundamental concepts related to pricing and hedging of derivative securities and use them for investment and risk management.

**UNIT – I**

**12 Hours**

Introduction to Derivative Securities - Role of derivatives market- Types of Derivatives – Financial and Commodity- Participants in derivatives market - Derivatives Markets in India - NSE, Clearing house – role and functions.

**UNIT – II**

**12 Hours**

Forwards and Futures – Markets for Forwards and Futures – Market to Market and margins – Valuing Forward Contracts and the Forward Price – Futures Pricing

**UNIT – III**

**12 Hours**

Options – Pricing of Options – No Arbitrage Restrictions – Put / Call Options – Trading Strategies involving Options

**UNIT – IV**

**12 Hours**

Valuing Derivatives – Binomial model – Black Scholes Model – Monte Carlo Simulation – Volatility Estimation and Implied Volatility

**UNIT – V**

**12 Hours**

Hedging – Delta, Gamma, Vega, Theta and Rho – Delta hedging – Asset Mismatch – Maturity Mismatch – Basis Risk – Minimum variance Hedging – Delta Gamma Hedging using Options – Value at risk

**Total No of Hours: 60**

**REFERENCE BOOKS:**

1. R. Amutham, financial derivatives, himalaya publishing house.
2. Hull, John C Fundamentals of Futures and Options Markets Prentice Hall
3. McDonald Derivatives Markets Pearson



Subject Code: <b>MBFP22IL2</b>	Subject Name: <b>ALLIED LAB – II STOCK MARKET TRADING</b>				<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ETP/IE</b>	
	Prerequisite : Nil				1	1	0	2	LB	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>Understand the procedure involved in buying and selling of shares and debentures through a line and Demat schemes.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of basic concepts in financial market instruments.									
<b>CO2</b>	Understand the process of opening a Demat account									
<b>CO3</b>	Apply the various strategies to trade in a Demat account									
<b>CO4</b>	Analyze the various shares of companies									
<b>CO5</b>	Evaluate best investment options in trading									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	2	2	1	3	1	2	3	
<b>CO3</b>	2	2	2	2	2	3	2	2	3	
<b>CO4</b>	3	2	3	3	2	3	2	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		2		3		
<b>CO2</b>	3			2		2		3		
<b>CO3</b>	3			2		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/internship	Others	
								✓		

Subject Code:	Subject Name:	C	L	T/ SLr	P/R	TY /LB/ ETP/IE
<b>MBFP22IL2</b>	<b>ALLIED LAB – II STOCK MARKET TRADING</b>					
	Prerequisite : Nil	1	1	0	2	LB

**OBJECTIVE:**

- Understand the procedure involved in buying and selling of shares and debentures through a line and Demat schemes.

**Steps in opening a DEMAT ACCOUNT**

- Selecting a Depository Participant
- Filling out the form
- Submission of Documents
- Opening a DEMAT Account
- Complete the E-KYC process
- Verification Procedure
- Signing of the agreement

**Total No of Hours: 30**

Subject Code: <b>MBFP22L03/ MBFP22OL1</b>	Subject Name: <b>INTERVIEW TECHNIQUES</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>				
	Prerequisite : Nil	1	1	0	2	LB				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>This course is designed to improve students' interview skills.</li> <li>Students will create and conduct effective interviews and respond coherently to interview questions in face-to-face settings.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of interviews and responses.									
<b>CO2</b>	Understand types of interviews									
<b>CO3</b>	Apply the interview techniques									
<b>CO4</b>	Analyze various interview questions									
<b>CO5</b>	Evaluate various responses for interviews									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	2	2	2	3	2	1	3	
<b>CO3</b>	3	3	3	3	3	3	3	2	3	
<b>CO4</b>	3	3	3	3	3	3	3	2	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>			<b>PSO 3</b>		<b>PSO 4</b>	
<b>CO1</b>	3			1			1		1	
<b>CO2</b>	3			1			2		1	
<b>CO3</b>	3			1			2		1	
<b>CO4</b>	3			1			2		1	
<b>CO5</b>	3			1			2		1	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
<b>Category</b>	<b>Program Core</b>	<b>Program elective</b>	<b>Humanities and social Science</b>	<b>Open Elective</b>	<b>Skill enhancing elective</b>	<b>Inter Disciplinary/ Allied</b>	<b>Skill Component</b>	<b>Practical /Project/intern ship</b>	<b>Others</b>	
								✓		

Subject Code: <b>MBFP22L03/ MBFP22OL1</b>	Subject Name: <b>INTERVIEW TECHNIQUES</b>	<b>C</b>	<b>L</b>	<b>T/ SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	1	1	0	2	LB

**OBJECTIVES:**

- This course is designed to improve students’ interview skills.
- Students will create and conduct effective interviews and respond coherently to interview questions in face-to-face settings.

**OUTCOMES**

**KNOWLEDGE OF:**

- Types of interviews
- Interview preparation steps and tips
- Stages of an interview
- Common and illegal questions
- Developing effective answers

**TYPES OF INTERVIEWS**

- Structured / non-structured
- One-on-one / panel / group
- Responsive / reactive (stress interview)
- Phone (pre-screening)
- Informational Traditional / Behavioural

**Total hours: 30**

# **SEMESTER V**

Subject Code: <b>MBFP22011</b>	Subject Name: <b>ESTATE PLANNING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>				
	Prerequisite : Nil	4	4	0	0	TY				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To familiarize students with the fundamental concepts in estate planning and to help them create effective estate planning strategies for financial planning.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b> Students completing this course are able to										
<b>CO1</b>	Knowledge of basic concepts in estate planning.									
<b>CO2</b>	Understand recent developments in legal practice in the area of Estate Planning.									
<b>CO3</b>	Apply advanced concepts and terminology in Wills and Estate Planning practice.									
<b>CO4</b>	Analyse specialized technical skills to generate complex ideas									
<b>CO5</b>	Evaluate recent developments in legal practice in the area of Estate Planning.									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	2	1	1	3	
<b>CO2</b>	3	1	2	2	1	2	2	2	3	
<b>CO3</b>	2	2	2	2	2	2	3	3	3	
<b>CO4</b>	3	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		2		3		
<b>CO2</b>	3			2		2		3		
<b>CO3</b>	3			3		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/internship	Others	
	✓									

Subject Code: <b>MBFP22011</b>	Subject Name: <b>ESTATE PLANNING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : <b>Nil</b>	4	4	0	0	TY

**OBJECTIVE:**

- To familiarize students with the fundamental concepts in estate planning and to help them create effective estate planning strategies for financial planning.

**UNIT I**

**12 Hours**

Estate Planning Fundamentals – Purpose and Need of Estate Planning – Risks and Drawbacks Involved in Estate Planning – Hindu and Indian Succession Act – Succession – Testate and Intestate

**UNIT II**

**12 Hours**

Estate Planning Process – Estimation of Value of Estate and Costs of Transfer – Development of Plan of Transfer – Implementation of Estate Transfer Plan

**UNIT III**

**12 Hours**

Methods of Estate Planning – Wills – Trusts – Insurance – Gift – Power of Attorney – Transfer of Property and Partition

**UNIT IV**

**12 Hours**

Indian Trust Act – Classification of Trusts – Characteristics of Trusts – Family Trust vs Wills – Hybrid Trusts – Cancellation and Revocation of Trust – Trust Structure for Efficient Transfer – Tax Efficient Structures – Trust Perpetuities – Trust as Pass-through entity – Direct acquisition of assets – Distributable net income

**UNIT V**

**12 Hours**

Intra family business and Property Transfer – Calculating the value of the family business Transfer of Business and Inter-generation Wealth Transfer – Forms of Property Transfer – Offshore Trusts and Regulatory Requirements – Asset Protection and Creditor Protection Period

**Total No of Hours: 60**

**REFERENCE BOOKS:**

- Aiyar, S Krishnamurthi Commentary on the Indian Trusts Act Universal Law Publishing
- Lakhotia, R N Succession and Tax Planning through Trusts and Wills Vision Books

Subject Code: <b>MBFP22012</b>	Subject Name: <b>PERSONAL INCOME TAX</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>				
	Prerequisite : Nil	4	3	1	0	TY				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To students with a framework to understand the fundamental concepts in personal income tax from a financial planning perspective and to help them learn the various strategies in tax planning.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge fundamentals of taxation.									
<b>CO2</b>	Understand the features of Indian Tax System.									
<b>CO3</b>	Apply knowledge of personal income tax in business.									
<b>CO4</b>	Analyze concepts of various investment products.									
<b>CO5</b>	Evaluate the residency status and tax free income.									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	2	1	1	3	
<b>CO2</b>	3	1	2	2	1	2	1	1	3	
<b>CO3</b>	2	2	2	2	2	2	2	2	3	
<b>CO4</b>	3	3	3	3	2	3	2	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>			
<b>CO1</b>	3		2		3		2			
<b>CO2</b>	3		2		3		2			
<b>CO3</b>	3		2		3		3			
<b>CO4</b>	3		3		3		3			
<b>CO5</b>	3		3		3		3			
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
	✓									



Subject Code: <b>MBFP22012</b>	Subject Name: <b>PERSONAL INCOME TAX</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil	4	3	1	0	TY

**OBJECTIVE:**

To students with a framework to understand the fundamental concepts in personal income tax from a financial planning perspective and to help them learn the various strategies in tax planning.

**UNIT I** **12 Hours**

Features of Indian Tax System – Direct and Indirect Taxes – Indian Direct Tax Structure – IT Act and IT Rules – Tax Compliance Matters – Residency Rules

**UNIT II** **12 Hours**

Taxability of Various Incomes - Salary Income - Income from House Property – Income from Business or Profession – Capital Gains in Transfer of Capital Assets – Income from Residuary Sources and Tax Calculation Rules – Tax Characteristics of Business Forms

**UNIT III** **12 Hours**

Taxation of Financial Products and Financial Transactions – Tax Implications for NRIs – Tax Planning Avenues and Techniques – Tax Planning vs Tax Evasion and Avoidance – Tax Planning vs Tax Management – Deferral of Tax Liability – Maximizations of Exclusions and Credits – Managing Loss Limitations

**UNIT IV** **12 Hours**

Taxability of Financial Products – PPF and Small Savings Schemes – Equity Shares – Equity Transactions – Equity Oriented Products – Debt Products – Income Distribution and Dividends on Various Investment Products – STT and DDT – ULIPS and ULPPS – Annuities, Pension Products and Reverse Mortgage Scheme

**UNIT V** **12 Hours**

Taxation of Financial Transactions – Transaction in nature of Gifts / Prizes / Winnings – Agricultural Income – Cash Payments over a Specified Limit – Dividend and Bonus Stripping Provisions – Shares, MF Schemes including with reinvestment options

**Total No of Hours: 60**

**REFERENCE BOOK:**

1. Singhania, Vinod Students Guide to Income Tax Taxmann Publications
2. Singhania, Vinod Students Guide to Income Tax : Problems and Solutions Taxmann Publications

Subject Code: <b>MBFP22L04</b>	Subject Name: <b>GST LAB</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	1	0	0	2	LB

L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits  
T/L/ETL : Theory / Lab / Embedded Theory and Lab

### OBJECTIVES

- To helps in raising an individual's salary by 15% to 25% on average.
- To increases the number of job opportunities available to individuals.
- To enables individuals to start their own consultancy.
- To helps develop skills of different taxation, finance, and accounting professionals.
- To offers a classroom-environment for better learning along with structured course content.

### COURSE OUTCOMES (Cos)

Students completing this course are able to

<b>CO1</b>	Knowledge of basic concepts
<b>CO2</b>	Understand CGST, SGST and IGST
<b>CO3</b>	Apply GST to account for personal and business income
<b>CO4</b>	Analyse the latest amendments made in connection with indirect taxation
<b>CO5</b>	Evaluate value of transactions related to goods and services tax

### Mapping of Course Outcome with Program Outcome (POs)

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	2	2	1	3	1	1	3
<b>CO3</b>	3	2	2	2	2	3	2	3	3
<b>CO4</b>	3	2	3	3	2	3	2	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3

COs /PSOs	PSO 1	PSO 2	PSO 3	PSO 4
<b>CO1</b>	3	2	3	2
<b>CO2</b>	3	2	3	2
<b>CO3</b>	3	2	3	3
<b>CO4</b>	3	3	3	3
<b>CO5</b>	3	3	3	3

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
								✓	

Subject Code: <b>MBFP22L04</b>	Subject Name: <b>GST LAB</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	1	0	0	2	LB

**OBJECTIVES :**

- To helps in raising an individual’s salary by 15% to 25% on average.
- To increases the number of job opportunities available to individuals.
- To enables individuals to start their own consultancy.
- To helps develop skills of different taxation, finance, and accounting professionals.
- To offers a classroom-environment for better learning along with structured course content.

**Basic of GST,**

- Meaning and scope of supply- Important terms and definitions under Central Goods and Service Tax Act, 2017 and State Goods and Service Tax Act, 2017
- Calculate Goods and Services Tax (GST) sums.
- Purchase And Sale of Goods; Ascertain the GST Liability (SGST/CGST/IGST)-sums.
- Determine the value of supply sums.
- Preparation of creditor and debtor invoice with GST Liability sums.

**Total No of Hours: 30**

Subject Code: HBFL22IXX	Subject Name: <b>FOREIGN LANGUAGE</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	1	0	0	2	IE

### **Foreign Language**

Foreign language is introduced in the curriculum to make the students globally employable. Students should select and register for any one of the foreign languages from the given list. At the end of the course students should be able to read, write and converse the language in the basic level. At the end of the semester the assessment will be done through internal examination by the examiner duly appointed by the head of the department.

S.NO	COURSE CODE	COURSE NAME
1	EBFL22I01/HBFL22I01	FRENCH
2	EBFL22I02/ HBFL22I02	GERMAN
3	EBFL22I03/ HBFL22I03	JAPANESH
4	EBFL22I04/ HBFL22I04	ARABIC
5	EBFL22I05/ HBFL22I05	CHINESE
6	EBFL22I06/HBFL22I06	RUSSIAN
7	EBFL22I07/HBFL22I07	SPANISH

# **SEMESTER VI**

Subject Code	Subject Name : ENVIRONMENTAL STUDIES	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
HBCC22001	Prerequisite : Basic knowledge in Environmental studies	3	3	0	0	TY
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits				T/L/ETL : Theory / Lab / Embedded Theory and Lab		
<b>OBJECTIVES</b>						
<ul style="list-style-type: none"> <li>• To acquire knowledge of the Environment and Ecosystem &amp; Biodiversity</li> <li>• To acquire knowledge of the different types of Environmental pollution</li> <li>• To know more about Natural Resources and social issues and the Environment</li> <li>• To attain familiarity of human population and Environment</li> </ul>						
<b>COURSE OUTCOMES (Cos)</b>						
Students completing this course were able to						
<b>CO1</b>	To know about Environment and Ecosystem & Biodiversity					
<b>CO2</b>	To clearly comprehend air, water, Soil, Marine, Noise, Thermal and Nuclear Pollutions and Solid Waste management and identify the importance of natural resources.					
<b>CO3</b>	To know about the natural resources and environmental problems associated with climate change, global warming, acid rain, ozone layer depletion etc., and explain possible solution.					

<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
Cos/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	1	1	2	1		2	2
CO2	2	1	1	1	2	1		2	2
CO3	2	1	1	1	2	1		2	2
COs/PSOs	PSO1			PSO2			PSO3		PSO4
CO1									
CO2									
CO3									

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Technical Skills	Soft Skills
			√						

Subject Code	Subject Name : ENVIRONMENTAL STUDIES	C	L	T/SLr	P/R	TY / LB/ ETP/IE
HBCC22001	Prerequisite : Basic knowledge in Environmental studies	3	3	0	0	TY

**UNIT I ENVIRONMENT AND ECOSYSTEMS**

**9 Hrs**

Definition, scope and importance of environment – need for public awareness – concept, structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem. Biodiversity at National and local levels – India

**UNIT II ENVIRONMENTAL POLLUTION**

**9 Hrs**

Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Nuclear hazards (g) E-Wastes and causes, effects and control measures

**UNIT III NATURAL RESOURCES**

**9 Hrs**

Forest resources: Use and over-exploitation, deforestation. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems.

**UNIT IV SOCIAL ISSUES AND THE ENVIRONMENT**

**9 Hrs**

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, watershed management – resettlement and rehabilitation of people; its problems and concerns climate change, global warming, acid rain, ozone layer depletion, nuclear accidents ,central and state pollution control boards- Public awareness.

**UNIT V HUMAN POPULATION AND THE ENVIRONMENT**

**9 Hrs**

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV / AIDS – women and child welfare – role of information technology in environment and human health

**Total no of Hours: 45**

**TEXT BOOKS:**

1. Gilbert M.Masters, ‘Introduction to Environmental Engineering and Science’, 2nd edition, Pearson Education (2004).
2. Benny Joseph, ‘Environmental Science and Engineering’, Tata McGrawHill,NewDelhi, (2006).

HBCC22002	Subject Name: <b>ENTREPRENURSHIP DEVELOPMENT</b>	<b>C</b>	<b>L</b>	<b>T/SL r</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Basic knowledge in entrepreneurship development	3	3	0	0	TY

L : Lecture, T : Tutorial, SLr : Supervised Learning, P: Project, R : Research, C : Credits,  
T/L/ETL : Theory / Lab / Embedded Theory and Lab

### OBJECTIVES

1. To enrich the students towards the knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goals of the business.
2. To recognize the value of problem solving, effective business management and entrepreneurial thinking to business development.
3. To identify the key factors and be able to apply the key entrepreneurial process – command and control, calculated risk-taking and opportunity recognition to business development

### COURSE OUTCOMES (Cos)

Students completing this course Will be able to

<b>CO1</b>	Provide information related to entrepreneurship
<b>CO2</b>	Make students state the importance of entrepreneurial development
<b>CO3</b>	State the importance of business idea generations
<b>CO4</b>	Gain knowledge on various EDP organized by Government Sectors
<b>CO5</b>	Provide them the nature of economic development and entrepreneurial growth.

### Mapping of Course Outcome with Program Outcome (POs)

Sem VI	Coursecode:								
	Programme Outcomes(Pos)								
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	2	3	2	3	3	3	3	2	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	2	3	3	2	3	3	3	2
<b>CO4</b>	2	3	2	3	3	3	3	2	3
<b>CO5</b>	3	3	3	3	2	3	2	3	3

### Sem -VI

### Programme Specific Outcomes(PSOs)

Cos	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	2
<b>CO2</b>	2	2	3
<b>CO3</b>	3	3	2
<b>CO4</b>	3	3	3
<b>CO5</b>	3	2	3

### 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Bas ic Scien ces	Engg. Science	Humanities &social Science	Program Core	Program Elective	Open Elective	Practical/Proj ect	Internships/ Skill component	Inter disciplinary
			✓						



HBCC22002	Subject Name: <b>ENTREPRENURSHIP DEVELOPMENT</b>	<b>C</b>	<b>L</b>	<b>T/SL r</b>	<b>P/R</b>	<b>TY/LB/ ETP/IE</b>
	Prerequisite : Basic knowledge in entrepreneurship development	3	3	0	0	TY

**UNIT I: Concept of Entrepreneurship**

**9 Periods**

Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

**UNIT II: Entrepreneurial Development Agencies.**

**9 Periods**

Commercial Banks - District Industries Centre - National Small Industries Corporation Small Industries Development Organisation - Small Industries Service Institute. All India Financial Institutions. SIPCOT and its objectives. MSME Sector and its coverage Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises - Development Organisation (MSME - DO) - Objectives of SIDCO - Functions of Tamil Nadu SIDCO - IRBI and its Role. NABARD and its role in the Rural Development of India - Introduction to Micro Units Development Refinance Agency (MUDRA)

**UNIT III: Project Management**

**9 Periods**

Business idea generation techniques - Identification of Business opportunities – Feasibility study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report- Tools of Appraisal.

**UNIT IV - Entrepreneurial Development Programmes**

**9 Periods**

Entrepreneurial Development Programmes (EDP) - Role, relevance and achievements – Role of Government in organizing EDPs- Critical evaluation

**UNIT V - Economic Development and Entrepreneurial growth**

**9 Periods**

Role of Entrepreneur in Economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic Concentration, Franchising / Dealership - Development of Women Entrepreneurship. Self-help groups and empowerment of Women in India - Financing SHG and their role in Micro-financing. Financial inclusion and its penetration in India, Challenges and Government role in Financial inclusion–Pradhan Mantri Jan-DhanYojana - Six Pillars of Its Mission objectives

**Total no of Hours: 45**

**Books for Study :**

1. Saravanel, P. Entrepreneurial Development, Principles, Policies and Programmes, EssPee Kay Publishing House - 1997, Chennai.
2. Tulsian, P.C & Vishal Pandey, Business Organization and Management, PearsonEducation India, 2002, Delhi.

**Books for Reference :**

1. Janakiram, B, and Rizwana, M, Entrepreneurship Development, Text and Cases, ExcelBooks India, 2011, Delhi.
2. Arun Mittal & Gupta, S.L - Entrepreneurship Development, International Book HousePvt. Ltd, 2011, Mumbai.
3. Anil Kumar, S, Poornima, S, Abraham, K, Jayashree, K - Entrepreneurship Development, Newage International (P) Ltd, 2012, Delhi
4. Gupta C B and Srinivasan NP, Entrepreneurial Development, Sul

<b>Subject Code :</b> HBCC22ET1	<b>Subject Name UNIVERSAL HUMAN VALUES</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	<b>Prerequisite : None</b>	3	2	0	2	ETP

L : Lecture T : Tutorial SLr : Supervised Learning P : Project R : Research C: Credits  
T/L/ETL : Theory / Lab / Embedded Theory and Lab

**OBJECTIVES :**

- Describe meaning, purpose, and relevance of universal human values.
- Understand the importance of values in individual, social, career, and national life.
- Learn from lives of great and successful people who followed and practiced human values and achieved self-actualization.
- Understand and practice professional ethics with the goal for the universal wellness

**COURSE OUTCOMES (Cos) :**

Students completing the course were able to

CO1	Become conscious practitioners of values
CO2	Realize their potential as human beings and conduct themselves properly in the ways of the world.
CO3	Develop integral life skills with values
CO4	Inculcate and practice them consciously to be good human beings.
CO5	Practice professional ethics with the goal for the universal wellness

**Mapping of Course Outcomes with Program Outcomes (POs)**

CO/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2	PSO 3
CO1	2	1	1	1	1	1	1	3	1	1	1	1
CO2	2	2	1	1	1	1	1	3	1	1	1	1
CO3	2	2	1	1	1	1	1	3	1	1	1	1
CO4	2	1	1	1	1	1	1	3	1	1	1	1
CO5	2	1	1	1	1	1	1	3	1	1	1	1

Category	H&S	Program core	Program Elective	Open Elective	Interdisciplina ry/ Allied	Skill enhancing Elective	Skill component	Practical	Project	Internship	Others
		√									

Subject Code : HBCC22ET1	Subject Name UNIVERSAL HUMAN VALUES	C	L	T/SLr	P/R	TY / LB/ ETP/IE
	<b>Prerequisite : None</b>	3	2	0	2	ETP

**UNIT 1 Love and Compassion:**

**9 hours**

Love and its forms: love for self, parents, family, friend, spouse, community, nation, humanity, nature and other beings—living and non-living. Love and compassion and inter-relatedness, Individuals who are remembered in history for love and compassion and what will learners gain if they practice love and compassion. Related activities: Sharing learner's individual and/or group experience(s), community outreach program to manifest love and compassion toward people and nature, Simulated Situations, Case studies

**UNIT 2:**

**9 hours**

Truth and Righteousness: Universal truth, truth as value (artha), truth as fact (satya), veracity, sincerity, honesty among others. Understanding righteousness, Righteousness and dharma, righteousness and propriety, Individuals who are remembered in history for practicing truth and righteousness and what will learners gain if they practice Truth and Righteousness

Sharing learner's individual and/or group experience(s), exercises on ease with truth can be recalled consistently, Simulated Situations, Case studies

**UNIT 3:**

**9 hours**

Non-Violence and Peace; pre-requisites for non-violence- Love, compassion, empathy, and sympathy, Ahimsa as non-violence and non-killing, the impact of practicing non-violence-Peace, harmony and balance, Individuals and organizations that are known for their commitment to non- violence and peace, and what will learners gain if they practice non-violence and work towards peace Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

**UNIT 4:**

**9 hours**

Renunciation (Sacrifice) Tyaga: Renunciation and sacrifice, developing a balance between enjoyment and sacrifice, Bhoga(enjoyment) with tyagabhava and tyaga (Sacrifice) with bhogabhava is the root of all human and literary values, enjoying life and freedom with responsibility and What will learners learn/gain if they practice renunciation and sacrifice Social outreach programs for sharing and caring experience, expressing gratitude, Sharing learner's individual and/or group experience(s), Simulated Situations , Case studies

**UNIT 5:**

**9 hours**

Professional Ethics: Understanding Acceptance of human values and Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Developing Competence in professional ethics and practicing it, to utilize the professional competence for augmenting universal human order and create people friendly eco-friendly identify the scope and characteristics of people friendly and eco-friendly systems for the wellness of the universe as a whole. Exercises to propagate people friendly eco-friendly activities both creative and functional, Brain storming, Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

**Total hours: 45**

**REFERENCES AND SUGGESTED READINGS:**

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010
2. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
3. Basham, A.L. 1954. The Wonder That Was India. London: Picador Press.
4. Basu, D.D. 2015. Workbook on the Constitution of India, Paperback Edition. Nagpur: Lexisnexis.
5. Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram.
6. Joshi, Kireet. 1997. Education for Character Development. Delhi: Dharam Hinduja Centre of Indic Studies.
7. Milton, Rokeach. 1973. The Nature of Human Values. New York: The Free Press.
8. Mookerji, Radha K. 1989. Ancient Indian Education. Delhi: Motilal Banarasidass
9. Saraswati, Swami Satyananda .2008. Asana Pranayama Mudra Bandha. Munger, India: Bihar School of Yoga.

# **SEMESTER VII**

<b>Subject Code : HBCC22003</b>	<b>Subject Name : Research Methodology</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ET P/IE</b>
	<b>Prerequisite : None</b>	3	3	0	0	TY

**L : Lecture T : Tutorial SLr : Supervised Learning P : Project R : Research C: Credits  
T/L/ETL : Theory / Lab / Embedded Theory and Lab**

**OBJECTIVES :**

- Design and formulation of research problem.
- Analyze research related information and statistical methods in research.
- Carry out research problem individually in a perfect scientific method
- Understand the filing patent applications processes, Patent search, and various tools of IPR, Copyright, and Trademarks.

**COURSE OUTCOMES (Cos) : (3 – 5)**

Students completing the course were able to

<b>CO1</b>	Design and Formulation of research problem.
<b>CO2</b>	Analyze research related information and statistical methods in research.
<b>CO3</b>	Carry out research problem individually in a perfect scientific method
<b>CO4</b>	Understand Patent Filing application Process.
<b>CO5</b>	Patent Search and various tools used.

**Mapping of Course Outcomes with Program Outcomes (POs)**

<b>COs/ POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	3	3	3	2	2	3	3	3
<b>CO2</b>	3	2	1	3	3	1	1	1	1
<b>CO3</b>	3	3	2	1	2	2	3	3	3
<b>CO4</b>	3	3	2	2	1	2	2	2	2
<b>CO5</b>	3	3	3	3	3	2	3	3	3
Category	Basic Sciences	Engg.Science	Humanities &social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internship/ Skill component	Inter disciplinary
			□□□□		□□□				

<b>Subject Code : HBCC22003</b>	<b>Subject Name : Research Methodology</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ET P/IE</b>
	<b>Prerequisite : None</b>	3	3	0	0	TY

**Course objective:**

- Learn the meaning of interpretation, techniques of interpretation, precautions is to be taken in interpretation for research process,
- Application of statistical methods in research.
- Learn intellectual property rights and its constituents.

**Unit 1**

**9 hours**

Introduction to research, Definitions and characteristics of research, Types of Research, Research Process, Problem definition, Objectives of Research, Research Questions, Research design, Quantitative vs. Qualitative Approach, Building and Validating Theoretical Models, Exploratory vs. Confirmatory Research, Experimental vs. Theoretical Research, Importance of reasoning in research.

**Unit 2**

**9 hours**

Problem Formulation, Understanding Modeling & Simulation, Literature Review, Referencing, Information Sources, Information Retrieval, Indexing and abstracting services, Citation indexes, Development of Hypothesis, Measurement Systems Analysis, Error Propagation, Validity of experiments, Statistical Design of Experiments, Data/Variable Types & Classification, Data collection, Numerical and Graphical Data Analysis: Sampling, Observation, Interpretation of Results.

**Unit 3 ( This Unit has to be handled by Mathematics Faculty )**

**9 hours**

Statistics: Probability & Sampling distribution, Estimation, Measures of central Tendency, Arithmetic mean, Median, Mode, Standard deviation, Co efficient of variation (Discrete serious and continuous serious), Hypothesis testing & application, Correlation & regression analysis, Orthogonal array, ANOVA, Standard error, Concept of point and interval estimation, Level of significance, Degree of freedom, Analysis of variance, One way and two way classified data, 'F' test.

**Unit 4**

**9 hours**

Preparation of Dissertation and Research Papers, Tables and illustrations, Guidelines for writing the abstract, introduction, methodology, results and discussion, conclusion sections of a manuscript. References, Citation and listing system of documents.

**Unit 5**

**9 hours**

Intellectual property rights (IPR) patents copyrights Trademarks Industrial design geographical indication. Ethics of Research Scientific Misconduct Forms of Scientific Misconduct. Plagiarism, Unscientific practices in thesis work, Ethics in science.

**Total hours: 45**

**Text Book:**

1. K. S. Bordens, and B. B. Abbott, , "Research Design and Methods – A Process Approach", 8th Edition, McGraw Hill, 2011.
2. C. R. Kothari, "Research Methodology – Methods and Techniques", 2nd Edition, New Age International Publishers

Subject Code: <b>MBFP22013</b>	Subject Name: <b>CORPORATE TAXATION</b>				<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil				4	3	1	0	TY
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>The objective of this course is to acquaint the participant with the implications of tax structure and corporate profit planning in operational as well as strategic terms.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts in corporate tax.								
<b>CO2</b>	Understand the framework of tax structure								
<b>CO3</b>	Apply taxation principles in tax planning								
<b>CO4</b>	Analyze special provisions of the government for taxation								
<b>CO5</b>	Evaluate tax planning and financial decisions of sole proprietorship, partnership & company								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	2	2	1	3	1	1	3
<b>CO3</b>	3	2	2	2	2	3	2	3	3
<b>CO4</b>	3	2	3	3	2	3	2	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3		2		3		2		
<b>CO2</b>	3		2		3		2		
<b>CO3</b>	3		2		3		3		
<b>CO4</b>	3		3		3		3		
<b>CO5</b>	3		3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
	√								

Subject Code: <b>MBFP22013</b>	Subject Name: <b>CORPORATE TAXATION</b>					
	Prerequisite : Nil	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
		4	3	1	0	TY

**OBJECTIVES:**

- The objective of this course is to acquaint the participant with the implications of tax structure and corporate profit planning in operational as well as strategic terms.

**UNIT I**

**12 hours**

Basic framework of tax laws in India, Residential status of a Company and incidence of tax, Corporate Tax Planning: meaning, Tax Evasion and Tax Avoidance. Tax Planning & Tax Management

**UNIT II**

**12 hours**

Planning regarding Set off & Carry Forward of Losses and Computation of taxable income of companies, Minimum Alternate Tax, Tax on distributed profits of domestic companies, Tax on dividends and income received from venture capital companies.

**UNIT III**

**12 hours**

Special provisions in respect of newly established undertakings in Free Trade Zones: General and specific conditions, consequence of amalgamation, demerger and sec 10A. Special provisions in respect of newly established undertakings in SEZ's.: conditions, consequence of amalgamation, demerger and sec 10AA. Special provisions in respect of newly established undertakings in 100% EOU's: specific conditions, consequence of amalgamation, demerger, sec 10 B

**UNIT IV**

**12 hours**

Deductions available to undertakings developing infrastructure facility, SEZ, Industrial Park, power generation, Telecommunication, reconstruction of power unit. Deductions in respect of profits and gains of undertakings engaged in development of SEZ. Deductions in respect of certain undertakings in certain special category of states, North-Eastern States. Application of these special conditions

**UNIT V**

**12 hours**

Decision regarding form of organization. Tax Planning regarding form of organization with reference to sole proprietorship, Partnership & Company - Financial Management Decisions: Capital Structure Decisions, regarding Dividend Policy: meaning of dividend and its distribution, DDT and regarding issue of Bonus Shares.

**Total no. of hours: 60**

**References:**

- Income Tax Law and Practice – S. Battacharya
- Direct Taxes Law and Practice



Subject Code: <b>MBFP22014</b>	Subject Name: <b>BEHAVIORAL FINANCE</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil	4	3	1	0	TY

L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits  
T/L/ETL : Theory / Lab / Embedded Theory and Lab

**OBJECTIVES**

- To define investment goals with clarity
- To create equity/investment research reports that guard against biases.
- To trade in assets without being tied down by systematic biases.

**COURSE OUTCOMES (Cos)**

Students completing this course are able to

<b>CO1</b>	Knowledge of various assets and investments.
<b>CO2</b>	Understand investment decision cycle
<b>CO3</b>	Apply various financial theories for investment
<b>CO4</b>	Analyze financial markets and factors affecting investor behavior
<b>CO5</b>	Evaluate risk involved in decision making

**Mapping of Course Outcome with Program Outcome (POs)**

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	2	2	1	3	1	2	3
<b>CO3</b>	2	2	2	2	2	3	2	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3

COs /PSOs	PSO 1	PSO 2	PSO 3	PSO 4
<b>CO1</b>	3	2	3	2
<b>CO2</b>	3	2	3	2
<b>CO3</b>	3	2	3	3
<b>CO4</b>	3	3	3	3
<b>CO5</b>	3	3	3	3

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/internship	Others
	√								

Subject Code: <b>MBFP22014</b>	Subject Name: <b>BEHAVIORAL FINANCE</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil	4	3	1	0	TY

**OBJECTIVE:**

- To define investment goals with clarity
- To create equity/investment research reports that guard against biases.
- To trade in assets without being tied down by systematic biases.

**UNIT I**

**12 hours**

Introduction to Behavioral finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty :Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Representativeness – Anchoring - Exponential discounting - Hyperbolic discounting

**UNIT II**

**12 hours**

Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency.

**UNIT III**

**12 hours**

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.

**UNIT IV**

**12 hours**

Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach to using behavioral factors in corporate decisionmaking. External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance

**UNIT V**

**12 hours**

Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.

**Total no. of hours: 60**

**Reference Books**

- Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves. The Psychology of Investing by John R. ▸
- Understanding Behavioral Finance by Ackert Nofsinger, Pearson Prentice Hall, (4th Edition)
- What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill

Subject Code: <b>MBFP22015</b>	Subject Name: <b>COMMODITIES DERIVATIVES MARKET</b>					<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil					4	3	1	0	TY
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To develop an understanding and appreciation of the critical financial issues facing managers of international firms and international investors in today's increasingly globalized world</li> <li>To develop students' understanding of current issues and use of relevant data in the area of international finance</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of basic concepts of commodity trading									
<b>CO2</b>	Understand the financial issues for international investors									
<b>CO3</b>	Apply knowledge of foreign exchange rates									
<b>CO4</b>	Analyze fundamental parity relations									
<b>CO5</b>	Evaluate risks in economic transactions of international firms									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	1	1	1	3	1	1	3	
<b>CO2</b>	3	1	2	2	1	3	3	3	3	
<b>CO3</b>	2	2	2	2	2	3	3	3	3	
<b>CO4</b>	3	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		3		2		
<b>CO2</b>	3			2		3		2		
<b>CO3</b>	3			2		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/internship	Others	
	√									

Subject Code: <b>MBFP22015</b>	Subject Name: <b>COMMODITIES DERIVATIVES MARKET</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil	4	3	1	0	TY

**OBJECTIVES:**

- To develop an understanding and appreciation of the critical financial issues facing managers of international firms and international investors in today's increasingly globalized world
- To develop students' understanding of current issues and use of relevant data in the area of international finance

**UNIT I**

**12 hours**

Balance of Payments - Structure - Contents of Current, Capital, and Reserve Accounts – Linkages and Impact on Exchange Rates, Capital Markets, & Economy - Understanding BOP structure of a country for Investment and Raising Finance.

**UNIT II**

**12 hours**

Foreign Exchange Markets and Exchange Rate Mathematics: Nature, Functions, Transactions, Participants - Forex Markets in India - Foreign exchange rate determination

**UNIT III**

**12 hours**

Fundamental Parity Relationships and Exchange Rate Forecasting– Purchasing Power Parity, Covered and Uncovered Interest Rate Parity – Influence of these parity relationships - Methods of Forecasting foreign exchange rates and foreign exchange volatility.

**UNIT IV**

**12 hours**

Foreign Exchange Spot and Derivative Market: Spot and Forward Contracts- Cash and Spot Forex Trading, Forward Contracts- Long and Short Forward contract, Foreign Exchange Futures Contract- Option Contracts American and European Currency Options - Option and risk management strategies. Introduction to currency swap.

**UNIT V**

**12 hours**

Foreign Exchange Exposure: Risk, Measurement and Management: Global Firms Foreign exchange exposure - Transaction, economic and translation exposures, potential currency exposure impact on global firms and investor performance - Foreign exchange risk management strategies

**Total no. of hours: 60**

**Reference books:**

1. Foundations of Multinational Financial Management, Alan C. Shapiro & Atulya Sarin John Wiley & Sons, Inc., 6th Edition, 2009 ISBN 13: 978-0-470-12895-4
2. International Financial Management – Siddaiah T, 1/e, Pearson, 2011.
3. International Finance – ImadMoosa, 3/e, Tata McGraw Hill, 2011.

Subject Code: <b>MBFP22L06</b>	Subject Name: <b>Mini Project</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil	2	0	0	4	LB

### **Mini Project**

Students will have an opportunity to expose their knowledge and talent to make an innovative project. Students are supposed to do innovative projects useful to industries/society in the area of relevant field, inter and multi-disciplinary areas, under the guidance of a staff member . They have to prepare a project report and submit to the department.

At the end of the semester Viva-Voce examination will be conducted by the internal Examiner duly appointed by the Head of the department and the students will be evaluated.

Subject Code: <b>MBFP22I01</b>	Subject Name: <b>Internship</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite : Nil	1	0	0	2	IE

### **Internship (UG)**

Students are supposed to undergo internship in related Industries for a minimum period of 15 days cumulatively during the semester. They have to prepare a report on the Internship with a certificate in proof from competent authority in the industry. At the end of the semester Viva-Voce examination will be conducted by the Examiners duly appointed by the Head of the department and the students will be evaluated.

# **SEMESTER VIII**

Subject Code: HBCC22004	Subject Name: <b>START UP STRATAGIES</b>					<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>		
	Prerequisite: Nil					3	3	0	0	TY		
<b>T/L/:Theory/LabL:LectureT:TutorialP:Practical/ProjectR:ResearchC:Credits</b>												
<b>OBJECTIVE:</b> To understand new venture creation opportunities, its resources and requirements for Enterprise Start-up.												
<b>COURSEOUTCOMES(COs):The students will be able to</b>												
<b>CO1</b>	Develop a start-up Enterprise with Big Idea Generation.											
<b>CO2</b>	Analyze start-up capital requirement by analyzing legal factors.											
<b>CO3</b>	Interpret feasibility Analysis towards funding issues.											
<b>CO4</b>	Access growth stages in new venture and reasons for scaling ventures.											
<b>CO5</b>	Evaluate financial stability and decide on expansion possibilities.											
<b>Mapping of Course Outcomes with Program Outcomes(POs)</b>												
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	3	3	2	2	3	3	3	3			
<b>CO2</b>	2	2	3	2	2	3	3	2	2			
<b>CO3</b>	1	2	3	2	1	3	3	3	2			
<b>CO4</b>	1	2	3	2	1	3	3	2	2			
<b>CO5</b>	1	2	3	2	2	3	3	2	2			
<b>1/2/3indicatesStrength ofCorrelation1-High,2-Medium,3-Low</b>												
Category	Basic Sciences	Engg.Sci ence	Humanities &social Science	Program Core	Program Elective	Open Elective	Practical /Project	Internships/ Skill component	Inter disciplinary			
			✓									

<b>Subject Code:</b> HBCC22004	<b>Subject Name: START UP STRATAGIES</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
	Prerequisite: Nil	3	3	0	0	TY

**Unit I: Start-up opportunities:**

**9 hours**

The New Industrial Revolution - The Big Idea -Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of the startup Economy- The Six Forces of Change - The Start-up Equation- The Entrepreneurial Ecosystem- Entrepreneurship in India. Government Initiatives.

**Unit II: Startup Capital Requirements and Legal Environment:**

**9 hours**

Identifying Startup capital Resources requirements- Estimating startup cash requirements- Develop financial assumptions- Constructing a Process Map- Positioning the venture in the value chain- Launch strategy to reduce risks- Startup financing metrics- The Legal Environment- Approval for New Ventures- Taxes or duties payable for new ventures.

**Unit III: Startup Financial Issues: Feasibility Analysis-**

9 hours

The cost and process of raising capital- Unique funding issues of a high- tech ventures – Funding with Equity- Financing with Debt- Funding Startup with bootstrapping- crowd funding- strategic alliances.

**Unit IV: Startup survival and Growth:**

**9 hours**

Stages of growth in a new venture- Growing with the market- Growth within the industry- Venture life patterns- Reasons for new venture failures- preparing for change- Leadership succession. Support for the growth and sustainability of the venture.

**Unit V: Planning for Harvest and Exit:**

**9 hours**

Dealing with Failure: Bankruptcy, Exit Strategies- Selling the Business- Cashing out but staying in being- Going Public (IPO)- Liquidation.

**Total hours: 45 hours**

**Reference Books:**

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning 2016.
2. Anjan Raichaudhuri, Managing New Venture Concepts and Cases, Prentice Hall International 2010.
3. S. R. Bhowmika& M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae Duane, The Startup Equation- A Visual Guidebook for Building your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge,2017.
6. Vijay Sathe, Corporate Entrepreneurship, Ie, Cambridge, 2009



Subject Code: <b>HBCC22005</b>	Subject Name : <b>DIGITAL MARKETING</b>						<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/ R</b>	<b>TY/LB/ETP /IE</b>	
	Prerequisite: Nil						3	3	0	0	TY	
L : Lecture T : Tutorial S. Lr : Supervised Learning P : Project R : Research C: Credits Ty/Lb/ETL : Theory/Lab/Embedded Theory and Lab												
<b>OBJECTIVES :</b>												
<ul style="list-style-type: none"> <li>This course helps the students to understand the fundamental principles of Digital marketing, the past, present and future potential of Digital marketing.</li> <li>At the end of the course students will be able to identify the role of e-marketing in the present context and develop an e-marketing plan with appropriate e-marketing strategies.</li> </ul>												
<b>COURSE OUTCOMES (COs) : ( 3- 5)</b>												
CO1	Understand the concepts and uses of Digital Marketing											
CO2	Develop Strategic Planning for the Market											
CO3	Evaluate the Ethical and Legal Values											
CO4	Predict the Marketing Trends											
<b>Mapping of Course Outcomes with Program Outcomes (POs)</b>												
<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
CO1	3	2	2	1	1	1	3	1	1			
CO2	3	2	1	2	2	2	3	2	1			
CO3	2	2	2	1	2	2	3	3	2			
CO4	2	2	2	3	3	2	3	1	2			
<b>H/M/L indicates Strength of Correlation 3- High, 2- Medium, 1-Low</b>												
Category	Basic Sciences	Engineering Sciences	Humanities and Social Sciences	Program Core	Program Electives	Open Electives	Practical / Project	Internships / Technical Skill	Soft Skills			
			√									

Subject Code: <b>HBCC22005</b>	Subject Name : <b>DIGITAL MARKETING</b>					
	Prerequisite: Nil	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY/LB/ETP/IE</b>
		3	3	0	0	TY

**OBJECTIVES:**

- This course helps the students to understand the fundamental principles of Digital marketing, the past, present and future potential of Digital marketing.
- At the end of the course students will be able to identify the role of e-marketing in the present context and develop an e-marketing plan with appropriate e-marketing strategies.

**UNIT I: INTRODUCTION**

**9 Hrs**

Digital-Marketing Past, Present & Future – Digital-Marketing Landscape, Digital-marketing’s Past - Web 1.0, Digital Marketing Present - Web 2.0, Future -Web 3.0, Strategic Digital-Marketing, and Digital -Business Models – Online Revenue Models, Value Models, and Strategic Digital-Business Models.

**UNIT II: DIGITAL MARKETING PLAN**

**9 Hrs**

Process, Creating a Digital-Marketing Plan, Seven Steps –Situation Analysis, Strategic Planning, Objectives, Digital-Marketing Strategies – Product, Price, Distribution, Communication, Relationship Management; Implementation plan, Budget, Evaluation.

**UNIT III: DIGITAL -MARKETING ENVIRONMENT**

**9 Hrs**

Overview of Digital-Marketing Environment, Global Digital -Markets, Wireless Internet Access, Digital divide, Building inclusive Digital markets, social networking, Ethical and Legal Issues – Overview, Digital Property, Emerging issues.

**UNIT IV: DIGITAL-MARKETING MANAGEMENT**

**9 Hrs**

Online offer – Creating customer value online, Product Benefits, Digital Marketing enhanced product development, Payment options, Pricing Strategies; Internet as distribution, Digital Marketing Communication – Owned Media, Paid media, Earned Media.

**UNIT V: EMERGING TRENDS**

**9 Hrs**

Emerging trends in Digital-marketing, Content Marketing, Social Media Marketing, Email Marketing, Affiliate Marketing, Video Marketing, Mobile Marketing, Interactive advertising, International Online Marketing, Search Engine Marketing, Online Partnership, Viral Marketing, E-CRM, E-Business, E-Tailing.

**Total Hours: 45**

**TEXT BOOK:**

1. Strauss Judy, Frost Raymond (2013), E-Marketing, 7/e; New Delhi: Prentice Hall.

**REFERENCE BOOKS:**

1. Chaffey Dave and Smith PR (2013), E-marketing Excellence: Planning and Optimizing your Digital Marketing; 4/e; Routledge.
2. Ryan Damian, (2014), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 3/e; Kogan Page Limited.

SubjectCode: HBCC22006	SubjectName: <b>INTELLECTUAL PROPERTY RIGHTS AND PATENT.</b>						<b>C</b>	<b>L</b>	<b>T/SL r</b>	<b>P/R</b>	<b>TY/LB/ETP/ IE</b>	
	Prerequisite: Nil						3	3	0	0	TY	
<b>T/L/:Theory/LabL:LectureT:TutorialP:Practical/ProjectR:ResearchC:Credits</b>												
<b>OBJECTIVE: .</b>												
<ol style="list-style-type: none"> <li>To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.</li> <li>To develop expertise in the learners in IPR related issues and sensitize the learners with the emerging issues in IPR and the rationale for the protection of IPR.</li> </ol>												
<b>COURSEOUTCOMES(COs):The students will be able to</b>												
<b>CO1</b>	Imbibe the knowledge of Intellectual Property and its protection through various laws.											
<b>CO2</b>	apply the knowledge of IPR for professional development											
<b>CO3</b>	develop a platform for protection and compliance of Intellectual Property Rights & knowledge											
<b>CO4</b>	create awareness amidst academia and industry of IPR and Copyright compliance											
<b>CO5</b>	deliver the purpose and function of IPR and patenting											
<b>Mapping of Course Outcomes with Program Outcomes(POs)</b>												
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	2	2	2	3	3	2	2			
<b>CO2</b>	3	3	1	2	3	2	2	2	3			
<b>CO3</b>	3	3	2	2	3	3	2	3	2			
<b>CO4</b>	3	3	2	3	2	2	2	1	2			
<b>CO5</b>	3	2	1	2	2	2	3	2	2			
<b>1/2/3indicatesStrength ofCorrelation1-High,2-Medium,3-Low</b>												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Skills component	Inter disciplinary			
								√				
Approval												

<b>SubjectCode:</b> HBCC22006	<b>SubjectName: INTELLECTUAL PROPERTY RIGHTS AND PATENT.</b>	<b>C</b>	<b>L</b>	<b>T/SL r</b>	<b>P/R</b>	<b>TY/LB/ETP/ IE</b>
	Prerequisite: Nil	3	3	0	0	TY

**UNIT – I: 9Hrs**

Introduction to IPRs, Basic concepts and need for Intellectual Property – Meaning and practical aspects of Patents, Copyrights, Geographical Indications, IPR in India and Abroad. Nature of Intellectual Property, Industrial Property, technological Research, Inventions and Innovations – Important examples of IPR.

**UNIT – II: 9Hrs**

Intellectual Property Rights. The IPR tool kit, Patents, the patenting process, Patent cooperation treaties: International Treaties and conventions on IPRs: Trade Related Aspects of Intellectual Property Rights Agreement, Patent Cooperation Treaty, Patent Act of India, Patent Amendment Act, Design Act, Trademark Act, Geographical Indication Act.

**UNIT – III: 9Hrs**

Intellectual Property Protections IPR of Living Species, protecting inventions in biotechnology, protections of traditional knowledge, biopiracy and documenting traditional knowledge, Digital Innovations and Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection. Case studies: The basmati rice issue, revocations of turmeric patent, revocation of neem patent.

**UNIT – IV: 9Hrs**

Exercising and Enforcing of Intellectual Property Rights of an IPR owner, licensing agreements, criteria for patent infringement. Case studies of patent infringement, IPR – contract, unfair competitions and control, provisions in TRIPS,

**UNIT- V: 9Hrs**

Role of Patents in Product Development & Commercialization Recent changes in IPR laws impacting patents and copy rights, intellectual cooperation in the science and allied industry. Patentable and non-patentable research Casestudies.

**Total hours: 45**

**Text book:**

1. Nithyananda, K.V. (2019). Intellectual Property Rights : Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., &Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

**References:**

- 1.P.B. Ganguli, Intellectual Property Rights: Unleashing the Knowledge Economy. Tata Mc Graw Hill, 2001.
- Steve Smith, The Quality Revolution. 1st ed., Jaico Publishing House, 2002.
2. Kompal Bansal and Praishit Bansal. Fundamentals of IPR for Engineers, 1st Edition, BS Publications, 2012.
- 3.Prabhuddha Ganguli. Intellectual Property Rights. 1st Edition, TMH, 2012.
- 4.R Radha Krishnan & S Balasubramanian. Intellectual Property Rights. 1st Edition, Excel Books, 2012.
5. M Ashok Kumar &Mohd. Iqbal Ali. Intellectual Property Rights. 2nd Edition, Serial Publications, 2011.
- VinodV. Scople, Managing Intellectual Property. Prentice Hall of India PvtLtd, 2012.
- 6.Deborah E. Bouchoux. Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets. Cengage Learning, 3rd ed. Edition, 2012.
7. Prabuddha Ganguli. Intellectual Property Rights: Unleashing the Knowledge Economy. McGraw Hill Education, 2011. Edited by Derek Bosworth and Elizabeth Webster.The Management of Intellectual Property. Edward Elgar Publishing Ltd., 2013.
- 8.Wadhera (2004), Intellectual Property Rights, Universal Law Publishing Co.
- 9.Ramappa (2010), Intellectual Property Rights Law in India, Asia Law House

**E-resources:**

- 1.Subramanian, N., &Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
- 2.World Intellectual property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from [https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo\\_pub\\_489.pdf](https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf)

**Reference Journal:**

- 1.Journal of Intellectual Property Rights (JIPR): NISCAIR

**Useful Websites:**

1. Cell for IPR Promotion and Management (<http://cipam.gov.in/>)
2. World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)
3. Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)

<b>SubjectCode:</b> MBFP22L07	<b>SubjectName:</b> Major project	<b>C</b>	<b>L</b>	<b>T/SL</b>	<b>P/R</b>	<b>TY/LB/ETP/</b>
	Prerequisite: Nil	6	0	0	6	<b>IE</b> LB

### **Major Project**

To make the students to make use of the knowledge and skill developed during their four years of study and to apply them for making an innovative product/process for the development of society and industries.

Students are expected to do a Project work either in an Industry or at the University in the field of relevant field /inter-disciplinary /multi-disciplinary area . The work to be carried out in Phase II should be continuation of Phase I. Each student will be allotted a guide based on the area of Project work. In case of industrial Project external guide has to be allotted from Industry. Inter disciplinary/multi-disciplinary project can be done with guidance of relevant department. Monthly reviews will be conducted during the semester to monitor the progress of the project by the project review committee. Students have to submit the Project thesis at the end of the semester and appear for the Project Viva-Voce examination conducted by the examiners duly appointed by the Controller of Examination. In case of industrial project certificate in proof has to be included in the report along with the bonofide certificate.

<b>SubjectCode:</b> MBFP22I02	<b>SubjectName:</b> Research Publication	<b>C</b>	<b>L</b>	<b>T/SL</b>	<b>P/R</b>	<b>TY/LB/ETP/</b>
	Prerequisite: Nil	2	0	0	2	<b>IE</b>

### **Research Publication**

Students are supposed to prepare and publish the article based on his/her area of research in peer reviewed referred journal. Code of research publication ethics should be followed. After publishing the article students should present a seminar in presence of department faculties and PG students. At the end of semester viva examination will be conducted by the examiners appointed by the Head of the department.

Dr. M.G.R. Educational and Research Institute (Deemed to be University)  
Department of Financial Planning  
2022 Regulations

Subject Code: <b>MBFP22E01</b>	Subject Name: <b>PORTFOLIO MANAGEMENT</b>		<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>		
	Prerequisite : Nil		4	4	0	0	TY		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To familiarize students with the latest theories in Portfolio Management.</li> <li>To help students in applying the concepts in managing portfolios of clients from a financial planning perspective.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts of portfolio management.								
<b>CO2</b>	Understand portfolio theory and study various methods								
<b>CO3</b>	Apply investing knowledge in the stock market and building stock portfolios								
<b>CO4</b>	Analyse stock and option valuation models in portfolio management.								
<b>CO5</b>	Evaluate portfolios of clients								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	2	3
<b>CO2</b>	3	1	2	2	1	3	1	2	3
<b>CO3</b>	3	1	3	3	2	3	2	3	3
<b>CO4</b>	3	2	3	3	2	3	3	3	3
<b>CO5</b>	3	2	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>	
<b>CO1</b>	3			2		2		2	
<b>CO2</b>	3			2		2		2	
<b>CO3</b>	3			3		2		3	
<b>CO4</b>	3			3		3		3	
<b>CO5</b>	3			3		3		3	
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
		✓							

Subject Code: <b>MBFP22E01</b>	Subject Name: <b>PORTFOLIO MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

- To familiarize students with the latest theories in Portfolio Management.
- To help students in applying the concepts in managing portfolios of clients from a financial planning perspective.

**UNIT I**

**12 Hours**

Measuring Risk in a Portfolio - Beta and Portfolio Beta – Variance, Semi-Variance and Co-Variance – SD in a Portfolio – Correlation

**UNIT II**

**12 Hours**

Measuring Returns in a Portfolio – Time Weighted Return and Rupee Weighted Returns – HPR and CAGR – YTM YTC and CY – Performance of Stocks – EPS – P/E Ratio – P/B Ratios – DDM – Analysis of Growth – Measurement and Evaluation of Portfolio Performance

**UNIT III**

**12 Hours**

Active Investment Strategies – Dynamic management of Asset Allocation across Classes – Churning of Portfolios – Speculation, Hedging and Arbitrage Strategies – Options and Futures – Market Timing – Value vs Growth

**UNIT IV**

**12 Hours**

Passive Investment Strategies – Buy and Hold – Index Investing – SIP – SWP and STP – VIP

**UNIT V**

**12 Hours**

Investment Portfolio Management – Sharpe, Treynor and Jensen’s Ratio – CAPM – CML – SML – MPT – Monte Carlo Simulation for Portfolio Optimization

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Kane, Alex Investments McGraw Hill Education
2. Chandra, Prasanna Investment Analysis and Portfolio Management McGraw Hill Education



Subject Code: <b>MBFP22E02 / MBFP22OE1</b>	Subject Name: <b>MARKETING OF FINANCIAL SERVICES</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>			
Prerequisite : Nil		4	4	0	0	TY			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To make students understand the concepts in marketing various financial services and products.</li> <li>To understand the difference between Sales and Marketing of Financial services, as well learning to identify target markets, market segmentation, building an effective marketing plan, developing an effective value propositions and a practical strategy to competitively sell financial services.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts of financial services.								
<b>CO2</b>	Understand some of the frameworks and approaches that are helpful in marketing financial services								
<b>CO3</b>	Apply value propositions, products and brands in customers' minds								
<b>CO4</b>	Analyse how segmentation is used to understand and manage customer behaviour								
<b>CO5</b>	Assessing financial services) that add value to consumers and firms								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	1	2	1	3	1	1	3
<b>CO3</b>	3	2	2	2	1	3	2	2	3
<b>CO4</b>	3	2	3	3	2	3	2	3	3
<b>CO5</b>	3	3	3	3	3	3	2	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3		1		1		2		
<b>CO2</b>	3		2		1		2		
<b>CO3</b>	3		2		2		3		
<b>CO4</b>	3		3		2		3		
<b>CO5</b>	3		3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
		√							

Subject Code: <b>MBFP22E02/ MBFP22OE1</b>	Subject Name: <b>MARKETING OF FINANCIAL SERVICES</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

1. To make students understand the concepts in marketing various financial services and products.
2. To understand the difference between Sales and Marketing of Financial services, as well learning to identify target markets, market segmentation, building an effective marketing plan, developing an effective value propositions and a practical strategy to competitively sell financial services.

**UNIT I**

**12 Hours**

Overview of Marketing and Indian Financial Services Industry – Products and Services – Strategic Nature of Marketing and Marketing Orientation – Stakeholder theory and the six markets framework – Problems/Challenges facing in financial services sectors

**UNIT II**

**12 Hours**

Customer buying behavior – Customer attributes relevant to financial services marketing – Customer value – Marketing environment – Competition and Competitive Advantage – Segmentation, targeting and positioning-Role and Methods of conducting marketing Research .

**UNIT III**

**12 Hours**

**Marketing Mix for Financial Services – 7 Ps and 4Cs of Marketing** -Product Management- Product Pricing- Promotion & Distribution Management

**UNIT IV**

**12 Hours**

Marketing strategy- introduction and overview-Strategic Marketing Planning Process – Value Based Marketing – Marketing driven versus market driving – Marketing Management Process.

**UNIT V**

**12 Hours**

Relationship marketing and Customer Service – Analysis of Customer Behaviour and Service Experience - Services Quality: Gaps Model; Measuring and Improving Service Quality; Relationship Management: Defining Customer Relationships; The Basics, External Relationships,Supplier Relations; Internal Relationship -Relationship lifecycle – Measuring Service Quality – Complaint Handling

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Ennew, C and Waite, N. Financial Services Marketing: An International Guide to Principles and Practice Routledge
2. Alder, B and Hoffman, R The Basic Book of Marketing Financial Services

Subject Code: <b>MBFP22E03</b>	Subject Name: <b>FINANCIAL ANALYSIS AND REPORTING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>			
	Prerequisite : Nil	4	4	0	0	TY			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>The main objective of financial analysis and reporting is to facilitate the students to know about the company/industry's financial status, its debt, revenue, expenditure, capital employed, share price, segmental revenue/expenditures.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of fundamentals of financial statements.								
<b>CO2</b>	Understand the types of financial statements.								
<b>CO3</b>	Apply financial analysis techniques to solve problems.								
<b>CO4</b>	Analyses various ratios for business reporting.								
<b>CO5</b>	Evaluate annual reports of companies.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	1	2	1	3	2	1	3
<b>CO3</b>	3	1	2	3	2	3	2	2	3
<b>CO4</b>	3	2	3	3	2	3	2	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3		2		1		1		
<b>CO2</b>	3		2		1		2		
<b>CO3</b>	3		2		2		2		
<b>CO4</b>	3		3		3		3		
<b>CO5</b>	3		3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
		√							

Subject Code: <b>MBFP22E03</b>	Subject Name: <b>FINANCIAL ANALYSIS AND REPORTING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVES:**

The main objective of financial analysis and reporting is to facilitate the students to know about the company/industry's financial status, its debt, revenue, expenditure, capital employed, share price, segmental revenue/expenditures.

**UNIT I**

**12 hrs**

Financial statements- Nature & objectives of Financial Statements, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement - Income Statement - Analyzing the Balance Sheet - Decision making relationship with FS&FSA

**UNIT II**

**12 hrs**

Tools and techniques of financial statement analysis - Types of analysis- Comparative, common-size, trend analysis, Ratio analysis - merits and limitations

**UNIT III**

**12 hrs**

Factors affecting reported income –Classification of income statement analysis-Barriers and measures to overcome objective income statement analysis-Revenue and expenses recognition Techniques used by Management

**UNIT IV**

**12 hrs**

Concept of financial reporting - Annual report: contents, structure, provisions in the company laws, relevant provisions

**UNIT V**

**12 hrs**

Cash flow analysis – Financial analysis and reporting – Fund flow analysis – expanded analysis

**Total hours: 60**

**REFERENCES:**

1. Financial Statement Analysis by K. R. Subramanyam and John Wild, 10e, 2009.
2. Custom edition Financial Reporting and Analysis, compiled by P. Platikanova and G. Bartllori.
3. Financial Statement Analysis and Security Valuation by Stephen Penman, 4e, 2009.

Subject Code: <b>MBFP22E04/ MBFP22OE2</b>	Subject Name: <b>BUSINESS STRATEGY</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>			
Prerequisite : Nil		4	4	0	0	TY			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To develop your reasoning in managerial judgments and help you learn how to assess business risks.</li> <li>To improve your ability to make sound business decisions and achieve effective outcomes.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts in strategic management of business.								
<b>CO2</b>	Understand concepts and research output in the field of strategic management.								
<b>CO3</b>	Apply effective strategy in policy making								
<b>CO4</b>	Analyze a clear understanding of the concepts, tools & techniques used by executives.								
<b>CO5</b>	Evaluate decisions in dynamic business landscape.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	1	2	1	3	1	2	3
<b>CO3</b>	3	2	2	2	2	3	2	2	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3		1		2		2		
<b>CO2</b>	3		1		2		2		
<b>CO3</b>	3		2		3		2		
<b>CO4</b>	3		2		3		3		
<b>CO5</b>	3		2		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
		✓							

Subject Code:	Subject Name:	C	L	T/SLr	P/R	TY /LB/ ETP/IE
<b>MBFP22E04/ MBFP22OE2</b>	<b>BUSINESS STRATEGY</b>					
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

1. To develop your reasoning in managerial judgments and help you learn how to assess business risks.
2. To improve your ability to make sound business decisions and achieve effective outcomes.

**UNIT I**

**12 Hours**

**Introduction to Business Strategy:** Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies

**UNIT II**

**12 Hours**

**Business Policy:** Introduction, Definition of Business Policy, Factors influencing Business Policy, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies

**UNIT III**

**12 Hours**

**Introduction to Strategic Management:** Introduction, Strategic Management – Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management

**UNIT IV**

**12 Hours**

**Strategic Management Process:** Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making

**UNIT V**

**12 Hours**

**Strategic Analysis:** Introduction, Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Understanding environment of business for strategic analysis, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making.

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. Adrian Haberberg and Alison Rieple, The Strategic Management of Organisations, Prentice-Hall, 2001.
2. Robert M Grant, Contemporary Strategy Analysis, 4th Edition, Blackwell, 2002.
3. Garth Saloner, Andrea Shepard and Joel Podolny, Strategic Management, Wiley 2001.
4. Shiv Mathur and Alfred Kenyon, Creating Value, Successful Business Strategies, 2nd Edition Butterworth Heinemann, 2001.
5. David Collis and Cynthia Montgomery, Corporate Strategy –

Subject Code: <b>MBFP22E05</b>	Subject Name: <b>FINANCIAL PLAN CONSTRUCTION</b>		<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>		
	Prerequisite : Nil		4	4	0	0	TY		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>This course is intended to familiarize the students with the methods used to create a financial plan for clients based on various strategies.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts in financial plans.								
<b>CO2</b>	Understand the components of financial plan								
<b>CO3</b>	Apply communication strategies for client engagement								
<b>CO4</b>	Analyse personal financial statement								
<b>CO5</b>	Evaluate financial plan and handling complaints								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	1	2	1	3	1	1	3
<b>CO3</b>	3	3	2	2	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3		2		2		2		
<b>CO2</b>	3		2		2		2		
<b>CO3</b>	3		2		2		2		
<b>CO4</b>	3		3		3		3		
<b>CO5</b>	3		3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
		✓							

Subject Code:	Subject Name:	C	L	T/SLr	P/R	TY / LB/ ETP/IE
<b>MBFP22E05</b>	<b>FINANCIAL PLAN CONSTRUCTION</b>					
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

This course is intended to familiarize the students with the methods used to create a financial plan for clients based on various strategies.

**UNIT – I**

**12 Hours**

Overview of a Financial Plan – Components of a Financial Plan – Professional, Legal and Ethical Requirements

**UNIT – II**

**12 Hours**

Client-Advisor Relationship – Effective Communication Strategies for Client Engagement – Gathering Data, Identifying Goals and Objectives – Risk Profiling – Setting Expectations with Clients

**UNIT – III**

**12 Hours**

Analysis of Personal Financial Statements – Identifying Financial Issues and Financial Reports – Financial Planning Strategy Development

**UNIT – IV**

**12 Hours**

Construction of Financial Plan – Preparing Recommendations – Product Research – Product Selection

**UNIT – V**

**12 Hours**

Financial Plan Implementation – Monitoring of Financial Plan – Identifying Monitoring Parameters – Review of Plan – Handling Complaints –Grievance Redressal Mechanisms

**Total No of Hours: 60**

**REFERENCE BOOKS:**

1. Brandenburg, Matt The Financial Planning Workbook Coventry House Publishing



Subject Code: <b>MBFP22E06</b>	Subject Name: <b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>			
	Prerequisite : Nil	4	4	0	0	TY			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>The course is designed to provide a better understanding of customer relationship management and how it can affect the business.</li> <li>The course covers various aspects of CRM such as business process models and CRM, customer centric business, customer support issues during pre-order, point of order and post-order and case studies in CRM.</li> <li>The course also deals with performance measurement and how CRM determines the effectiveness of business</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge fundamental principles of customer relationship management.								
<b>CO2</b>	Understanding about customer relationship management concepts and frameworks.								
<b>CO3</b>	Apply business communication skills required to work effectively within a marketing team.								
<b>CO4</b>	Analyse and synthesis information and issues, related to customer relationship management.								
<b>CO5</b>	Evaluate, analyse demonstrate and present the salient aspects of CRM implementation or CRM innovation in a work-related environment.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	1	1	1	3	1	1	3
<b>CO2</b>	3	1	1	1	1	3	2	1	3
<b>CO3</b>	3	3	2	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	1		1		1		1		
<b>CO2</b>	1		1		1		1		
<b>CO3</b>	2		2		1		1		
<b>CO4</b>	2		2		2		2		
<b>CO5</b>	2		2		2		2		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
<b>Category</b>	<b>Program Core</b>	<b>Program elective</b>	<b>Humanities and social Science</b>	<b>Open Elective</b>	<b>Skill enhancing elective</b>	<b>Inter Disciplinary/ Allied</b>	<b>Skill Component</b>	<b>Practical /Project/intern ship</b>	<b>Others</b>
		√							

Subject Code: <b>MBFP22E06</b>	Subject Name: <b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/S Lr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	4	4	0	0	TY

**OBJECTIVE:**

The course is designed to provide a better understanding of customer relationship management and how it can affect the business. The course covers various aspects of CRM such as business process models and CRM, customer centric business, customer support issues during pre-order, point of order and post-order and case studies in CRM. The course also deals with performance measurement and how CRM determines the effectiveness of business

**UNIT I**

**12 Hours**

CRM – Definition –Benefits- CRM and SCM- The Role of Internet on CRM- Importance of E-Mail, Internet, Extranet in Maintaining effective CRM.

**UNIT II**

**12 Hours**

Customer Loyalty- Customer Decision making process and Influence – Loyalty ladder Significance of Loyal Customer –Impact of lost Customers.

**UNIT III**

**12 Hours**

Creating Customer Data Base – Process and Approaches to Data Base Marketing – Applications of Data Base Marketing in Relationship Building.

**UNIT IV**

**12 Hours**

CRM and Marketing – Product or Brand Management –CRM and Sales- Field Sales, Tele Sales– Web based Sales CRM and Services – Field Service Customer Service – Professional Service Management.

**UNIT V**

**12 Hours**

BPO and International CRM – Call Centers – Scope of BPO – Emerging new Trends.

**Total No of Hours: 60**

**REFERENCE BOOKS**

1. R.K.Sugandhi, Customer Relationship Management, New Age International Publishers.
2. Jagadish N. Sheth and Arul Parvatiyar, Hand book of Relationship Marketing, Response books, 2002.
3. Daragh O'Reilly, Building Buyer Relationships, Macmillan India Limited 2001.
4. Knapp, A Guide to customer service Skill, Thomson Learning 2001.
5. Gosney, Customer Relationship Management Essentials, Prentice Hall, 2000
6. Ken Burnett, Key Customer Relationship Management, Pearson Education, 2001.
7. Related Websites.

Subject Code: <b>MBFP22SE1</b>	Subject Name: <b>SHARE MARKET OPERATIONS</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>			
	Prerequisite : Nil	3	3	0	0	TY			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab									
<b>OBJECTIVES</b>									
<ul style="list-style-type: none"> <li>To familiarize students with the concepts of risk and insurance.</li> <li>To understand insurance requirements and calculate the amount of insurance required from financial planning perspective.</li> </ul>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course are able to									
<b>CO1</b>	Knowledge of basic concepts in share markets.								
<b>CO2</b>	Understand different components of a financial system and their role								
<b>CO3</b>	Apply methods of issuing share and role of intermediaries in the primary market								
<b>CO4</b>	Analyze the instruments participants and operation of money market								
<b>CO5</b>	Evaluate the recent development in the Indian Financial System								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	1	2	2	1	2	3	3	3
<b>CO2</b>	3	2	3	3	2	2	3	3	3
<b>CO3</b>	2	2	3	3	3	2	2	3	3
<b>CO4</b>	3	3	3	3	3	3	2	3	3
<b>CO5</b>	3	3	3	3	3	3	2	3	3
<b>COs /PSOs</b>	<b>PSO 1</b>		<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3		2		3		2		
<b>CO2</b>	3		2		3		2		
<b>CO3</b>	3		2		3		3		
<b>CO4</b>	3		3		3		3		
<b>CO5</b>	3		3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others
					√				

Subject Code:	Subject Name:	C	L	T/SLr	P/R	TY /LB/ ETP/IE
MBFP22SE1	<b>SHARE MARKET OPERATIONS</b>					
	Prerequisite : Nil	3	3	0	0	TY

**OBJECTIVES:**

1. To explain the meaning and functions of stock exchanges.
2. To highlight the role of SEBI in regulating stock exchanges.
3. To give advantages and limitations of stock exchanges. To discuss the stock exchanges in India.

**UNIT I**

**9 Hours**

Company –Meaning –Definitions –types of companies.

**UNIT II**

**9 Hours**

Share –meaning –types of shares –how to apply for shares – primary market – secondary market –market conditions –bull-bear.

**UNIT III**

**9 Hours**

Stock exchanges in India –NSE, BSE –Sensex Nifty.

**UNIT IV**

**9 Hours**

Investments in shares – Dmat – Trading account on line and off line trading of shares –day trading.

**UNIT V**

**9 Hours**

SEBI –functions – concepts of capital gain dividend –EPS- market capitalization –listed companies – NCFM – PAN –price band –STT – STOP LOSS –Volatility

**Total No of Hours: 45**

**REFERENCE BOOKS**

1. Securities &Portfolio management - PunithavathiPandiyam

Dr. M.G.R. Educational and Research Institute (Deemed to be University)  
Department of Financial Planning  
2022 Regulations

Subject Code: <b>MBFP22SE2</b>	Subject Name: <b>DIGITAL MARKETING TOOLS</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>				
	Prerequisite : Nil	3	3	0	0	TY				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To familiarize students with the concepts of risk and insurance.</li> <li>To understand insurance requirements and calculate the amount of insurance required from financial planning perspective.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Understand ethical choices facing the finance and accounting professions.									
<b>CO2</b>	Analyze theoretical and empirical underpinning of professional ethics in finance and accounting									
<b>CO3</b>	Evaluate personal financial statement									
<b>CO4</b>	Apply a sound knowledge of Financial planning based on ethics									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	2	2	1	2	3	3	3	
<b>CO2</b>	3	2	3	3	2	2	3	3	3	
<b>CO3</b>	2	2	3	3	3	2	2	3	3	
<b>CO4</b>	3	3	3	3	3	3	2	3	3	
<b>CO5</b>	3	3	3	3	3	3	2	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		3		2		
<b>CO2</b>	3			2		3		2		
<b>CO3</b>	3			2		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
					√					

Subject Code: <b>MBFP22SE2</b>	Subject Name: <b>DIGITAL MARKETING TOOLS</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	3	3	0	0	TY

**UNIT I - 9 hours**

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers,

**UNIT II - 9 hours**

The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

**UNIT III - 9 hours**

Terminology used in Digital Marketing, marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Affiliate Marketing, Email Marketing, Mobile Marketing

**UNIT IV - 9 hours**

Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising:- Process & players, Display Advertising Media, Digital metrics

**UNIT V - 9 hours**

Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking

**Total hours: 45**

**REFERENCE:**

1. **Digital Marketing –Kamat and Kamat-Himalaya**
2. **Digital Marketing, S.Gupta, McGraw-Hill**
3. **Digital Marketing, V. Ahuja, Oxford University Press**

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Subject Code: <b>MBFP22SE3</b>	Subject Name: <b>LEADERSHIP AND TEAM BUILDING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>				
	Prerequisite : Nil	3	3	0	0	TY				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To familiarize students with the concepts of risk and insurance.</li> <li>To understand insurance requirements and calculate the amount of insurance required from financial planning perspective.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Knowledge of leadership and team building									
<b>CO2</b>	Understand leadership styles and traits.									
<b>CO3</b>	Apply team building and problem solving.									
<b>CO4</b>	Analyze types of teams.									
<b>CO5</b>	Evaluate team performance through factors affecting it.									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	2	2	1	2	3	3	3	
<b>CO2</b>	3	2	3	3	2	2	3	3	3	
<b>CO3</b>	2	2	3	3	3	2	2	3	3	
<b>CO4</b>	3	3	3	3	3	3	2	3	3	
<b>CO5</b>	3	3	3	3	3	3	2	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		3		2		
<b>CO2</b>	3			2		3		2		
<b>CO3</b>	3			2		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
					√					

Subject Code: <b>MBFP22SE3</b>	Subject Name: <b>LEADERSHIP AND TEAM BUILDING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY /LB/ ETP/IE</b>
	Prerequisite : Nil	3	3	0	0	TY

**Objectives:**

**The objective of this course is to develop an insight and understanding of Leadership Skills and Team Management**

**UNIT I**

**9 hours**

Leadership – Meaning, Concepts of Leadership- Leadership - Role and functions of a leader, Leadership theories and styles, implications for management

**UNIT II**

**9 hours**

Components of Leadership, Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams.

**UNIT III**

**9 hours**

Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.

**UNIT IV**

**9 hours**

Team Building Process: Overview of team; Difference between Groups and Teams. Types of Teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.

**UNIT V**

**9 hours**

Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.

**Total hours: 45**

**References:**

1. Yukl G - Leadership in Organisations (Prentice hall, 7thEd.)
2. Lall& Sharma – Personal Growth Training& Development (ExcelBooks)
3. Radha R. Sharma, Change Management, Tata Mcgraw Hill, New Delhi
4. Stephen P. Robbins, Organization behaviour, Pearson Education, New Delhi



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Subject Code: <b>MBFP22SE4</b>	Subject Name: <b>WEALTH MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>				
	Prerequisite : Nil	3	3	0	0	TY				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory andLab										
<b>OBJECTIVES</b>										
<ul style="list-style-type: none"> <li>To familiarize students with the concepts of risk and insurance.</li> <li>To understand insurance requirements and calculate the amount of insurance required from financial planning perspective.</li> </ul>										
<b>COURSE OUTCOMES (Cos)</b>										
Students completing this course are able to										
<b>CO1</b>	Understand ethical choices facing the finance and accounting professions.									
<b>CO2</b>	Analyze theoretical and empirical underpinning of professional ethics in finance and accounting									
<b>CO3</b>	Evaluate personal financial statement									
<b>CO4</b>	Apply a sound knowledge of Financial planning based on ethics									
<b>Mapping of Course Outcome with Program Outcome (POs)</b>										
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
<b>CO1</b>	3	1	2	2	1	2	3	3	3	
<b>CO2</b>	3	2	3	3	2	2	3	3	3	
<b>CO3</b>	2	2	3	3	3	2	2	3	3	
<b>CO4</b>	3	3	3	3	3	3	2	3	3	
<b>CO5</b>	3	3	3	3	3	3	2	3	3	
<b>COs /PSOs</b>	<b>PSO 1</b>			<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		
<b>CO1</b>	3			2		3		2		
<b>CO2</b>	3			2		3		2		
<b>CO3</b>	3			2		3		3		
<b>CO4</b>	3			3		3		3		
<b>CO5</b>	3			3		3		3		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low										
Category	Program Core	Program elective	Humanities and social Science	Open Elective	Skill enhancing elective	Inter Disciplinary/ Allied	Skill Component	Practical /Project/intern ship	Others	
					√					

Subject Code: <b>MBFP22SE4</b>	Subject Name: <b>WEALTH MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>TY / LB/ ETP/IE</b>
	Prerequisite : Nil	3	3	0	0	TY

**OBJECTIVE:**

To provide an in-depth conceptual and practical guide to domestic and international wealth management for high net worth individuals and families. .

**UNIT – I** **9 Hours**  
Private Banking Industry – Market Segmentation – Service Offerings – Competitive Landscape

**UNIT – II** **9 Hours**  
Setting the Framework for Private Banking –Management Requirements for Wealthy Families

**UNIT – III** **9 Hours**  
Risk Dynamics and Offshore Private Banking – Regulatory Issues – Anti Money Laundering – Investment Strategies

**UNIT – IV** **9 Hours**  
Portfolio Management and Rebalancing – Asset Allocation and Concentration

**UNIT – V** **9 Hours**  
Alternative Investments – Hedge Funds – Private Equity Investments – Commodities – Leveraged Buyouts – Real Estate

**Total No of Hours: 45**

**REFERENCE BOOKS:**

1. Anson, Mark J. P. Handbook of Alternative Assets John Wiley and Sons
2. Rosenbaum, Joshua Investment Banking Wiley
3. Maude, David Global Private Banking and Wealth Management Wiley