



**PSGR
Krishnammal College for Women**



DEPARTMENT OF B COM (AM) & (FS)

CHOICE BASED CREDIT SYSTEM (CBCS)

&

**LEARNING OUTCOME BASED CURRICULAR FRAMEWORK
(LOCF)**

BACHELOR OF COMMERCE WITH ACTUARIAL MANAGEMENT

2023-2026 BATCH



PROGRAMME LEARNING OUTCOME (PLO's)

On the successful completion of the programme the student will be able to:

PLO1. Identify and analyze consequences of events involving risk and uncertainty.

PLO2. Apply appropriate modeling techniques to conduct quantitative risk analysis.

PLO3. Demonstrate understanding the concepts of Financial Mathematics and Applied Mathematics.

PLO4. Have keen analytical, project management and problem solving skills

PLO5. Be able to work both independently and in collaboration with others.

PLO6. Articulate the need for life-long learning.

PROGRAMME SPECIFIC OUTCOME (PSO's)

The students at the time of graduation will

PSO 1: To enter into a broad range of employment sectors such as Insurance, Finance, and Risk management as Actuary or Actuarial consultant.

PSO 2: To complete Actuarial examinations and other requirements for SOA/COA (The Casualty Actuarial Society and The Society of Actuaries).

PSO 3: To enrich communication, ethical values, team work, professional and leadership skill sets of students.



**BACHELOR OF COMMERCE WITH ACTUARIAL MANAGEMENT
2023 – 2026 BATCH**

Scheme of Examination

(Applicable to students admitted during the academic year 2023- 24 onwards)

Semester	Part	Subject Code	Title of the Paper	CourseType	Instruction Hours	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits	
									CIA	ESE	Total		
I	I	TAM2301A/ HIN2301A/ FRE2301A	Language I Tamil I/ Hindi I/ French I/	Lang	4	58	2	3	25	75	100	3	
	II	ENG2301A	English Paper I	Eng	4	58	2	3	25	75	100	3	
	III	CM23C01	Principles of Accounting	CC	5	73	2	3	25	75	100	3	
			FS23C02	Principles of Marketing	CC	4	58	2	3	25	75	100	3
			AM23C03	Mathematics	CC	6	88	2	3	25	75	100	4
			AM23A01 AM23A02	Allied – Paper – I 1. Business Organization and Management ethics 2. Introduction to Information Technology	GE	5	73	2	3	25	75	100	4
	IV	NME23B1	Basic Tamil I	AEC	2	28	2	-	100	-	100	2	
		NME23A1	Advanced Tamil I										
		NME23ES	Foundation Course I – Introduction to Entrepreneurship	AEC	2	30	-	-	100	-	100		
II	I	TAM2302A/ HIN2302A/ FRE2302A	Language –II Tamil II / Hindi II / French II	Language	4	58	2	3	25	75	100	3	
II	II	ENG2302A	English Paper II	English	4	58	2	3	25	75	100	3	
II	III	CM23C04	Financial Accounting	CC	5	73	2	3	25	75	100	3	
II	III	AM23C05	Principles and Practice of Insurance	CC	5	73	2	3	25	75	100	4	
	III	AM23C06	Basics of Mathematical Statistics	CC	4	58	2	3	25	75	100	4	

	III	AM23A03 AM23A04	Allied Customer relationship management Business Communication	GE	6	88	2	3	25	75	100	4
			** Online course (self- study)	AEC	--	--	--	--	--	--	--	Gr
	IV	NME23B2/ NME23A2	*Foundation Course Basic Tamil II/ Advanced Tamil I - Outside Regular Class Hours	AEC	2	--	--	--	100	--	100	Gr
	V	23PECM1	Professional English for Commerce and Management	AEC	2	25	5	--	100	--	100	2
	VI		Personality Development Programme		--	--	--	--	--	--	--	--
	VI	NM23GAW	General Awareness		Self- Stud y	--	--	Onlin eTest	100	--	100	Gr.

CC – Core Courses

CA – Continuous Assessment

GE – Generic Elective

ESE –End Semester

Examination AEC – Ability Enhancing Course

Examination System

One test for continuous assessment will be conducted on pre-determined dates i.e., commencing on the 50th day from the date of reopening. The Model exam will be conducted after completing 85th working days. Marks for ESE and CA with reference to the maximum for the courses will be as follows

2023-2024 Batch onwards

CA - Question Paper Pattern and distribution of marks UGLanguage and English

Section A	5 x 1 (No choice)	:	5 Marks
Section B	4 x 5 (4 out of 6)	:	20 Marks (250 words)
Section C	2 x 10 (2 out of 3)	:	20 Marks (500 words)
Total	:	45Marks	

UG- Core and Allied - (First 3 Units)

CA Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 3 = 6
One question with a weightage of 5 Marks (Internal Choice at the same CLO level):	:	5 x 3 =15
One question with a weightage of 8 Marks (Internal Choice at the same CLO level):	:	8 x 3 =24
		Total: 45 Marks

End Semester Examination – Question Paper Pattern and Distribution of MarksLanguage and English –

UG

Section A	10 x 1 (10 out of 12)	:	10 Marks
Section B	5 x 5 (5 out of 7)	:	25 Marks (250 words)
Section C	4 x 10 (4 out of 6)	:	40 Marks (600 - 700 words)
Total	:	75 Marks	

UG - Core and Allied courses:

ESE Question Paper Pattern: 5 x 15 = 75 Marks

Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 5=10
One question with a weightage of 5 Marks (Internal Choice at the same CLO level):	:	5 x 5 =25

One question with a weightage of 8 Marks (Internal Choice at the same CLO level): $8 \times 5 = 40$

ESE Question Paper Pattern :(for Accounts Paper) $5 \times 15 = 75$ Marks

Question from each unit comprising of

One question with a weightage of 2 Marks : $2 \times 5 = 10$

One question with a weightage of 5 Marks : $5 \times 5 = 25$

One question with a weightage of 8 Marks (Internal Choice at the same CLO level) : $8 \times 5 = 40$

Continuous Internal Assessment Pattern Theory

I Year UG (23 Batch)

CIA Test : 5 marks (conducted for 45 marks after 50 days)

Model Exam : 7 Marks (Conducted for 75 marks after 85 days (Each Unit 15 Marks))

Seminar/Assignment/Quiz : 5 marks Class

Participation : 5 marks

Attendance : 3 marks

Total : 25 Marks

Part IV

Professional English

The course offered in alignment with TANSICHE norms with 2 credits

Quiz (5x20 Marks) : 100 Marks

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME LEARNING OUTCOMES					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO5
COURSE – CM23C01						
CLO1	S	M	S	M	S	-
CLO2	S	M	S	M	M	-
CLO3	S	M	M	M	M	-
CLO4	S	M	S	M	S	-
COURSE – FS23C02						
CLO1	S	S	M	M	S	-
CLO2	S	S	M	S	M	-
CLO3	S	S	S	M	S	-
CLO4	S	S	M	M	S	-
COURSE – AM23C03						
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S
COURSE – AM23A01						
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L
COURSE – AM23A02						
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S
COURSE – CM23C01						
CLO1	S	M	S	M	S	-
CLO2	S	M	S	M	M	-
CLO3	S	M	M	M	M	-
CLO4	S	M	S	M	S	-
COURSE – FS23C02						
CLO1	S	S	M	M	S	-
CLO2	S	S	M	S	M	-
CLO3	S	S	S	M	S	-
CLO4	S	S	M	M	S	-
COURSE – AM23C03						
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S
COURSE – AM23A01						
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L

COURSE – AM23A02						
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S

COURSE – CM23C01						
CLO1	S	M	S	M	S	-
CLO2	S	M	S	M	M	-
CLO3	S	M	M	M	M	-
CLO4	S	M	S	M	S	-

COURSE – FS23C02						
CLO1	S	S	M	M	S	-
CLO2	S	S	M	S	M	-
CLO3	S	S	S	M	S	-
CLO4	S	S	M	M	S	-

COURSE – AM23C03						
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S

COURSE – AM23A01						
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L

COURSE – AM23A02						
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM23C01	PRINCIPLES OF ACCOUNTING	Theory	73	2	-	3

Preamble

To enable the students to apply the conceptual principles and to develop an expertise in handling accounts of business entities and the consolidation of accounts through appropriate accounting techniques and policies.

Prerequisite

- Basic Knowledge in Financial Statements

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLOS	CLO Statement	Knowledge Level
CLO1	Define the concepts and conventions in accounting.	K1
CLO2	Interpret accounting statement using basic concepts.	K2
CLO3	Apply the procedures of recording transactions and preparation of Reports.	K3
CLO4	Articulate the accounting concepts to interpret the performance of a Firm.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	S	M	S
CLO2	S	M	S	M	M
CLO3	S	M	M	M	M
CLO4	S	M	S	M	S

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14 Hrs)

Basic Accounting Concepts (AS-1) - Rectification of errors - Final Accounts – Bank Reconciliation Statement.

Unit II (14 Hrs)

Average due date - Bills of exchange (trade bills only) - Joint Venture (AS-27).

Unit III (15 Hrs)

Departmental Accounts - Basis for allocation of expenses. Branch Accounts (Dependent Branches - Debtors and Stock & Debtors System - Independent Branches only).

Unit IV (15 Hrs)

Hire purchase Accounts: Default and Repossession - Hire purchase Trading Account - Installment purchase system.

Unit V (15 Hrs)

Depreciation (excluding change in method of depreciation) - Investment Account (AS- 13).

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2021

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13 th ed.
2.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2018
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2016

Skill Components

- Identifying concepts and conventions adopted by a firm in their financial statement.
- Prepare a Bank Reconciliation Statement for the business concern.
- Study a firm's financial statement and present a report on the accounting policies followed.
- To calculate the due date and amount on discounting of bills for a firm.
- Analyzing the financial statement of a hire purchase company and present a report on the collection system.
- Analyse the treatment of depreciation for different firms.

Course Designers

1. Dr.S.Sujatha, Department of Commerce
2. Dr.G.Indrani, Department of Commerce

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
FS23C02	PRINCIPLES OF MARKETING	Theory	58	2	-	3

Preamble

- To integrate the knowledge and skill, to uphold an environment of learning and creativity in the field of marketing and to manage business and equip them to contribute for the emerging challenges of marketing in the upcoming global scenario.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts of marketing and the role of marketing in business and society	K1
CLO2	Explain the modern marketing techniques and discuss how it is used to pursue new marketing opportunities	K2
CLO3	Identify the marketing mix elements and describe the components of market mix.	K3
CLO4	Illustrate the process and new approaches in Industry	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	S
CLO2	S	S	M	S	M

CLO3	S	S	S	M	S
CLO4	S	S	M	M	S

S- Strong; M-Medium; L-Low

SYLLABUS

Unit I (12 Hrs)

Meaning and Definition of Markets & Marketing - Classification of markets, Objectives Difference between Selling and marketing – Approaches in Marketing – Evolution – Concept of Marketing – Marketing system – Functions. Buying, Assembling and Selling – Transportation – Storage and Warehouses - Standardization and Grading - AGMARK-BIS/ISI - Marketing Finance

Unit II (11 Hrs)

Product Mix: Product Planning – Classification of Products – Product Policies – Factors influencing the product mix – Product Life cycle – Management of Product life cycle – Development of new products. Price Mix: Pricing Objectives -Factors affecting Pricing Decision- Kinds of Pricing. Branding- Labelling –Packaging.

Unit III (12 Hrs)

Promotion Mix: Sales Promotion – Objectives – Factors influencing sales promotion – Kinds. Advertising – Objectives – Functions – Advantages – Limitations – Types of Advertising Difference between Advertising and Sales promotion. Physical Distribution Mix: Middlemen in Distribution-Wholesalers-Retailers - Functions – Kinds – Importance.

Unit IV (12 Hrs)

Consumer Behaviour – Consumer Buying Decisions – Characteristics of buyer - Buying Motive. New Approaches in Marketing: Web-Based Marketing-E-Marketing- Multi Level Marketing- Social Media Marketing – Neuro-marketing – Green marketing –Referral marketing Use of Plano gram in marketing.

Unit V (11Hrs)

Introduction to Industry 4.0- Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0. Impact of Industry on Society, Business, Government and People Introduction to 5.0.

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Pillai. R S & Bhagavathy.B	Modern marketing (Principles and Practices)	S.Chand &Co	2019 reprint
2.	P. Kaliraj & T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0		

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr.N.Rajan Nair & Sanjith R.Nair	Marketing	Sultan Chand & Sons	2018reprint
2	Sontakkai. C N	Principles of Marketing	Kalyani publishers,	16 th reprint, 2016
3.	Philip Kotler & Gary Armstrong	Principles of Marketing	Pearson Education Ltd	17 th edition Version 2018.

Skill Components

- Identify different markets and networking of products and describe how the market is segmented
- Find a product of choice and describe the different stages of the product life cycle and how it is positioned
- Study any popular e-commerce website and overview the products and services available.

- Identifying the ethics and green initiative followed in packaging and labeling of a product
- Preparing an advertisement copy for a product

Course Designer

1. Dr.K.Pavithra, Assistant Professor
2. Mrs. M.Shobana, Assistant Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM23C03	MATHEMATICS	Theory	88	2	-	4

Preamble

- To provide students with a solid background of Mathematical constants, Algebra and Matrices.
- To concentrate on understanding the conception of Differentiation and Integration.
- To focus on understanding the concepts, analytical reasoning and developing crucial skills in order to calculate, analyze, interpret and communicate the results clearly.

Course Learning Outcomes

Upon the successful completion of the course students

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the fundamental properties of Mathematical concepts	K1
CLO2	Interpret quadratic equations and manipulate algebraic expressions and complex numbers	K2
CLO3	Illustrate the various Mathematical techniques	K2
CLO4	Identify differential and integral calculus to interpret the physical systems and processes	K3

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	M	S	M	L	S
CLO2	L	M	S	S	L	S
CLO3	M	M	S	S	L	S
CLO4	L	S	S	S	M	S

S- Strong; M-Medium; L-Low

Syllabus

Unit I (17 Hrs)

Mathematical constants and standard functions: Standard functions and graphs- Exponential function- Log function- Powers of x- Transformations- Other functions: Modulus function- Integer part- Max and min- Factorial and gamma functions: Factorial notation- Gamma function – Interpolation and Extrapolation- Iteration .(ActEd Problems only)

Unit II (18 Hrs)

Algebra: Algebraic expressions: Indices- Logarithms- Fractions. Quadratic equations: Solution by factorization- Solution by completing the square- Solution by formula. Simultaneous equations- Inequalities- Arithmetic-geometric mean inequality- Sums and products. Arithmetic and geometric progressions: Formulae- Convergence. Standard summations- Swapping the order of summation- Binomial expansions: Positive powers- Fractional or negative powers. Permutation and combination. (ActEd Problems only)

Unit III (17 Hrs)

Basics of Vectors-Notation and arithmetic- Magnitude- Scalar product. Matrices- Basic arithmetic- Multiplication- Determinants- Inverses- Simultaneous equations- Eigenvalues and eigenvectors.

Complex numbers: Basic algebra- Argand diagrams- Euler's formula- Solution of polynomial equations- Difference equations. (ActEd Problems only)

Unit IV(18 Hrs)

Differentiation: - Limits: Limits- The order notation- Supremums and infimums. Differentiation- Differentiation of standard functions- Products and quotients- Chain rule- Higherorder derivatives.

Stationary points: Maxima, minima and points of inflexion- Curve sketching. Partial differentiation- Extrema of functions of two variables- Lagrange multipliers. (ActEd Problemsonly)

Unit V (18 Hrs)

Integration: Integrals- Integration of standard functions- Integration by inspection, partial fractions, substitution (change of variable) and parts. Differentiating an integral (Leibniz's formula)- Convergence- Double integrals- Swapping the order of integration. Numerical methods for integration: The trapezium rule -Taylor and Maclaurin series. Differential equations: Solution by direct integration- Solution by separation of variables- Solution by integrating factor.(ActEd Problems only)

Note : Problems from ActEd Material only

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	-	ActEd Study Materials(FAC – P C – 13)	The Actuarial Education Company	2013
Chapters : 3,4,5 (5-8),6,7,8				

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	S. Narayanan & Others	Ancillary Mathematics Volume 1	S.Viswanathan Publishers	2013
2.	Narayanan and T.K.Manicavachagom Pillay	Calculus - Volume I	Printers and Publishers Pvt. Ltd. – Chennai, 2004	2014
3.	Narayanan and T.K.Manicavachagom Pillay	Calculus - Volume II	Printers and Publishers Pvt. Ltd. – Chennai, 2004	2014

Skill Components

- Apply simple iterative methods to solve non-linear equations.
- Evaluate expressions and equations, properties of equalities and inequalities, solves the algebraic equations and linear equations having one or two variables
- Calculate the modulus and argument of a complex number, represent a complex number on an Argand diagram
- Use differentiation to find the maximum or minimum value of a function over a specified range and determine the nature of stationary points.
- Solve simple ordinary first-order differential equations, including applying boundary conditions.

Course Designers:

1. Mrs.M.Harini, Assistant Professor
2. Dr.D.Sreemathi Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM23A01	BUSINESS ORGANIZATION AND MANAGEMENT ETHICS	Theory	73	2	-	4

Preamble

To provide students with an understanding of the basic principles and functions of management in functional areas of business and knowledge on Industry 4.0 and need for digital transformation.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the concepts related to Business	K1
CLO2	Summarizes the main Areas of Responsibility for different Functions within an Organization..	K2
CLO3	Develop Strategies for Identifying and Dealing with typical Ethical Issues in Businesses and other Organizations.	K3
CLO4	Adopt the goals of industry 4.0 and design the principles for a current scenario in management	K3

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	L	L	M	S	L
CLO2	L	L	L	M	S	L
CLO3	M	S	L	S	S	L
CLO4	M	S	L	M	S	L

S- Strong; M-Medium; L-Low

Unit I (14 Hrs)

Nature and Scope of Business - Business versus Profession and Employment - Characteristics of business, - Objectives and essentials of business. Forms of Business Organization– Sole Trader, Partnership Firm, Joint Stock Company and Co-operative Society – Public Enterprises

Unit II (15 Hrs)

Management -Definition - Nature and Scope – Functions – Managerial Skills – Levels of Management – Roles and Skills of a Manager -Management Functions –Managerial Levels -Managerial Types –Managerial Knowledge, Skills and Abilities-Management as a Science, Art, Profession- Management and Administration – Principles of Management.

Unit III (14 Hrs)

Planning: Meaning – Nature- Importance- Planning Process - Advantages and Limitations- Types of Plans — Strategies – Obstacles to Effective Planning - Decision Making: Steps in Decision Making – Organization: Meaning-Nature and Importance-Process of Organization- Organization Structure- Organization Chart- Organization Manuals- Types of Organization- Departmentation - Span of Management

Unit IV (15 Hrs)

Leadership-Meaning-Importance-Functions of Leadership-Leadership Styles-Qualities of a Good Leader- Theories and Approaches to Leadership. Directing – Functions. Advantages &

Disadvantages. Leading vs Managing –Leadership and Power Motivation- Meaning-Need for Motivation-Theories of Motivation.

Coordination – Meaning - Definition-Principles -Advantages & Disadvantages - Control-Meaning- Nature - Importance- Process & Techniques of Control.

Unit V (15 Hrs)

Business Ethics – Importance – Principles - Structure of ethics management -Introduction to Industry 4.0- Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0- – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0 and its challenges.

TextBook

S.No	Authors	Title	Publishers	Year of Publication
1.	RK Sharma & Shasi KGupta	Principles of Management	Kalyani Publishers	2017
2.	Dinkar Pagre	Principles of Management	Sultan Chand & sons	2018 ed
3.	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0	Bharathiyar University	2020

ReferenceBooks

S. No	Authors	Title	Publishers	Year of Publication
1.	RN Gupta	Principles of Management	S .Chand &co	2009
2.	Dr.C.N Sontakkai	Principles of Management	Kalyani Publishers,	2010
3.	T.Ramasamy	Principles of Management	Himalaya publishers	2017
4.	Robbins, De Cenzo, & Coulter.	Fundamentals of Management	Pearson	10th Ed. 2017

Related Online Contents:

1. Business Management Ethics and Communication - The Institute of Company Secretaries of India
2. Introduction to Industry 4.0 and Industrial Internet of Things by Prof.Sudip Mishra,IIT Kharagpur.
3. A Complete Guide to Industry 4.0-Udemy

Skill Components

- Preparation of different types of organisation charts
- Construct a standing plan for a new business venture
- Demonstrate different leadership styles through role play
- Study the ethical practices followed in the organization
- Select any one company and prepare SWOT analysis
- Prepare a report of CSR activities followed in an organization

Course Designers:

1. Dr..D.Sreemathi , Assistant Professor
2. Ms.A.Divya Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM23A02	INTRODUCTION TO INFORMATION TECHNOLOGY	Theory	73	2	-	4

Preamble:

- To introduce the importance of computer literacy among students and exposing them to the algorithms, flow charts, programming and computer networks.
- To build familiarity in accessing information through Internet, Intranet, E-mail and e-payment system.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the concepts of Computer applications and understand the role of computer in business.	K1
CLO2	Understand the types of Computer networks, methods of data processing	K2
CLO3	Apply the Technological upgradation, file maintenance process and reporting services of Internet and communication services.	K3
CLO4	Analyze the impact of e-Business and flow of payment modes in a business using SWIFT	K3

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	M	L	L	M	M
CLO2	S	S	S	M	S	S
CLO3	M	M	M	S	S	S
CLO4	S	S	L	M	S	S

S-Strong M- Medium L-Low

Syllabus

UNIT I (15 Hrs)

Introduction to Computers – Classification of Computers – Computer applications in Various Areas of Business - Basic Principles of Operation of Digital Computers – History & Development of Computers – (Computer Generations)* – Hardware, Software & Humanware.

UNIT II (15 Hrs)

Components of Computer System – Input, Output & Storage Devices – Software – System Software & Application Software – Programming Languages – Machine, Assembly & High Level Languages – Flowchart – Preparation of Flowcharts – Steps and criteria in Developing a Computer Program.

UNIT III (14 Hrs)

Data Processing – Methods of Data Processing – Data Structure – File Organization – File Creation – Sorting – Merging – File Maintenance – Updation – Reporting.

UNIT IV (14 Hrs)

Communication Technology: -WWW - Intranets - Extranets - Voice Networks Data Communication Networks - Last Mile - Wireless System - Web Hosting - Application Service Providers.

UNIT V (15 Hrs)

Electronic Banking - Electronic Payments Systems- Credit Cards - Debits Cards- Digital Cash- (Mobile Payments)*- SWIFT – Mobile Computing-Cloud computing – Grid Computing. Limitations of Electronic Banking.

*Self Study

Text Books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	R. Saravanakumar, R. Parameswaran T.Jayalakshmi	A Textbook of Information Technology	Sultan Chand & Sons,	2010

Reference Books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	R. Parameswaran	Computer Applications in Business	S.Chand and Co. Ltd.	2010
2	Dr.S.V. Srinivasa Vallabhan	Computer Applications in Business	Sultan Chand & Sons	2011
3	Renu Gupta and Gaurav Gupta	Computer Applications in Business	Mahavir Publications,	2015
4	Alexis Leon , Mathews Leon	Computer Applications in Business	Vijay Nicole	2012

Skill Components

- Empathize the purpose and function of power on a computer.
- Understand the input/output, processing and storage of data in a personal computer system.
- Categorize how technology contributes to the success of today's businesses
- Understand networking and internet concepts

Course Designers

1. Mrs.M.Shobana, Assistant Professor
2. Mrs.K.Pavithra, Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
NME23ES	INTRODUCTION TO ENTREPRENEURSHIP	Theory	30	-	-	2

Unit I (6 Hrs)

Introduction: Entrepreneurship-Introduction-Factors-Barriers-Entrepreneurial Traits and Types- Steps for starting a Small Industry- MSMEs – Social entrepreneurship.

Unit II (6 Hrs)

Entrepreneurship Development Programmes-Institutional Framework (IFCI, ICICI, IDBI, IRBI, EXIM Bank, NSIC, SIDBI, SFC, SIPCOT AND TIIC)- Role of Incentives and Subsidies

Unit III (6 Hrs)

Innovation - Types –Role- Creative Problem Solving -Incubators - Angel Investors - Venture Capital.

Unit IV (6 Hrs)

Intellectual Property-Meaning-Copy Right Registration-Patents-Trademark-Design and Procedure for registration.

Unit V (6 Hrs)

Project Preparation - Project identification and Classification - Project Formulation- Project Appraisal- Project Report Presentation.

S.No	Text Books	Title of the Book	Publisher	Year of Publication
1.	Gupta. C.B and Srinivasan.N. P	Entrepreneurial Development	Sultan Chand and Sons	2020
2	Sauhari Vinnie and Bhushan Sudhashu	Innovation Management	Oxford	2014

Reference Books

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kolb Bonita M	Entrepreneurship for the creative and cultural industries	Routledge	2015
2	P.T.Vijayashree & M.Alagammai	Entrepreneurship and Small Business Management	Margham	2020

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	Credit
CM23C04	FINANCIAL ACCOUNTING	CORE	73	2	-	3

Preamble

- To enable the students to apply the conceptual principles in financial Accounting
- To develop an expertise in handling the accounts and thereby to increase their level of understanding about the financial statements relating to partnership firms, insurance claims & insolvency.
- To enhance knowledge in partnership, insurance and insolvency accounting

Prerequisite

- Basic Knowledge in accountancy

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts of Partnership Firms, Fire Insurance Claims and Insolvency Accounts	K1
CLO2	Describe the accounting treatment of Partnership Firms, Fire Insurance Claims and Insolvency Accounts	K2
CLO3	Apply the procedures related to partnership firms, calculation of insurance claims and Insolvency Accounts	K3
CLO4	Analyze and prepare financial accounts for partnership firms in different situations, Insurance claims and Insolvency Accounts	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	S
CLO2	S	S	M	M	S
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (15Hrs)

Partnership Accounts: Division of Profits – Fixed & Fluctuating Capital – Past Adjustments – Guarantee of Profits – Admission of a partner - **Limited Liability Partnership:** Introduction- Definition – LLP Act 2008 - Features – Advantages and Disadvantages (Theory Only)

Unit II (14Hrs)

Retirement of a Partner: Retirement Cum Admission -Death of a partner- Joint Life Policy – Accounting Treatment

Unit III (15Hrs)

Dissolution of a Firm: Insolvency– Rule in Garner Vs Murray – Piece –Meal Distribution.(Maximum Loss Method only).Sale of Partnership to a Limited Company.

Unit IV (15Hrs)

Fire Insurance Claims: Computation of Claim for Loss of Stock and loss of profit (excluding normal & abnormal loss)

Unit V (14Hrs)

Insolvency Accounts: Relevant Act- Statement of Affairs – Deficiency Accounts - The Insolvency & Bankruptcy code 2016

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2023

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13 th ed.
2.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2018
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2019

Skill Component

- Working on practical aspects of admission and retirement with partners' capital
 - Preparation of partnership deed with important terms and conditions
 - Preparation of deficiency statement for a real time partnership firm
 - Calculation of Insurance claims for real time losses
- Case study analysis on Insolvency and Bankruptcy code

Pedagogy

- Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Course Designers

1. Dr. S. Sujatha, Department of Commerce
2. Dr. L. Nithya, Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM23C05	PRINCIPLES AND PRACTICE OF INSURANCE	CORE	73	2	-	4

Preamble

- To understand the basic concept of insurance, functions and its principles
- To enable the students to learn the practical aspects of insurance
- To understand the risk methods, claim and settlements procedures

Prerequisite

- No prerequisite required..

Course Learning Outcomes

- Upon the successful completion of the course students

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the concept of risk and uncertainty and classifications of Risks	K1
CLO2	Understand the basic functions and the underlining risk and legal principles of insurance	K2
CLO3	Identify the basic operations of an insurance company and the insurance industry	K3
CLO4	Explain the insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.	K4

Mapping with Programme Learning Outcome

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	S	M	M	L	L
CLO2	M	S	L	M	L	M
CLO3	L	S	M	M	M	S
CLO4	M	S	S	S	L	S

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14 Hrs)

Concept of Risk – Classification of Risk, Peril, Hazard – **Methods of Handling risk. Risk Management: Definition- Objectives- Characteristics Significance- Principles. Risk Management Information System-Process of Risk Management- Methods of Risk Management-Identification, Measurement and Control of Risk. Case study in Risk management**

Unit II (14 Hrs)

Definition and Nature of Insurance- Functions -Evolution-**Kinds of Insurance Organisation-** Role and Importance – Scope of Insurance - Insurance Contract- Insurance Documents- Classification of Insurance. Reinsurance: Concepts-Characteristics-Types. Double Insurance - **Difference between Reinsurance and Double Insurance.** Over Insurance.

Unit III (15 Hrs)

Life Insurance: Concept- Types of Life Insurance- **Essentials of Life Insurance-** Life Insurance, LIC is a public sector organization and dominant player in the market *. Term Insurance- types - benefits– **Annuities –Concepts-Individual annuity & group annuities products-Riders.**

Unit IV (15 Hrs)

Assignment- Meaning- Types- Features-Nomination- Meaning-Features- Difference between Assignment and Nomination. Underwriting: Concepts-Premium: Concepts- Types of Premium- Factors considered in the calculation of premium- Premium payment: lapse and Renewal. Bonus- Types of bonus. Mortality table- Definition-Features-Insurance Policy claims – Maturity claims – Death claims.

Unit V (15 Hrs)

Insurance Professionals and Intermediaries: Agents, Brokers, Surveyors, Development Officers, Third party Administrators and Insurance Ombudsman – Web Aggregators and Insurance Marketing Firms (IMF)-Point of Sales Persons –Medical Examiners –Insurance Repositories and electronic Issuance of Insurance policies- Banc assurance distribution channel - **Actuary- Definition- Appointment of an Actuary- Functions of an Actuary- Duties of an Actuary- Functions of an Actuary in General Insurance business-Scope of an Actuary.**

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr.P.Periasamy	Principles And Practice Of Insurance	Himalaya Publishing House	2015

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	M.N.Mishra and Dr.S.B.Mishra	Insurance Principles and Practice	S.Chand and Company Ltd	2011
2.	Alka Mittal , S.L.Gupta,S.	Principles of Insurance and Risk Management	S. Chand & Sons	2010
3.	NA	Practice of Life insurance (IC 02)	Insurance Institute of India	2011

Skill Components

- To understand the concept of Risk and the Methods of managing risk
- To understand the types of life insurance policies available and their benefits
- To analyse how the amount of premium is fixed for the life insurance policies
- To understand the different types of claim and the settlement procedures
- To analyse the work of an actuary in the field of insurance

Pedagogy

* Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Course Designers

1. Mrs. M.Shobana, Assistant Professor
2. Dr. D.Sreemathi, Assistant Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AM23C06	BASICS OF MATHEMATICAL STATISTICS	CORE	73	2	-	4

Preamble

- To impart the students with knowledge in basic Probability and statistical concepts.
- To define and introduce the concept of Random variable, their distributions and applications
- To focus on the understanding and implementation of Fundamental Statistics

Prerequisite

- Basic Knowledge in Mathematics

Course Learning Outcomes

- Upon the successful completion of the course students

CLO Number	CLO Statement	Knowledge Level
CLO 1	Recall the concepts of data and its interpretation and the measures of location	K1
CLO2	Understand the concept of independent and identical Random variables and its utilization	K2
CLO3	Understand and apply the probability distribution concepts for giving necessary inferences.	K3
CLO4	Application of statistical tests in estimation techniques and inference.	K3

Mapping with Programme Learning Outcome

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	L	L	S	L	M
CLO2	M	L	M	S	L	S
CLO3	S	M	S	M	L	S
CLO4	S	S	S	S	L	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (12 Hrs)

Statistical diagrams- types of data-summarizing data in tables and diagrams-comparison of data using diagrams – Measures of location: **Mean - Median - Mode**. Measures of spread: Range – Interquartile Range –**Standard deviation and Variance** - Skewness. (Stats pack Problems only)

Unit II (11 Hrs)

Basic probability- **addition and multiplication rule- Probability diagrams** – Conditional probability. (Stats pack Problems only).

Unit III (12 Hrs)

Random variable-discrete and **continuous-CDF, PDF, Mean, variance and SD, skewness and coefficient of skewness** and moments- linear and continuous functions (Stats pack Problems only)

Unit IV(12 Hrs)

Binomial and Poisson distributions - Uniform distribution and exponential distribution-PDF, CDF, Mean, variance and standard deviation – **Normal distribution** – CDF, Mean, variance and SD- standardizing normal distribution-PDF,CDF. (Simple Statspack Problems only)

Unit V(11 Hrs)

Scatterplot- **Correlation – Types – Covariance – Correlation Coefficient – Regression.** (Stats pack problems)

Text Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	-	Stats Pack(PSTA13)	Actuarial Education Company	2013

Reference Books

S. No	Author	Title of the book	Publishers	Year of Publication
1.	S.C.Gupta and V.K.Kapo or	Fundamentals of Mathematical Statistics	Sultan chand& sons	2014
2.	S.P.Gupta	Statistical Methods	Sultan chand& sons	2015

Skill Components

- To study the various forms of data and construct diagrams to understand them.
- Describe various distributions to the data available and study their behavior.
- Analysis of the data from the various distributions and know the best fit.
- Learning the basic concepts of statistics as per the requirement of ASI for the clearing ACET examination.

Pedagogy

- Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Course Designers

1. Dr.G.Rekha, Assistant Professor
2. Ms. A. Divya, Assistant Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	Credit
AM23A03	CUSTOMER RELATIONSHIP MANAGEMENT	ALLIED	88	2	-	4

Preamble

- To help the students to understand the concepts of CRM and its implementations.
- To know the CRM practices in service sectors.
- To understand the values of customer relationship management.

Prerequisite

- No prerequisite required

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO No.	CLO Statement	Knowledge Level
CLO1	Recall the concept of CRM, that are deployed and how it can be implemented.	K1

CLO2	Identify how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages.	K2
CLO3	Summarize the customer acquisition, retention and customer loyalty.	K3
CLO4	Analyze customer relationship management strategies by understanding customers preferences for the long-term sustainability of the Organizations.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	L	L	S	M	S	S
CLO2	S	M	S	S	M	S
CLO3	L	L	S	M	S	M
CLO4	L	S	S	M	M	S

S-Strong M-Medium L-Low

Syllabus

UNIT I (DL 18 Hrs)

Introduction of CRM and its Fundamentals - Concept and Context of Relationship Management: Internal and External relationship management, Need and Importance of relation with customers and other stakeholders. A Paradigm Shift- Transition from Product focus to Customer focus, **Transactional Vs Relationship Marketing**, Linkage between customer satisfaction-Customer Loyalty.

UNIT II (DL 17 Hrs)

Defining CRM, Levels of CRM, CRM as a strategic marketing tool, CRM significance to the stakeholders, Strategic CRM, Operational CRM, **Analytical CRM**, Collaborative CRM, and **Models of CRM. Types of CRM.** Importance of CRM in Modern Business Environment.

UNIT III (DL 18 Hrs)

Customer Acquisition: Acquisition of new customer, understanding customer value, **sources of customer value**, Values from products, services, people, physical evidence, customer communication, Channels etc.,. **Conceptual frame work of Customer Relationship** and its Management. Evaluation customer Relationship Marketing,

UNIT IV (DL 17 Hrs)

Customer Retention: Concept of Customer retention. Role of CRM in Customer in retention, Economics of customer retention, **Managing customer retention** or value retention/ Strategies of customer retention. **Concept and Significance of Customer Loyalty.**

UNIT V (DL 18 Hrs)

Customer Portfolio Management: Concept and basic disciplines, Market segmentation-sales forecasting and CPM, CPM in B2B, Seven core customers' management strategies. CRM and **Customer Experience Management:** Concept of Customer experience, experiential marketing strategies and Tactics, Customer experience and Role of CRM.

S.No.	Author/s	Title of the book	Year of publication
1.	1st Edition, Tata McGraw Hill,	Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications,	June 2008
2.	Judith W .Kincaid	Customer Relationship Management Getting it Right, Pearson Education	2009

Reference Books

S.No.	Author/s	Title of the book	
1.	H.Peeru Mohamed , A Sagadevan	Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House	2012
2.	Peter Fader, Wharton Digital Press, 2012	Customer Centricity –Focus on right customer for strategic advantage	2012

Skill Components

- Construct a customer relationship model in an Insurance sector.
- Demonstrate the customer preferences for long term sustainability.
- Study the customer ethical practices followed in the organization
- Design the values of customer and apply the concept of CRM
- Build the various technological tools and implementation in the organization.
- Select any one company and prepare CRM model.

Pedagogy

- Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Course Designers

1. Mrs.M.Shobana ,Assistant Professor
2. Mrs.A.Jennifer,Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AM23A04	BUSINESS COMMUNICATION	ALLIED	88	2	-	4

- Preamble

- To make the students to understand the basic concepts of communication and their importance in different forms of business.
- To equip the students in writing different forms of business correspondence, reports and enhancing their speaking skills.

Prerequisite

- No prerequisite required.

Course Learning Outcome

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand and recall the concepts of Business Communication	K1
CLO2	Illustrate the importance of effective communication in business	K2
CLO3	Discuss the importance of staying connected with customers and other related professionals through Organizational communication	K3
CLO4	Impart the correct practices of the strategies of Effective Business writing.	K3

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	S	S	S	M	S	M

CLO2	S	S	S	M	S	L
CLO3	S	S	S	L	S	S
CLO4	S	M	S	M	S	S

S-Strong M- Medium L-Low

Syllabus

Unit – I (18 hrs)

Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters – Layout-Business Miscommunication (Barriers); improving communication

Unit – II (17 hrs)

Trade Enquiries – Import and Export Documentation- Orders and their Execution - Credit and Status Enquiries **Complaints and Adjustments - Collection Letters** – Sales Letters – Circular Letters – Case Studies

Unit – III (18 hrs)

Banking Correspondence - Insurance Correspondence - Agency Correspondence

Unit – IV (17 hrs)

Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

Unit – V (18 hrs)

Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – (Public Speech)*– Characteristics of a good speech – Public relations letters.

***Self Study**

Text Book

S.No.	Author/s	Title of the book	Publishers	Year of publication
1.	Rajendra Pal J.S. Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi	2012

Reference Books

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	N.S. Pradhan	Business Communication	Himalaya Publishing House	2010
2	Vikas Arora, Sheetal Khanka, Pallavi Thakur	Business Communication	Global Vision Publishing House	2010
3	Meenakshi Raan Prakash Singh	Business Communication	Oxford University Press, New Delhi	2010

Skill Component

- Identifying the concepts and conventions adopted by business communication
- Study the banking, insurance and company secretarial correspondents
- Understanding the concept of writing business, application and trade related letter

Pedagogy

- Lecture, Board, PPT Presentation, Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Course Designers

1. Dr.D.Sreemathi, Assistant Professor
2. Ms. K.Dharani , Assistant Professor

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
23PECM1	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT	AEC	25	5	-	2

Objectives

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year commerce and management students
3. To focus on developing students' knowledge of domain specific registers and the required language skills.
4. To develop strategic competence that will help in efficient communication
5. To sharpen students' critical thinking skills and make students culturally aware of the target situation

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statement	Knowledge Level
CLO1	Recognise their own ability to improve their own competence in using the language	K1
CLO2	Use language for speaking with confidence in an intelligible and acceptable manner	K2
CLO3	Read independently unfamiliar texts with comprehension and understand the importance of reading for life	K3
CLO4	Understand the importance of writing in academic life	K3
CLO5	Write simple sentences without committing error of spelling or grammar	K3

Mapping with Programme

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	L	M	S	S	S
CLO2	L	L	S	M	M
CLO3	M	L	M	L	M
CLO4	L	M	M	L	M
CLO5	L	M	M	M	M

S- Strong; M-Medium, L- Low

Syllabus**UNIT 1: COMMUNICATION****5 hours**

Listening: Listening to audio text and answering question
Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific – Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

5 hours

Listening: Listening to process description.-Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning- Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

5 hours

Listening: Listening to interviews of specialists / Inventors in fields (Subject-specific)

Speaking: Brainstorming. (Mind mapping).
Small group discussions (Subject- Specific)

Reading: Longer Reading text

Writing: Essay Writing (250 words)

Vocabulary: Register specific – Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

5 hours

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Register specific – Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

5 hours

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading: Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific – Incorporated into the LSRW tasks

Textbook

Reference Books

S. No.	Authors	Title of the Book	Publishers	Year of Publication
1	Sreedharan, Josh	The Four Skills for Communication	Foundation books	2016
2	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Spoken English for you	Emerald	1998
3	Pillai, G radhakrishna, K Rajeevan, P Bhaskaran Nair	Written English for you	Emerald	1998

