

1.3.1

**Institution integrates
crosscutting issues relevant to
Professional Ethics, Gender,
Human Values, Environment
and Sustainability, Human
Values into the Curriculum**

PROFESSIONAL ETHICS

Course Title: Core Paper VII– CORPORATE LAWS

Course Code: 2120207	
L:T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hour : 03	ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Acquire knowledge on SEBI guidelines on Capital Market operations & its powers and functions.	K1 & K6
CO2	Discuss the provisions relating to the Competition Act 2002 in correspondence with the duties, powers and functions of the competition commission. Elaborate the Foreign Exchange Management Act, 1999 contraventions and penalties.	K4& K5
CO3	Identify the important role played by Information Technology Act, 2000 Critically appraise and make use of Intellectual Property Rights Act.	K5 & K6
CO4	Compare and contrast the formulation of Environment Protection Act, 1986 and the Rights to Information Act, 2005.	K2& K3
CO5	Demonstrate the purpose of Consumer Protection Act, 1986. Understand the rights of a Customer	K3
CO6	Apply appropriate Economic and Corporate Laws to meet the corporate governance and Ethics	K5

S NO	CONTENTS OF MODULE	Hrs	Cos
1	SEBI Act 1992 (As amended by the Securities Laws Amendment Act, 2014) – Definitions – Establishment of the Securities and Exchange Board of India – Transfer of Assets and Liabilities etc., – Powers and functions of the Board – Registration Certificate – Prohibition – Finance, Accounts and Audit Penalties and Adjudication – Establishment, Jurisdiction, Authority and Procedure of Appellate Tribunal –Miscellaneous	12	CO1
2	The Competition Act 2002 – The Competition (Amendment) Act, 2007 – Definition – Prohibition of certain agreements – Abuse of dominant position – Competition Commission of India – Duties, powers and functions of Commission – Duties of Director General – Penalties – Competition Advocacy –Miscellaneous – Foreign Exchange Management Act 1999 – Definition – Regulation and Management of Foreign Exchange – Authorised Person – Contravention and Penalties – Adjudication and Appeal–Directorate of Enforcement–Miscellaneous	12	CO2 & CO6

3	Information Technology Act 2000 – Definition – Authentication of Electronic Records – Electronic Governance – Secure Electronic Records and Secure Digital Signature – Regulation of Certifying Authorities – Penalties – Adjudication – Miscellaneous. Intellectual Property Rights – Copyright Act 1957 – Meaning – Copyright Authorities – Infringement of Copyright – The Trade and Merchandise Marks Act 1958 – Uses of Trademarks and Registered Users – The Patents Act 1970 – Protection of Invention/Rights of Inventor under the Patents Act 1970 – The Designs Act 1911 –TRIP	12	CO3
4	The Environment (Protection) Act 1986 – Rules and Notifications – Environmental Protection – Constitutional Obligation – Fundamental Right to live in Healthy Environment – Judicial Activism in India – Water (Prevention and control of Pollution) Act 1974 – Air (Prevention and control of Pollution) Act 1981 – Land Pollution – Law relating to Management of Wastes – Noise Pollution – Legal Control. Right to Information Act 2005 – Application – Mode of payment – Appeal to the commission	12	CO4
5	Consumer Protection Act 1986 – Definition – Consumer Protection Councils – Consumer Dispute Redressal Agencies – Miscellaneous	12	CO5

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Arumbakkam, Chennai – 600 106

Department: PG AND RESEARCH DEPARTMENT OF COMMERCE		Academic Semester: EVEN	
Semester: 2ND	Section: 1ST M.COM	Course Code: 2220207	Course: CORPORATE LAW
Course Incharge: DR.PRADEEPA GEORGE		No. of credits: 4	

Content delivery	e.g. Chalk and Talk, PPT presentation, Quiz, Assignments
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COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	<ul style="list-style-type: none">• Acquire knowledge on SEBI guidelines on Capital Market operations & Identify its powers and functions.
CO2	<ul style="list-style-type: none">• Discuss the provisions relating to the Competition Act 2002 in correspondence with the duties, powers and functions of the competition commission.• Elaborate the Foreign Exchange Management Act, 1999 contraventions and penalties.• Apply appropriate Economic and Corporate Law to meet the corporate governance and Ethics
CO3	<ul style="list-style-type: none">• Identify the role played by Information Technology Act, 2000 and critically appraise the importance of e-Governance.• Critically appraise and make use of Intellectual Property Rights Act.• Explain the Provisions relating to Patent Act, Copy Rights Act and Registered Trade Marks
CO4	<ul style="list-style-type: none">• Compare and contrast the formulation of Environment Protection Act, 1986 and the Rights to Information Act, 2005.
CO5	<ul style="list-style-type: none">• Demonstrate the purpose of Consumer Protection Act, 1986.• Understand the rights of a Customer• Deliberate the Forums for grievance redressal mechanism



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Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	2	3	3	2	3	3	3
CO3	3	2	3	3	2	3	3	3
CO4	3	3	3	3	1	3	3	3
CO5	3	3	3	3	2	3	3	3

Correlation levels: 1 - Weak 2 - Medium 3 - High

COURSE DELIVERY PLAN

Lecture	Module	Topics	Instructional Hours	Date of Completion	Faculty Sign
1.	1	SEBI ACT 1992- definition	1	06/12/2022	
2.		Establishment of securities and exchange board of India	1	06/12/2022	
3.		Transfer of assets and liabilities etc.	1	09/12/2022	
4.		Power and functions of the board	1	12/09/2022	
5.		Registration certificate	1	16/12/2022	
6.		Prohibition	1	19/12/2022	
7.		Finance, accounts and audit penalties adjudication	2	22/12/022	
8.		Establishment jurisdiction	1	22/12/2022	

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9.		Authority and procedure appellate tribunal	2	26/12/2022	PS
10.		Miscellaneous	1	29/12/2022	PS
11.	2	The Competition Act 2002	1	30/12/2022	PS
12.		The Competition (Amendment) Act 2007 – definition	1	03/01/2023	PS
13.		Prohibition of certain agreements	1	03/01/2023	PS
14.		Abuse of dominant position	1	07/01/2023	PS
15.		Competition commission of India	1	09/01/2023	PS
16.		Duties, powers and functions of commission	1	12/01/2023	PS
17.		Duties of director general	1	12/01/2023	PS
18.		Penalties, Competition advocacy- miscellaneous	2	19/01/2023	PS
19.		Authorized person contraventional penalties	2	23/01/2022	PS
20.		Adjudication and appeal – directorate of enforcement- miscellaneous	1	27/01/2023	PS
21.		Information Technology Act 2000 – definition – Authentication of electronic records	1	27/01/2023	PS



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22.	3	Electronic governments – secure electronic records and secure digital signature	1	30/01/2023	PP
23.		Regulation of certifying authorities – penalties adjudication – miscellaneous	1	01/02/2023	PP
24.		Intellectual property rights – Copy right Act 1957 – meaning – copy right authorities – infringement of copy right	1	01/02/2023	PP
25.		The trade and merchandise marks Act 1958 – use of trademarks and registered users	1	06/02/2023	PP
26.		The Patents Act 1970	2	08/02/2023	PP
27.		Protection of invention	1	14/02/2023	PP
28.		Rights of inventor under the patents Act 1970	1	14/02/2023	PP
29.		The designs Act 1911	1	16/02/2023	PP
30.		Trade Related Intellectual Property rights	2	20/02/2023	PP
31.		4	Environment (protection) Act, 1986- definition and meaning	1	23/02/2023
32.	Rules and notification		1	24/02/2023	PP
33.	Environmental protection		1	27/02/2023	PP



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34.		Constitutional obligation	1	01/03/2023	M
35.		Fundamental rights to live in healthy environment	1	03/03/2023	M
36.		Judicial activism in India	1	03/03/2023	M
37.		Water (prevention and control of pollution) Act 1974	1	06/03/2023	M
38.		Air (prevention and control of pollution) Act 1981	2	08/03/2023	M
39.		Land pollution – law relating to management -Noise pollution legal control of wastes	1	10/03/2023	M
40.		Right to Information Act 2005 – application – mode of payment - Appeal to the commission	2	13/03/2023	M
41.	5	Consumer Protection Act 1986 –	1	17/03/2023	M
42.		meaning	1	17/03/2023	M
43.		Definition	1	20/03/2023	M
44.		Consumer Definition protection councils	1	22/03/2023	M
45.		Consumer dispute redressal agencies	1	22/03/2023	M
46.		Miscellaneous	1	27/03/2023	M



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47.	National consumer dispute redressal commission	2	28/03/2023	
48.	State consumer dispute redressal commission	2	31/03/2023	
49.	District consumer disputes redressal forum	1	31/03/2023	
50.	Computerization and computer networking of consumer forum	1	31/03/2023	

TEXT BOOKS:

1. Sharma, J.P., Corporate Governance, Business Ethics and CSR, Anne Books Pvt. Ltd, New Delhi.

2. Sharma, J.P Corporate Governance and Social Responsibility of Business, Anne Books Pvt. Ltd., New Delhi.

REFERENCES:

1. Mallian, Christine A, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.

2. Blowfield, Michael and AlamMurray, Corporate Responsibility, Oxford University Press, New Delhi

3. Francesco perrimi, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility – An European Perspective, Edward Elgar

Course Incharge

Head of the Department

SPECIALISED COURSE II

CORPORATE GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY

Course Code: 2120208	Credits : 04
L:T:P:S :4:0:0:0	CIA Marks: 40
Exam Hour :03	ESE Marks : 60

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Deliberate the details of the concept of ethics and related terms or connotations, business values, business ethics and its various approaches, theories, Social responsibilities and corporate ethics.	K1& K3
CO2	Learn the frame work of corporate governance: Evolution and development in India, Regulatory frame work of corporate governance in India. SEBI guidelines and Clause 49.	K1&K2
CO3	Understand in details about Management vs. Governance ;Internal constitutes of the corporate governance ; key managerial personnel; chairman , chief executive officer, company secretary.	K3& K4
CO4	Identify the concept of Whistle Blowing; whistle blower policy in India.	K5& K6
CO5	Explain Corporate social responsibilities; Corporate sustainability, Reporting, CSR and Business ethics ; Corporate Governance ;environmental aspects of CSR, Models, drivers of CSR; CSR initiatives in India.	K6
CO6	Demonstrate an enhanced application for the relevance and practical application of ethics in management of business	K5

S.NO	CONTENTS OF MODULE	Hrs	Cos
1	Business ethics: The concept of ethics; ethics and related connotations; business values and ethics; concept of business ethics; various approaches to business ethics; ethical theories; Western and Indian approaches; ethical governance ; social responsibility – an extension of business ethics; the concept of corporate ethics; benefits of adopting ethics in business; ethics programme; code of ethics; ethics committee	12	CO1
2	Conceptual framework of corporate Governance: Evolution of corporate governance; developments in India; regulatory frame work of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act; secretarial audit; class action; insider trading; rating agencies; green governance / e– governance; shareholders’ activism; corporate governance in PSUs and banks; legislative framework of corporate governance – an international perspective	12	CO2
3	Corporate Management: Management vs. governance; internal constitutes of the corporate governance ; key managerial personnel (KMP); chairman – qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO; separation of roles of chairman and CEO; CFO; manager; company secretary; auditor.	12	CO3, CO5

4	Whistle– blowing and Corporate Governance – The Concept of Whistle – Blowing; types of whistle – blowers; Whistle blower policy; the whistle – Blower Legislation across countries; Developments in India	12	CO4
5	Corporate Social Responsibility (CSR) – Meaning; Corporate Philanthropy; CSR – an overlapping concept; corporate sustainability reporting, CSR through triple bottom line; CSR and business ethics; CSR and corporate governance, environmental aspects of CSR, CSR models; drivers of CSR; global reporting initiatives; major codes on CSR, initiatives in India	12	CO5



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Department: PG AND RESEARCH DEPARTMENT OF COMMERCE		Academic Semester: EVEN	
Semester: 2RD	Section: 2ND M.COM	Course Code:	Course: CORPORATE GOVERNANCE, ETHICS AND RESPONSIBILITY.
Course Incharge: DR.R.SUNDARI		No. of credits: 4	

Content delivery	e.g. Chalk and Talk, PPT presentation, Quiz, Assignments
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COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	<ul style="list-style-type: none">Deliberate the details of the concept of ethics and related terms or connotations, business values, business ethics and its various approaches, theories, Social responsibilities and corporate ethics.
CO2	<ul style="list-style-type: none">Learn the frame work of corporate governance: Evolution and development in India, Regulatory frame work of corporate governance in India. SEBI guidelines and Clause 49.
CO3	<ul style="list-style-type: none">Understand in details about Management vs. Governance; Internal constitutes of the corporate governance; key managerial personnel; chairman, chief executive officer, company secretary.Demonstrate an enhanced application for the relevance and practical application of ethics in management of business
CO4	<ul style="list-style-type: none">Identify the concept of Whistle Blowing; whistle blower policy in India.
CO5	<ul style="list-style-type: none">Explain Corporate social responsibilities; Corporate sustainability, Reporting, CSR and Business ethics; Corporate Governance; environmental aspects of CSR, Models, drivers of CSR; CSR initiatives in India.



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Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	2	3	3	2	3	3	3
CO3	3	2	3	3	2	3	3	3
CO4	3	3	3	3	1	3	3	3
CO5	3	3	3	3	2	3	3	3

Correlation levels: 1 - Weak 2 - Medium 3 - High

COURSE DELIVERY PLAN

Lecture	Module	Topics	Instructional Hours	Date of Completion	Faculty Sign
1.	1	Business ethics : Concepts of ethics and ethics related connataions; business values and ethics;	1	06.12.2022	<i>Sulim</i>
2.		Concept of business ethics; various approaches of business ethics;	1	06.12.2022	<i>Sulim</i>
3.		Ethical theories	1	08.12.2022	<i>Sulim</i>
4.		Western and Indian approaches	1	09.12.2022	<i>Sulim</i>
5.		Ethical governance ; social responsibility	2	13.12.2022	<i>Sulim</i>
6.		An extension of business ethics	1	13.12.2022	<i>Sulim</i>
7.		The concept of business ethics	1	16.12.2022	<i>Sulim</i>
8.		Benefits of adopting ethics in business	2	16.12.2022	<i>Sulim</i>



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9.		Ethics programme ; code of ethics	1	19.12.2022	Sulva
10.		Ethics committee	1	19.12.2022	Sulva
11.	2	Conceptual framework of corporate governance; evolution of corporate governance	2	20.12.2022	Sulva
12.		Developments in India;	1	22.12.2022	Sulva
13.		Regulatory framework of corporate governance in India	1	26.12.2022	Sulva
14.		SEBI guidelines and clause 49	1	26.12.2022	Sulva
15.		Reforms in the Companies act ; Secretarial audit	1	30.12.2022	Sulva
16.		Class action; insider trading; rating agencies	1	30.12.2022	Sulva
17.		Green governance / e- governance; shareholder's activism	1	03.01.2023	Sulva
18.		Corporate governance in PSUs and banks	1	05.01.2023	Sulva
19.		Legislative framework of corporate governance	2	07.01.2023	Sulva
20.		An international perspective	1	09.01.2023	Sulva
21.	3	Corporate Management ; management vs governance	1	11.01.2023	Sulva
22.		Internal constitutes of the corporate governance	1	13.01.2023	Sulva
23.		Key managerial personnel; chairman	1	13.01.2023	Sulva

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24.		Qualities of a chairman	1	27.01.2023	Submit
25.		Powers, responsibilities and duties of a chairman	1	06.02.2023	Submit
26.		Chief Executive Officer	2	10.02.2023	Submit
27.		Role and responsibilities of the CEO	1	10.02.2023	Submit
28.		Separation of roles of chairman and CEO	2	14.02.2023	Submit
29.		CFO; manager	1	16.02.2023	Submit
30.		Company secretary ; auditor	1	16.02.2023	Submit
31.	4	Whistle, blowing	1	20.02.2023	Submit
32.		Corporate governance	1	23.02.2023	Submit
33.		The concept of Whistle	1	28.02.2023	Submit
34.		The concept of blowing	1	02.03.2023	Submit
35.		Types of whistle	2	06.03.2023	Submit
36.		Types of blowers	1	06.03.2023	Submit
37.		Whistle blower policy	1	10.03.2023	Submit
38.		The whistle legislation	1	13.03.2023	Submit
39.		The whistle blower legislation across countries	1	17.03.2023	Submit
40.		Developments in India	2	20.03.2023	Submit



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41.	5	Corporate Responsibility Social Meaning	1	20.03.2023	Sulim
42.		Corporate Philanthropy	1	23.03.2023	Sulim
43.		CSR - an overlapping concept	2	27.03.2023	Sulim
44.		Corporate sustainability reporting	1	27.03.2023	Sulim
45.		CSR through triple bottom line	1	28.03.2023	Sulim
46.		CSR and business ethics ; CSR and corporate governance	1	28.03.2023	Sulim
47.		Environmental aspects of CSR	1	29.03.2023	Sulim
48.		CSR models ;	2	29.03.2023	Sulim
49.		Drivers of CSR global reporting initiatives	1	31.03.2023	Sulim
50.		Major codes on CSR, initiatives in India	1	31.03.2023	Sulim

TEXT BOOKS:

1. Sharma, J.P., Corporate Governance, Business Ethics and CSR, Anne Books Pvt. Ltd, New Delhi.
2. Sharma, J.P Corporate Governance and Social Responsibility of Business, Anne Books Pvt. Ltd., New Delhi.

REFERENCE BOOKS:

1. Mallian, Christine A, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. Blowfield, Michael and Alam Morray, Corporate Responsibility, Oxford University Press, New Delhi

Sulim

Course Incharge

Sulim
Head of the Department



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DEPARTMENT OF CRIMINOLOGY

Name of the Programme: B.A. CRIMINOLOGY AN POLICE ADMINISTRATION

Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability, and Human Values into the curriculum SDG / NEP -2020

PROFESSIONAL ETHICS

Core Paper III - Police Administration and Management

This course provides a comprehensive examination of the principles, practices, and challenges associated with the administration and management of police organizations. Students will explore the organizational structures, leadership strategies, and operational processes that define effective law enforcement agencies. Emphasis will be placed on the development of leadership skills, ethical decision-making, and the application of contemporary management theories in the context of policing.

Core Paper VII - Prison Administration

This course provides a comprehensive examination of the principles, practices, and challenges associated with the administration of correctional facilities. Students will explore the organizational, managerial, and operational aspects of prison systems, focusing on the balance between security, rehabilitation, and the protection of human rights within the context of criminal justice.

Core Paper VIII - Methods of Investigations

This course provides a comprehensive exploration of the methods and techniques used in investigative processes within the context of law enforcement and criminal justice. Students will gain practical insights into the systematic approach to conducting investigations, emphasizing critical thinking, evidence collection, and ethical considerations. The course covers various investigative methodologies employed in solving crimes and ensuring justice.

Core Paper IX - Counselling and Guidance

This course provides an in-depth exploration of the principles, theories, and practical skills involved in counselling and guidance. Students will acquire foundational knowledge in human development, psychological theories, and counselling techniques to effectively support individuals in various settings. Emphasis will be placed on developing interpersonal skills, cultural competence, and ethical considerations in the counselling process.

Core Paper X - Corporate Security Management

This course offers a comprehensive examination of the principles, strategies, and practices involved in the management of corporate security within organizations. Students will explore the multifaceted nature of security, risk assessment, and crisis management in the corporate environment. Emphasis will be placed on developing skills in threat analysis, security planning, and effective crisis response to protect assets, personnel, and information.

Elective Paper III - Crowd Control and Riot Management

This course provides a comprehensive examination of the principles, strategies, and techniques involved in crowd control and riot management. Students will explore the dynamics of crowds, the factors leading to civil unrest, and the methodologies employed by law enforcement and security personnel in maintaining public order. Emphasis will be placed on de-escalation tactics, communication strategies, and the ethical considerations inherent in crowd management.

Elective Paper IV - Media and Crime

This course explores the complex relationship between media and crime, examining how crime is portrayed, reported, and influenced by various forms of media. Students will critically analyze the impact of media on public perceptions, criminal justice policies, and the criminal justice system itself. Emphasis will be placed on understanding media ethics, the role of social media, and the potential consequences of media representations of crime.

GENDER

Allied Paper II - Juvenile Justice

This course provides a comprehensive exploration of the juvenile justice system, focusing on the unique legal, social, and psychological aspects related to the treatment of juvenile offenders. Students will examine the historical development, current practices, and contemporary issues within juvenile justice, with an emphasis on rehabilitation, prevention, and the protection of juvenile rights.

Core Paper V - Human Rights and Criminal Justice Administration

This course provides an in-depth exploration of the intersection between human rights principles and criminal justice administration. Students will examine the legal, ethical, and practical considerations in ensuring the protection and promotion of human rights within the criminal justice system. The course will critically analyse the challenges, dilemmas, and reforms needed to align criminal justice practices with international human rights standards.

Core Paper VI - Social Problems

This course examines contemporary social issues and problems affecting individuals, communities, and societies. Through a sociological lens, students will explore the causes,

consequences, and potential solutions to various social problems. Emphasis will be placed on critical analysis, interdisciplinary perspectives, and the role of social institutions in addressing and perpetuating social issues.

HUMAN VALUES

Core Paper IX - Counselling and Guidance

This course provides an in-depth exploration of the principles, theories, and practical skills involved in counselling and guidance. Students will acquire foundational knowledge in human development, psychological theories, and counselling techniques to effectively support individuals in various settings. Emphasis will be placed on developing interpersonal skills, cultural competence, and ethical considerations in the counselling process

Elective Paper I - Foundations of Victimology

This course provides a comprehensive exploration of victimology, focusing on the study of victims and the impact of victimization on individuals and society. Students will examine the historical development, theoretical foundations, and practical applications of victimology. Emphasis will be placed on understanding the diverse experiences of victims, the role of the criminal justice system, and strategies for victim support and empowerment.

Open Elective Paper I - Police and Community

This course explores the complex and dynamic relationship between police and the communities they serve. Students will examine the historical, social, and cultural factors influencing police-community interactions. Emphasis will be placed on fostering positive relationships, addressing community concerns, and promoting mutual understanding between law enforcement agencies and diverse communities.

Environment and Sustainability

Allied Paper V - Practical II – Outdoor Training

Outdoor Training is a dynamic and experiential course designed to foster personal and professional development through immersive outdoor experiences. This course combines adventure-based activities with leadership and team-building exercises to enhance various skills, including communication, problem-solving, decision-making, and resilience. Students engage in activities that take place in natural or simulated outdoor environments, providing a unique opportunity for learning beyond traditional classroom settings.

Core Paper XII - Advanced Outdoor Training

Leadership, Expedition, and Risk Management is an immersive and challenging course designed to build on foundational outdoor skills while emphasizing advanced leadership,

expedition planning, and risk management in dynamic environments. Participants engage in progressively complex outdoor activities, pushing their limits and honing advanced skills required for leadership roles in adventure-based settings

Course Title: CORE IV- MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOUR

Course Code : 45205	Credits : 4
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course the student will be able to understand the conceptual framework of management and organizational behaviour.

Course Outcomes: At the end of the course, the student will be able to:

CO1	Define the skills that a manager is expected to possess
CO2	Restate the essentials of planning in management and sketching the organizational structure adopted in any organization
CO3	Analyze the role of recruitment, selection and training and articulate the managerial aspects of controlling and coordinating
CO4	Analyze the organizational and individual behaviour
CO5	Understand & evaluate the importance of leadership skills and motivational needs

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	2	2	3	3	3	1	2	3	2	3	3	3
CO2	3	2	2	2	3	1	2	3	3	3	3	2
CO3	3	2	2	3	3	2	3	3	1	2	2	1
CO4	2	1	1	1	2	2	3	2	3	3	3	2
CO5	3	1	1	2	3	2	3	3	1	3	1	2

MODULE	CONTENTS OF MODULE	Hours	COs
I	Introduction - Management: Meaning – Definition - Nature and Scope of Management – Management both Science and Art – Levels of Management – Role and Skills expected of a Manager- Business enterprise- different forms of business- Sole proprietorship- One Person Company, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership- Choice of form of Organization - Basic consideration in setting up of enterprise	25	CO1
II	The Process of Management: Management by Objectives (MBO) Planning; Decision-making; Strategy Formulation. Organizing: Basic Considerations; Organization Structure, Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralization of Authority	20	CO2
III	Staffing: Recruitment: Meaning & Sources, Selection, Stages – Interview: Types – Training: Process and Methods of Training – Direction: Meaning, Importance, Principles Controlling: Meaning, Definitions, Nature, Characteristics, Benefits of Control, Importance, Problems – Management By Exception (MBE) - SWOT Analysis – Management Information Systems (MIS) - Coordination: Meaning, Definition, Nature, Importance, Problems - Principles of Coordination – Techniques of Coordination	20	CO3
IV	Introduction to Organizational Behaviour: Introduction to Organization - Organizational behavior - OB Concepts - OB Model - Introduction to Individual Behavior - Motivation at work - Dynamics of group behaviour - Individual & organizational factors to stress - Prevention & Management of stress.	10	CO4
V	Leadership: Concept and Styles; Trait and Situational Theory of Leadership-Motivation: Concept and Importance – Maslow Need Hierarchy Theory - Herzberg Two Factors Theory - McGregor and Ouchi theory - Control: Concept and Process -Communication: Process and Barriers - Transactional Analysis (TA) - Johari Window - Change Management: Resistance to change and strategies to manage change - Conflict levels, causes and resolution - Functional and Dysfunctional aspects of conflict - Emerging issues in management	15	CO5

TEXT BOOK:

1. Gupta, C.B.(2017). *Management Theory & Practice*, NewDelhi, India: Sultan Chand & Sons.
2. Gupta, C.B. (2014). *A Textbook on Organizational behaviour*. New Delhi, India: S. Chand Publications.
3. Natarajan, K & Ganesan, K.P. (2020). *Principles of Management*. Mumbai, India: Himalaya Publishing House.

REFERENCE BOOKS:

1. Gupta, C.B. (2014). *A Textbook on Organizational behaviour*. New Delhi, India: S. Chand Publications.
2. Viswanthan, R. (2018). *Principles of Management – Concepts & Cases*. Mumbai, India: Himalaya Publishing House.
3. McShane, S. L. & Glinow, M. A. V. (2019). *Organizational Behavior*. New York, United States of America: McGraw-Hill Education,

Note: Latest Edition of the reading to be used.

Course Title: CORE XII - BUSINESS COMMUNICATION

Course Code : 45414	Credits : 4
L:T:P:S : 5:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course the student will be able to improve his verbal and written communication and presentation skills and train and prepare for placements.

Course Outcomes: At the end of the course, the student will be able to:

CO1	Apply communication tools, strategies, and principles to make communication more effective
CO2	Develop an understanding about appropriate verbal skills of communication and presentation skills
CO3	Prepare various forms of business letters, reports, business proposals and forms of internal communication tools
CO4	Explain and illustrate the various interpersonal communication including etiquette and netiquette
CO5	Groom and prepare themselves for placements through various stages

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	3	3	1	2	2	2	3	2	1	3	2	1
CO2	3	3	1	2	2	2	2	2	1	3	2	1
CO3	3	2	1	2	2	1	2	2	1	2	1	1
CO4	3	1	1	2	3	1	2	3	2	1	2	1
CO5	3	1	1	2	3	1	2	3	1	1	2	2

MODULE	CONTENTS OF MODULE	Hours	COs
I	Introduction to communication: Importance of Business Communication- Types and Effectiveness - Seven Cs of Communication. Using technology to improve business communication - Cross-cultural communication and their challenges in a global field – Technical writing – Executive Summary/Abstract Writing	12	CO1
II	Verbal Communication Effective Public Speaking - Body Language - When, What, How, To Whom to Speak - Presentation skills - Delivering the business presentation using visual aids, Handouts - Glossophobia and Low confidence - Mastering listening skills - Conversational Skills - Criss-Cross communication: upward, downward, lateral, formal, informal, grapevine.	20	CO2
III	Business Correspondence (Written) Guidelines to business communication - Formal & informal Writing - Tools of Business writing - Business Letter, Claims & Response to Claims (Accept, Reject, Partially Accept) – Report writing - Business Proposals - Circular, Notice, Memorandum.	18	CO3
IV	Interpersonal Communication Netiquette (email & online), Telephone Etiquette, Social Etiquette, Dress Etiquette (Corporate Dressing) - Effective Team Communication - Team building, Team spirit – Timemanagement - Agenda, Minutes of meetings – Podcasts – Feedback - Importance of Feedback, Kinds: No Feedback, Positive, Negative, Specific feedback, Constructive Criticism.	17	CO4
V	Placement Grooming Cover Letter, Resume Writing, Pre-Placement Talk, Tests: Aptitude, Technical. Group Discussions, Personal Interview.	8	CO5

TEXT BOOKS:

1. Nawal, M. (2020). *Business Communication*. New Delhi, India: Cengage
2. Rath, P., Shalini, K. & Ray, D. (2018). *Corporate Communication*. New Delhi, India: Cengage
3. Gupta, C.B. (2019). *Essential Business Communication*. New Delhi, India: Cengage
4. Rajendra Pal & Korlahalli J.S. (2015). *Essentials of Business Communication*. New Delhi, India: Sultan Chand & Sons.
5. Taylor, S. (2005). *Communication for Business*. New Delhi, India: Pearson India Education Services.

REFERENCE BOOKS

1. Jain,N. & Mukherji,S. (2020). *Effective Business Communication*. New Delhi, India: McGraw Hill India Pvt. Ltd.
2. Mohan, K. Mohan, R.C. & Nirban, V.S. (2020). *Business Correspondence & Report Writing*. New Delhi, India: McGraw Hill India Pvt. Ltd.
3. Rai, U. & Rai, S.M. (2019). *Business Communication*. Mumbai, India: Himalaya Publishing Pvt. Ltd.
4. Bovee, C.L., Thill, J.V. & Raina, R.L. (2018). *Business Communication Today*. New Delhi, Pearson India Education Services

Note: Latest Edition of the reading to be used.

WEB RESOURCES

1. www.businesscommunication.org

Course Title: ELECTIVE II: (C) CORPORATE GOVERNANCE AND ETHICS

Course Code : 45623 (C)	Credits : 5
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course, the student will be exposed to a theoretical perspective and framework of corporate governance, corporate social responsibility and the ethical, environmental and social dilemma, develop the good corporate governance skills to become a successful executive and a good leader in one's future business life, identify and manage corporate governance issues and implement and control corporate governance procedures within their organizations

Course Outcomes: At the end of the course, the student will be able to:

CO1	Understand the concept of business ethics and its relevance in management and business
CO2	Understand the concept of corporate Governance, the disclosure practices and its connection with globalization
CO3	Develop knowledge about corporate governance reforms
CO4	Introduce and understand the concept of corporate social responsibility and managing ethical dilemma
CO5	Explain the contemporary practices in corporate governance

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	2	2	1	1	3	2	3	3	2	1	2	3
CO2	3	2	1	2	2	2	2	2	2	1	1	1
CO3	2	2	1	1	1	1	1	2	2	1	1	1
CO4	3	3	1	2	2	2	2	3	3	1	2	1
CO5	2	2	1	1	2	1	3	1	2	1	1	1

MODULE	CONTENTS OF MODULE	Hours	COs
I	Governance And Business Ethics - Introduction – Definition - Nature of Business Ethics – Characteristics - Causes of Unethical Behaviour - Work Ethics - Code of Conduct - Ethics in Indian business - Major Ethical Issues in Business - Ethics of Market-and Price - Ethics of Environmental, Consumer and Employee Issues - Human Values & Management Education - Relevance of values for management and in management of business.	15	CO1
II	Corporate Governance - Concept - Structure and Principles - Corporate Governance in India - Initiatives and present position - Issues and Problems in Corporate Governance - Disclosure Practices - Globalization and Corporate Governance	12	CO2
III	Corporate Governance Reforms - Organizational Structure - Board of Directors - Composition and their Role - Powers and Responsibilities - Board Meetings - Board Committees and their functions - Independent Director.	15	CO3
IV	Corporate Social Responsibility (CSR) - Business Perspective on Social change and human values in the area of globalization – Concept - Need and importance of CSR - CSR Principles and Strategies for organization - Best practices in CSR. Managing Ethical dilemma - Holistic Approach for Managers in decision making.	16	CO4
V	Contemporary Practices and Emerging Perspective on Corporate Governance - Stakeholders management- Corporate management structure for corporate governance – Decision making by boards - Board Objectives and strategies - Responsibilities of board and their informational requirements – Building Responsive Boards - Issues and challenges.	17	CO5

TEXT BOOK:

1. Fernando, A.C. (2013). *Business Ethics – An Indian Perspective*. New Delhi, India: Pearson India Education Services
2. Saraf, C.U. (2018). *Corporate Social Responsibility (CSR), Corporate Governance, Sustainable Development and Corporate Ethics/Business Ethics*. Mumbai, India: Himalaya Publishing House
3. Sharma, J.P. (2016). *Corporate Governance, Business Ethics, and CSR*. New Delhi, India: Ane Books Pvt. Ltd.

4. Murthy, C.S.V. (2019). *Business Ethics & Corporate Governance*. Mumbai, India: Himalaya Publishing House

REFERENCE BOOKS:

1. Kumar, S. & Rajan, S. (2019). *Business Ethics & Values*. Mumbai, India: Himalaya Publishing House
2. Mallin, C. (2019). *Corporate Governance (Indian Edition)*, New Delhi, India: Oxford University Press.
3. Tricker, B. (2018). *Corporate Governance-Principles, Policies, and Practice*, New Delhi, India: Oxford University Press
4. Jyotsna, G.B. & Joshi, R.C. (2019). *Business Ethics & Corporate Governance*. New Delhi, India: McGraw Hill India Pvt. Ltd.

Course Title: ELECTIVE III: (A) ENTREPRENEURIAL DEVELOPMENT AND START UP

Course Code : 45624 (A)	Credits : 5
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course, the student will be able to understand the concept of entrepreneurship, identify significant changes and trends which create business opportunities, analyze the environment for potential business opportunities and provide conceptual exposure on converting idea to an entrepreneurial firm

Course Outcomes: At the end of the course, the student will be able to:

CO1	Understand the basic concepts of entrepreneurship
CO2	Develop a B-Plan by the evaluation of business ideas and conduct of feasibility study
CO3	Understand the various institutions providing support to entrepreneurial ventures
CO4	Analyze the favorable environment required to run the venture successfully and the role of the government
CO5	Criticize the challenges faced by women and rural entrepreneurs

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	2	2	3	3	3	2	1	1	1	2	1	3
CO2	2	2	3	3	3	2	2	1	-	1	2	3
CO3	1	2	1	1	2	2	1	1	1	-	2	3
CO4	1	2	3	2	3	3	1	1	3	2	1	3
CO5	1	2	3	2	3	2	1	1	1	1	-	3

MODULE	CONTENTS OF MODULE	Hours	COs
I	Concept of Entrepreneurship: Entrepreneur - Meaning - Evolution - Functions of an entrepreneur - Traits of an Entrepreneur - Classification of Entrepreneurs – Myths on entrepreneurs – Concept of Intrapreneur – Entrepreneur Vs Intrapreneur - Concept of entrepreneurship – Factors promoting Entrepreneurship – Factors affecting entrepreneurial growth - Reasons for promoting Entrepreneurship - Barriers to entrepreneurship - Reasons of failure	15	CO1
II	Start Up - An Overview: Business Model - Generation of Ideas - Sources of New Ideas - Methods of Generating Ideas, Opportunity Recognition – Feasibility Study: Market, Technical/Operational, Financial, Legal & Social - Opportunity Assessment–Developing an effective Business Plan-Execution of Business Plan - Student Start-up Policy – Government Schemes to support start-ups – Coworking Spaces – Business Accelerators	20	CO2
III	Resource Mobilization & Institutional Support: Angel investors – Crowd-funding - Venture Capital Funds – Stock Market – Supply Chain Finance - Institutional support to entrepreneurs – Need - DIC, TANSIM, NSIC, MSMEDI, SSIC, SIDCO, SIPCOT, IIC, KVIC - Entrepreneurial Development Programs (EDP)– Objective, Need and Relevance of EDPs – Problems of EDPs	15	CO3
IV	Managing Environments: Economic, Technological and Social Environment – Business Cycles – Industry Cycles - Role of Government in promoting entrepreneurship – Policies and Schemes for promotion of MSME in India – Incentives, subsidies & tax concessions – Supporting institutions -Failure, Causes and Preventive Measures – Turnaround Strategies.	20	CO4

V	Development of Women Entrepreneurship & Rural Entrepreneurship: Women Entrepreneurs – Concept –Growth – Challenges in the path of women entrepreneurship – Development of women entrepreneurship – Opportunities to Women Entrepreneurs – Initiatives, policies & schemes for women entrepreneurs – Grassroot entrepreneurship through Self-Help Groups (SHGs) - Rural entrepreneurship – Need, Importance, Types – Rural Industrialization: Advantages & types – Opportunities for rural entrepreneurs – Risks and problems faced by rural entrepreneurs	20	CO5
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TEXT BOOK:

1. Charantimath, P.M. (2019). *Entrepreneurship Development and Small Business Enterprises*. New Delhi: India. Pearson India Education Services
2. Desai, V. (2019). *Dynamics of Entrepreneurial Development and Management*, Mumbai: India. Himalaya Publishing House.
3. Gordon, E & Natarajan,K.(2020).*EntrepreneurshipDevelopment*.Mumbai,India:Himalaya Publishing House Pvt. Ltd.

REFERENCE BOOKS:

1. Fisher, S. & Duane, J. (2016). *The Startup Equation: A Visual Guidebook To Building Your Startup*. New Delhi, India: McGraw Hill (India) Pvt. Ltd.
2. Barringer, B.R. & Ireland, D.R. (2020). *Entrepreneurship: Successfully Launching Ventures*. New Delhi, India: Pearson Education
3. Holt, D.H. (2016). *Entrepreneurship*. New Delhi, India. Pearson Education

Note: Latest Edition of the reading to be used

WEB RESOURCES

1. <https://openstax.org/details/books/entrepreneurship>
2. <https://www.entrepreneur.com/>
3. <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/>
4. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Chapter%206%20Entrepreneurs%20Starting%20a%20Business.pdf?sequence=11&isAllowed=y>

Course Title: ELECTIVE III: (C) HUMAN RESOURCE MANAGEMENT

Course Code : 45624 (C)	Credits : 5
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

This course will facilitate the student to gain knowledge on the concept of human resources and methods to make optimum use of human capital and also explore the knowledge of recent trends such as E HRM, Human Resource Audit and their contemporary issues.

Course Outcomes: At the end of the course, the student will be able to:

CO1	Understand the basic concept of human resource management and its evolution and challenges
CO2	Articulate human resource planning using quantitative and qualitative dimensions
CO3	List the methods of training and explain its role towards human resource development
CO4	Explain performance appraisal methods and their link with compensation.
CO5	Understand the concept of employee health, safety, digital HRM and the welfare measures of the employees.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	1	1	1	1	1	1	1	2	3	-	1	3
CO2	3	1	1	1	1	3	1	3	2	3	-	3
CO3	3	1	1	1	2	3	3	2	1	2	1	3
CO4	3	1	1	1	2	3	3	3	2	1	2	2
CO5	3	2	2	2	2	3	3	3	2	3	3	3

MODULE	CONTENTS OF MODULE	Hours	COs
I	Human Resource Management - Concept and functions, Role, Status and competencies of HR manager, HR policies, Evolution of HRM, Emerging challenges of Human Resource Management - Workforce diversity, Empowerment, Downsizing, VRS, Work Life Balance	15	CO1
II	Human Resource Planning - Quantitative and qualitative dimensions, Job analysis – Job description & job specification – Recruitment, concept & sources – Selection, concept & process - Test & interview – Placement - Induction & socialization, Retention - Artificial Intelligence in Talent Acquisition: Meaning, Role, Benefits, Application and Challenges of AI based Recruitment.	15	CO2
III	Training and Development - Concept and importance, Role specific and competency-based training, Training and development methods: Apprenticeship, Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In-basket, Management Games, Conferences and Seminars, Coaching and Mentoring, Management Development Programs, Training Process Outsourcing	20	CO3
IV	Performance appraisal & Employee Engagement Performance appraisal: Nature, objectives and process, Performance management, Methods of Performance Appraisal, Potential appraisal, Employee counseling, Job changes - Transfers and promotions - Human Resource Audit – Compensation, Concept and policies, Base & supplementary compensation, Individual, group & organization incentive plans, Fringe benefits, Performance linked compensation, Employee Stock Option, Pay Band Compensation System, Job Evaluation Employee Engagement: Meaning, Definition, Types, Importance, Factors; Benefits, Impact on performance, Methods to promote employee engagement.	20	CO4
V	Employee Health and Safety; - Employee welfare - Social Security (excluding legal provisions) - Employer-employee relations: An overview, Grievance handling & redressal - Industrial disputes, Causes & Settlement machinery - Digital HRM – Digital Workforce - Human Resource Information System & Digital HRM – Artificial Intelligence in Talent Acquisition - Impact of HRM practices on organizational performance - HR Audit, Contemporary issues in Human Resource Management	20	CO5

TEXT BOOK:

1. Khanka, S.S. (2019). *Human Resource Management – Text and Cases*. New Delhi, India: S. Chand Publishing.
2. Durai, P. (2020). *Human Resource Management* New Delhi, India: Pearson India Education Services.
3. Dr. Jayashankar, J. (2013). *Human Resource Management*, Chennai: India, Margham Publications.

REFERENCE BOOKS

1. Rao, V.S.P. (2020). *Human Resource Management*. Chennai, India: Taxmann Publications
2. Aswathappa, K. (2017). *Human Resource Management Text and Case*. New Delhi, India: McGraw Hill (India) Pvt. Ltd
3. Gupta, S.K. & Joshi, R. (2020). *Fundamentals of Human Resource Management*. Chennai, India: Kalyani Publishers.

Note: Latest Edition of

the reading to be used

WEB RESOURCES

1. https://www.researchgate.net/publication/305954894_Human_Resource_Management_The_ory_and_Practice/link/57a740ce08aee07544c130bd/download
2. http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf
3. <https://brauss.in/hrm-basic-notes.pdf>

Semester	III	
Subject	CORE VI – ETHICS & CORPORATE GOVERNANCE	
Maximum Marks	CIA- 50 Marks	ESE-100 Marks
Credits/ Instruction Hours	5 Credits / 90 Hours	
Exam Duration	3 Hours	

Objectives

1. To understand the evolution and genesis of corporate governance globally & in India
2. To facilitate the understanding of the relevance and need of the corporate governance.
3. To customize the importance of ethics & corporate governance and its relevance to the business

Unit I:

Concept of ethics – sources – ethics and morals – justice – fairness – values – relevance of business ethics – arguments for and against – business values for 21st century – ethics in Indian business – **Ethics in Indian Epics (Mahabharatham, Arthasasthram) – an Overview.*

Unit II: (# - Unit for Compulsory Question)

Ethical management – strengthening of personal and organizational integrity – complexity and group dynamic – spiritual core of leadership – leaders and the value reference – **corporate scams and its effects* – law as an instrument of ethics.

Unit III:

Corporate social responsibility – meaning – promoting – stakeholders’ satisfaction – corporate responsiveness – managing socially responsible business – environment responsibility – ethics and ecology – **advertisement and information disclosure-* ethics at work place and professionalism.

Unit IV:

Corporate Governance – meaning, scope – transparency – disclosures share holders’ welfare vs. stakeholders approach – Board of Directors – Role, duties, responsibilities – Independent Directors – Executive and compensation – Disclosure requirements – **Director’s Responsibility Statement.*

Unit V: (# - Unit for Compulsory Question)

SEBI and corporate governance – Clause 49 A of SEBI listing agreement – Committees under Listing agreement – Governance committees – Audit committees – **Shareholders grievances committee – Investor protection – shareholders information* – Disclosure requirements – Role of Accountants and Auditors – accountability – professional Code & values.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference books:

1. Corporate Governance and business Ethics by All India Management Association –Excell Books
2. Riya Rupani, Business Ethics & Corporate Governance, Himalaya Publishing House
3. Subhash Chandra Das, Corporate Governance in India, PHI Publishing House
4. William H. Shaw, Business Ethics – Thomson Publications
5. N. Balasubramanyan, Corporate boards and Governance – Sterling publishers
6. Reference on corporate governance and directors duties and responsibilities –publication of Institute of Company secretaries of India
7. Neville Bain & David Band –winning ways through corporate governance – Macmillan publishers

Note: Latest edition of the books to be referred.

GENDER SENSITIVITY

III YEAR – VI
SEMESTER CORE – XIV–
WOMEN’S WRITING

Objectives

- ◆ To make students understand the need of importance of Women’s studies in the literary context.
- ◆ To help students study the representative works of women writers.
- ◆ To help students understand the emergence and objectives of Women’s studies.

Outcomes

The students will be able to

- ◆ Learn about feminism and the three waves of feminism
- ◆ Critically analyse the poems of Maya Angelou, Bhatt, Brooks and MenkaShivdesani
- ◆ Examine the works of Uma Parameswaran in the modern context
- ◆ Gain perspective on Indian women writers and their idea of feminism through the works of Shashi Deshpande
- ◆ Appraise the works African American women writers like Alice Walker

Module I Introduction

What is Feminism?

Three Waves of Feminism

Module II Poetry

Maya Angelo - Still I Rise
Sujata Bhatt - Search for My Tongue
Gwendolyn Brooks - Kitchenette Building
MenkaShivdesani - Iron Woman

Module III Drama

Uma Parameswaran – Sita’s Promise

Module IV Fiction

Shashi Deshpande - That Long Silence

Module V Prose

Alice Walker - In Search of Our Mother’s Garden - Part I

Suggested Reading

Habib, M.A.R. (2011). *Literary Criticism*, Australia, Blackwell Publishing.
Cavallaro, Dani.(2001). *Critical And Cultural Theory*, New Delhi, Bloomsbury.
Tillotson, Geoffrey.(2013).*Criticism and the nineteenth century*, London, Bloomsbury.
Thornham,Sue.(2000).*Feminist Theory And Cultural Studies*, London, Bloomsbury.

Chanter ,Tina.(2006). *Gender Key Concepts In Philosophy*, London, Bloomsbury. Donovan, Josephine.(2012). *Feminist Theory*, London, Bloomsbury publishing plc

HUMAN VALUES

APPENDIX – 32 (S)

UNIVERSITY OF MADRAS

CHOICE BASED CREDIT SYSTEM

PART- IV VALUE EDUCATION

Common for all U.G. & Five Year Integrated
Courses

(Effective from the Academic Year 2012-2013)

SYLLABUS

PART-IV VALUE EDUCATION - III YEAR – FIFTH SEMESTER CREDITS : 2

Objective : Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

Unit I: Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

Unit II : Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking

Unit III : Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. APJ Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

Unit IV: Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

Unit V : Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women- How to tackle them

Books for Reference:

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003

2. Chakravarthy, S.K. : Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi , 1999.
3. Satchidananda, M.K.: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991
4. Das, M.S. & Gupta, V.K. : Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999
6. Ruhela, S.P. : Human Values and education, Sterling Publications, New Delhi, 1986
7. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975
8. NCERT, Education in Values, New Delhi, 1992
9. Swami Budhananda (1983) How to Build Character A Primer : Ramakrishna Mission, New Delhi
10. A Cultural Heritage of India (4 Vols.), Bharatiya Vidya Bhavan, Bombay. (Selected Chapters only)
11. For Life, For the future : Reserves and Remains – UNESCO Publication
12. Values, A Vedanta Kesari Presentation, Sri Ramakrishna Math, Chennai, 1996
13. Swami Vivekananda, Youth and Modern India, Ramakrishna Mission, Chennai
14. Swami Vivekananda, Call to the Youth for Nation Building, Advaita Ashrama, Calcutta
15. Awakening Indians to India, Chinmayananda Mission, 2003

Course Title: Core Paper VII– CORPORATE LAWS

Course Code: 2120207
L:T:P:S : 4:0:0:0 CIA Marks: 50
Exam Hour : 03 ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Acquire knowledge on SEBI guidelines on Capital Market operations & its powers and functions.	K1 & K6
CO2	Discuss the provisions relating to the Competition Act 2002 in correspondence with the duties, powers and functions of the competition commission. Elaborate the Foreign Exchange Management Act, 1999 contraventions and penalties.	K4& K5
CO3	Identify the important role played by Information Technology Act, 2000 Critically appraise and make use of Intellectual Property Rights Act.	K5 & K6
CO4	Compare and contrast the formulation of Environment Protection Act, 1986 and the Rights to Information Act, 2005.	K2& K3
CO5	Demonstrate the purpose of Consumer Protection Act, 1986. Understand the rights of a Customer	K3
CO6	Apply appropriate Economic and Corporate Laws to meet the corporate governance and Ethics	K5

S NO	CONTENTS OF MODULE	Hrs	Cos
1	SEBI Act 1992 (As amended by the Securities Laws Amendment Act, 2014) – Definitions – Establishment of the Securities and Exchange Board of India – Transfer of Assets and Liabilities etc., – Powers and functions of the Board – Registration Certificate – Prohibition – Finance, Accounts and Audit Penalties and Adjudication – Establishment, Jurisdiction, Authority and Procedure of Appellate Tribunal –Miscellaneous	12	CO1
2	The Competition Act 2002 – The Competition (Amendment) Act, 2007 – Definition – Prohibition of certain agreements – Abuse of dominant position – Competition Commission of India – Duties, powers and functions of Commission – Duties of Director General – Penalties – Competition Advocacy –Miscellaneous – Foreign Exchange Management Act 1999 – Definition – Regulation and Management of Foreign Exchange – Authorised Person – Contravention and Penalties – Adjudication and Appeal–Directorate of Enforcement–Miscellaneous	12	CO2 & CO6

3	Information Technology Act 2000 – Definition – Authentication of Electronic Records – Electronic Governance – Secure Electronic Records and Secure Digital Signature – Regulation of Certifying Authorities – Penalties – Adjudication – Miscellaneous. Intellectual Property Rights – Copyright Act 1957 – Meaning – Copyright Authorities – Infringement of Copyright – The Trade and Merchandise Marks Act 1958 – Uses of Trademarks and Registered Users – The Patents Act 1970 – Protection of Invention/Rights of Inventor under the Patents Act 1970 – The Designs Act 1911 –TRIP	12	CO3
4	The Environment (Protection) Act 1986 – Rules and Notifications – Environmental Protection – Constitutional Obligation – Fundamental Right to live in Healthy Environment – Judicial Activism in India – Water (Prevention and control of Pollution) Act 1974 – Air (Prevention and control of Pollution) Act 1981 – Land Pollution – Law relating to Management of Wastes – Noise Pollution – Legal Control. Right to Information Act 2005 – Application – Mode of payment – Appeal to the commission	12	CO4
5	Consumer Protection Act 1986 – Definition – Consumer Protection Councils – Consumer Dispute Redressal Agencies – Miscellaneous	12	CO5



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Arumbakkam, Chennai – 600 106

Department: PG AND RESEARCH DEPARTMENT OF COMMERCE		Academic Semester: EVEN	
Semester: 2ND	Section: 1ST M.COM	Course Code: 2220207	Course: CORPORATE LAW
Course Incharge: DR.PRADEEPA GEORGE		No. of credits: 4	

Content delivery	e.g. Chalk and Talk, PPT presentation, Quiz, Assignments
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COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	<ul style="list-style-type: none">Acquire knowledge on SEBI guidelines on Capital Market operations & Identify its powers and functions.
CO2	<ul style="list-style-type: none">Discuss the provisions relating to the Competition Act 2002 in correspondence with the duties, powers and functions of the competition commission.Elaborate the Foreign Exchange Management Act, 1999 contraventions and penalties.Apply appropriate Economic and Corporate Law to meet the corporate governance and Ethics
CO3	<ul style="list-style-type: none">Identify the role played by Information Technology Act, 2000 and critically appraise the importance of e-Governance.Critically appraise and make use of Intellectual Property Rights Act.Explain the Provisions relating to Patent Act, Copy Rights Act and Registered Trade Marks
CO4	<ul style="list-style-type: none">Compare and contrast the formulation of Environment Protection Act, 1986 and the Rights to Information Act, 2005.
CO5	<ul style="list-style-type: none">Demonstrate the purpose of Consumer Protection Act, 1986.Understand the rights of a CustomerDeliberate the Forums for grievance redressal mechanism



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Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	2	3	3	2	3	3	3
CO3	3	2	3	3	2	3	3	3
CO4	3	3	3	3	1	3	3	3
CO5	3	3	3	3	2	3	3	3

Correlation levels: 1 - Weak 2 - Medium 3 - High

COURSE DELIVERY PLAN

Lecture	Module	Topics	Instructional Hours	Date of Completion	Faculty Sign
1.	1	SEBI ACT 1992- definition	1	06/12/2022	
2.		Establishment of securities and exchange board of India	1	06/12/2022	
3.		Transfer of assets and liabilities etc.	1	09/12/2022	
4.		Power and functions of the board	1	12/09/2022	
5.		Registration certificate	1	16/12/2022	
6.		Prohibition	1	19/12/2022	
7.		Finance, accounts and audit penalties adjudication	2	22/12/022	
8.		Establishment jurisdiction	1	22/12/2022	

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9.		Authority and procedure appellate tribunal	2	26/12/2022	PS
10.		Miscellaneous	1	29/12/2022	PS
11.	2	The Competition Act 2002	1	30/12/2022	PS
12.		The Competition (Amendment) Act 2007 – definition	1	03/01/2023	PS
13.		Prohibition of certain agreements	1	03/01/2023	PS
14.		Abuse of dominant position	1	07/01/2023	PS
15.		Competition commission of India	1	09/01/2023	PS
16.		Duties, powers and functions of commission	1	12/01/2023	PS
17.		Duties of director general	1	12/01/2023	PS
18.		Penalties, Competition advocacy- miscellaneous	2	19/01/2023	PS
19.		Authorized person contraventional penalties	2	23/01/2022	PS
20.		Adjudication and appeal – directorate of enforcement- miscellaneous	1	27/01/2023	PS
21.		Information Technology Act 2000 – definition – Authentication of electronic records	1	27/01/2023	PS



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22.	3	Electronic governments – secure electronic records and secure digital signature	1	30/01/2023	PP
23.		Regulation of certifying authorities – penalties adjudication – miscellaneous	1	01/02/2023	PP
24.		Intellectual property rights – Copy right Act 1957 – meaning – copy right authorities – infringement of copy right	1	01/02/2023	PP
25.		The trade and merchandise marks Act 1958 – use of trademarks and registered users	1	06/02/2023	PP
26.		The Patents Act 1970	2	08/02/2023	PP
27.		Protection of invention	1	14/02/2023	PP
28.		Rights of inventor under the patents Act 1970	1	14/02/2023	PP
29.		The designs Act 1911	1	16/02/2023	PP
30.		Trade Related Intellectual Property rights	2	20/02/2023	PP
31.		4	Environment (protection) Act, 1986- definition and meaning	1	23/02/2023
32.	Rules and notification		1	24/02/2023	PP
33.	Environmental protection		1	27/02/2023	PP



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34.		Constitutional obligation	1	01/03/2023	M
35.		Fundamental rights to live in healthy environment	1	03/03/2023	M
36.		Judicial activism in India	1	03/03/2023	M
37.		Water (prevention and control of pollution) Act 1974	1	06/03/2023	M
38.		Air (prevention and control of pollution) Act 1981	2	08/03/2023	M
39.		Land pollution – law relating to management -Noise pollution legal control of wastes	1	10/03/2023	M
40.		Right to Information Act 2005 – application – mode of payment - Appeal to the commission	2	13/03/2023	M
41.	5	Consumer Protection Act 1986 –	1	17/03/2023	M
42.		meaning	1	17/03/2023	M
43.		Definition	1	20/03/2023	M
44.		Consumer Definition protection councils	1	22/03/2023	M
45.		Consumer dispute redressal agencies	1	22/03/2023	M
46.		Miscellaneous	1	27/03/2023	M



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47.	National consumer dispute redressal commission	2	28/03/2023	
48.	State consumer dispute redressal commission	2	31/03/2023	
49.	District consumer disputes redressal forum	1	31/03/2023	
50.	Computerization and computer networking of consumer forum	1	31/03/2023	

TEXT BOOKS:

1. Sharma, J.P., Corporate Governance, Business Ethics and CSR, Anne Books Pvt. Ltd, New Delhi.

2. Sharma, J.P Corporate Governance and Social Responsibility of Business, Anne Books Pvt. Ltd., New Delhi.

REFERENCES:

1. Mallian, Christine A, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.

2. Blowfield, Michael and AlamMurray, Corporate Responsibility, Oxford University Press, New Delhi

3. Francesco perrimi, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility – An European Perspective, Edward Elgar

Course Incharge

Head of the Department

SPECIALISED COURSE II

CORPORATE GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY

Course Code: 2120208	Credits : 04
L:T:P:S :4:0:0:0	CIA Marks: 40
Exam Hour :03	ESE Marks : 60

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Deliberate the details of the concept of ethics and related terms or connotations, business values, business ethics and its various approaches, theories, Social responsibilities and corporate ethics.	K1& K3
CO2	Learn the frame work of corporate governance: Evolution and development in India, Regulatory frame work of corporate governance in India. SEBI guidelines and Clause 49.	K1&K2
CO3	Understand in details about Management vs. Governance ;Internal constitutes of the corporate governance ; key managerial personnel; chairman , chief executive officer, company secretary.	K3& K4
CO4	Identify the concept of Whistle Blowing; whistle blower policy in India.	K5& K6
CO5	Explain Corporate social responsibilities; Corporate sustainability, Reporting, CSR and Business ethics ; Corporate Governance ;environmental aspects of CSR, Models, drivers of CSR; CSR initiatives in India.	K6
CO6	Demonstrate an enhanced application for the relevance and practical application of ethics in management of business	K5

S.NO	CONTENTS OF MODULE	Hrs	Cos
1	Business ethics: The concept of ethics; ethics and related connotations; business values and ethics; concept of business ethics; various approaches to business ethics; ethical theories; Western and Indian approaches; ethical governance ; social responsibility – an extension of business ethics; the concept of corporate ethics; benefits of adopting ethics in business; ethics programme; code of ethics; ethics committee	12	CO1
2	Conceptual framework of corporate Governance: Evolution of corporate governance; developments in India; regulatory frame work of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act; secretarial audit; class action; insider trading; rating agencies; green governance / e– governance; shareholders’ activism; corporate governance in PSUs and banks; legislative framework of corporate governance – an international perspective	12	CO2
3	Corporate Management: Management vs. governance; internal constitutes of the corporate governance ; key managerial personnel (KMP); chairman – qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO; separation of roles of chairman and CEO; CFO; manager; company secretary; auditor.	12	CO3, CO5

4	Whistle– blowing and Corporate Governance – The Concept of Whistle – Blowing; types of whistle – blowers; Whistle blower policy; the whistle – Blower Legislation across counties; Developments in India	12	CO4
5	Corporate Social Responsibility (CSR) – Meaning; Corporate Philanthropy; CSR – an overlapping concept; corporate sustainability reporting, CSR through triple bottom line; CSR and business ethics; CSR and corporate governance, environmental aspects of CSR, CSR models; drivers of CSR; global reporting initiatives; major codes on CSR, initiatives in India	12	CO5



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Department: PG AND RESEARCH DEPARTMENT OF COMMERCE		Academic Semester: EVEN	
Semester: 2RD	Section: 2ND M.COM	Course Code:	Course: CORPORATE GOVERNANCE, ETHICS AND RESPONSIBILITY.
Course Incharge: DR.R.SUNDARI		No. of credits: 4	

Content delivery	e.g. Chalk and Talk, PPT presentation, Quiz, Assignments
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COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	<ul style="list-style-type: none">Deliberate the details of the concept of ethics and related terms or connotations, business values, business ethics and its various approaches, theories, Social responsibilities and corporate ethics.
CO2	<ul style="list-style-type: none">Learn the frame work of corporate governance: Evolution and development in India, Regulatory frame work of corporate governance in India. SEBI guidelines and Clause 49.
CO3	<ul style="list-style-type: none">Understand in details about Management vs. Governance; Internal constitutes of the corporate governance; key managerial personnel; chairman, chief executive officer, company secretary.Demonstrate an enhanced application for the relevance and practical application of ethics in management of business
CO4	<ul style="list-style-type: none">Identify the concept of Whistle Blowing; whistle blower policy in India.
CO5	<ul style="list-style-type: none">Explain Corporate social responsibilities; Corporate sustainability, Reporting, CSR and Business ethics; Corporate Governance; environmental aspects of CSR, Models, drivers of CSR; CSR initiatives in India.



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Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	2	3	3	2	3	3	3
CO3	3	2	3	3	2	3	3	3
CO4	3	3	3	3	1	3	3	3
CO5	3	3	3	3	2	3	3	3

Correlation levels: 1 - Weak 2 - Medium 3 - High

COURSE DELIVERY PLAN

Lecture	Module	Topics	Instructional Hours	Date of Completion	Faculty Sign
1.	1	Business ethics : Concepts of ethics and ethics related connataions; business values and ethics;	1	06.12.2022	<i>Sulim</i>
2.		Concept of business ethics; various approaches of business ethics;	1	06.12.2022	<i>Sulim</i>
3.		Ethical theories	1	08.12.2022	<i>Sulim</i>
4.		Western and Indian approaches	1	09.12.2022	<i>Sulim</i>
5.		Ethical governance ; social responsibility	2	13.12.2022	<i>Sulim</i>
6.		An extension of business ethics	1	13.12.2022	<i>Sulim</i>
7.		The concept of business ethics	1	16.12.2022	<i>Sulim</i>
8.		Benefits of adopting ethics in business	2	16.12.2022	<i>Sulim</i>



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9.		Ethics programme ; code of ethics	1	19.12.2022	Sulva
10.		Ethics committee	1	19.12.2022	Sulva
11.	2	Conceptual framework of corporate governance; evolution of corporate governance	2	20.12.2022	Sulva
12.		Developments in India;	1	22.12.2022	Sulva
13.		Regulatory framework of corporate governance in India	1	26.12.2022	Sulva
14.		SEBI guidelines and clause 49	1	26.12.2022	Sulva
15.		Reforms in the Companies act ; Secretarial audit	1	30.12.2022	Sulva
16.		Class action; insider trading; rating agencies	1	30.12.2022	Sulva
17.		Green governance / e- governance; shareholder's activism	1	03.01.2023	Sulva
18.		Corporate governance in PSUs and banks	1	05.01.2023	Sulva
19.		Legislative framework of corporate governance	2	07.01.2023	Sulva
20.		An international perspective	1	09.01.2023	Sulva
21.	3	Corporate Management ; management vs governance	1	11.01.2023	Sulva
22.		Internal constitutes of the corporate governance	1	13.01.2023	Sulva
23.		Key managerial personnel; chairman	1	13.01.2023	Sulva

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24.		Qualities of a chairman	1	27.01.2023	Submit
25.		Powers, responsibilities and duties of a chairman	1	06.02.2023	Submit
26.		Chief Executive Officer	2	10.02.2023	Submit
27.		Role and responsibilities of the CEO	1	10.02.2023	Submit
28.		Separation of roles of chairman and CEO	2	14.02.2023	Submit
29.		CFO; manager	1	16.02.2023	Submit
30.		Company secretary ; auditor	1	16.02.2023	Submit
31.	4	Whistle, blowing	1	20.02.2023	Submit
32.		Corporate governance	1	23.02.2023	Submit
33.		The concept of Whistle	1	28.02.2023	Submit
34.		The concept of blowing	1	02.03.2023	Submit
35.		Types of whistle	2	06.03.2023	Submit
36.		Types of blowers	1	06.03.2023	Submit
37.		Whistle blower policy	1	10.03.2023	Submit
38.		The whistle legislation	1	13.03.2023	Submit
39.		The whistle blower legislation across countries	1	17.03.2023	Submit
40.		Developments in India	2	20.03.2023	Submit



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41.	5	Corporate Responsibility Meaning	Social -	1	20.03.2023	Sulim
42.		Corporate Philanthropy		1	23.03.2023	Sulim
43.		CSR - an overlapping concept		2	27.03.2023	Sulim
44.		Corporate sustainability reporting		1	27.03.2023	Sulim
45.		CSR through triple bottom line		1	28.03.2023	Sulim
46.		CSR and business ethics ; CSR and corporate governance		1	28.03.2023	Sulim
47.		Environmental aspects of CSR		1	29.03.2023	Sulim
48.		CSR models ;		2	29.03.2023	Sulim
49.		Drivers of CSR global reporting initiatives		1	31.03.2023	Sulim
50.		Major codes on CSR, initiatives in India		1	31.03.2023	Sulim

TEXT BOOKS:

1. Sharma, J.P., Corporate Governance, Business Ethics and CSR, Anne Books Pvt. Ltd, New Delhi.
2. Sharma, J.P Corporate Governance and Social Responsibility of Business, Anne Books Pvt. Ltd., New Delhi.

REFERENCE BOOKS:

1. Mallian, Christine A, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. Blowfield, Michael and Alam Morray, Corporate Responsibility, Oxford University Press, New Delhi

Sulim

Course Incharge

Sulim
Head of the Department



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SCHOOL OF MANAGEMENT
PG & Research
Approved by AICTE

In order to integrate the cross cutting issues relevant to gender, environment and sustainability, human values and professional ethics, School of Management has imbibed different types of courses in the curriculum, some enhance professional competencies while others aim to inculcate general competencies like social values, human values, Gender etc., thereby leading to the holistic development of students.

The following are the course

S.No	Course Name
1	MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR
2	ENTREPRENEURSHIP
3	HUMAN RESOURCE MANAGEMENT
4	INTERNATIONAL BUSINESS MANAGEMENT
5	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS
6	LEADERSHIP AND ORGANISATIONAL EFFECTIVENESS
7	CONSUMER BEHAVIOUR
8	ADVERTISING AND PROMOTIONS MANAGEMENT
9	PURCHASING MANAGEMENT
10	MANAGING START UPS

MANAGEMENT PROCESSES AND ORGANIZATIONAL BEHAVIOUR

Course Code : MBAC101

L:T:P:J:C : 3:0:1:0:4

Exam Hours : 03

Credits : 04

CIA Marks : 50

ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Apply the Principles of Management and effective Decision making and critical thinking and strategy formulation.
CO2	Demonstrate the applicability of the concept of OB to analyze the behavior of people in the Organization.
CO3	Analyze Individual Behavior, Job Satisfaction and the importance of Motivation.
CO4	Exposure on Group Behavior and the need of Leadership and to handle stress
CO5	Evaluate Organization needs, structure and its effectiveness

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	2	2	2	1	3
CO2	3	1	3	2	3	2	1	1
CO3	3	2	2	2	2	1	2	2
CO4	3	1	3	1	3	2	1	2
CO5	2	2	2	3	3	1	2	2

Si No	CONTENTS OF MODULE	Hrs	Cos
1	<p>Management Processes - Planning, Nature and purpose of planning - Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies</p> <p>–Decision Making - Types of decision - Decision making process - Organizing</p> <p>- Organization structure - Line and staff authority – Departmentation - Span of control - Centralization and decentralization - Delegation of authority – Staffing</p> <p>- Selection and Recruitment - Career development - Career stages - Directing – controlling - Types of control - Budgetary and non-budgetary control techniques -Managing productivity - Quality control - span of control, centralization Vs decentralization, Business Modeling.</p>	9	CO1
2	<p>Introduction to Organization Behavior - Historical perspective - Organization – Management - Role of managers - Evolution of management thought - Organization and the environmental factors - Managing globally - Strategies for International business.</p>	9	CO2
3	<p>Foundations of individual Behavior - Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Attitudes – Characteristics – Measurement - Values. Perceptions –Importance –Factors influencing perception. Motivation – Importance –Types –Effects on work behavior - Motivation- concepts and applications - Theories of Motivation</p>	9	CO3
4	<p>Foundations of Group Behavior – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques –Team building – Interpersonal relations –Communication – Control - conflicts and negotiations, communication - Meaning –Importance –Leadership styles –Theories – Leaders Vs Managers –Sources of power –Power centers –Power and Politics Stress - Managing change. Stress –Work Stressors – Prevention and Management of stress – Balancing work and Life</p>	9	CO4
5	<p>Dynamics of organization - QWL, International OB. Definition, need and importance of organizational behaviour –Nature and scope – Frame work – Organizational behaviour models. Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change –Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Organizational development – Characteristics – objectives – Organizational effectiveness Developing Gender sensitive workplace.</p>	9	CO5

ENTREPRENEURSHIP

Course Code : MBAC107
L:P:T:J:C : 2:0:1:0:3
Exam Hours : 03

Credits : 03
CIA Marks : 50
ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Imbibe entrepreneurial concept and models, and Develop skill
CO2	Differentiate entrepreneurs and Entrepreneurs skill
CO3	Establish records for small business, relating to legal aspects and other functional management practices
CO4	Mobilize resources for ED in an Optimum way
CO5	Identify and Utilize the support eco-system for managing the business and start a New Business Model.

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	2	2	3	1	2
CO2	3	2	3	2	2	3	1	2
CO3	3	2	2	2	2	3	2	2
CO4	3	2	2	2	2	3	2	2
CO5	3	2	3	2	3	3	2	1

Si. No	CONTENTS OF MODULE	Hrs	Cos
1	Competing Theories of Entrepreneurship: Definition of entrepreneurship, Characteristics of entrepreneurship, A conception model, Types of Businesses –Family Business VS Startup- Definition of SSI, MSI, MSE, Ancillary,	9	CO1
2	Understanding Entrepreneurship, Growth of a Business Idea , Intellectual Property, Family Business, Doing Business in India , Entrepreneurial Support Entrepreneurs and emergence of Indian Entrepreneurs – Traits of successful entrepreneurs – Entrepreneurs Vs Managers - Entrepreneurial Development Program – Entrepreneurial Development Institute (EDI)	9	CO2
3	Maintenance of Records - Ledgers, Documentation, formalities - Legal aspects in establishing and maintenance of Small Business Strategic Management in Small Business - Financial Management in Small Business – Working capital management - Marketing Management in Small Business – Selling to Government, Industries, Institutions and Consumer market - Production Management in Small Business - Human Resource Management in Small Business.	9	CO3, CO4
4	Mobilizing Resources - Buying a Business , Entrepreneurial Finance , Making a Business Plan Operations and Management - Managing Operations , Human Resource Management, Entrepreneurial Marketing, New Product Development, E-Business, Networking, Project Management	9	CO1 CO5
5	Growth and Social Responsibility - Growth , Exit Strategies , Social Responsibility, Ethics in Business Institutions Supporting Small Business Enterprises – SIDBI, IDBI, SIPCOT, TIIC, TCO, SIDCO, NSIC, TDA ,Export Promotion council, etc. Intellectual Property Entrepreneurial Support , Women Entrepreneurs	9	CO4 CO6

HUMAN RESOURCE MANAGEMENT

Course Code : MBAC109

Credits : 04

L:P:T:J:C : 3:0:1:0:4

CIA Marks : 50

Exam Hours : 03

ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Evaluate the HR Environment and develop HR policies with IR factors and solve HR Problems
CO2	Analyze the dynamics in HR environment and contribute to development, implementation and evaluation of Employee recruitment, selection and retention plans and process
CO3	Develop relevant skills necessary for application in HR related issues
CO4	Develop, implement and evaluate employee orientation, training and development process
CO5	Facilitate and support effective employee and labor relations

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	3	2	-	2	2	1
CO2	3	3	-	3	-	-	2	1
CO3	3	3	2	3	3	3	2	1
CO4	2	3	3	2	-	-	3	1
CO5	3	2	3	2	2	-	3	1

Si. No	CONTENTS OF MODULE	Hrs	Cos
1	<p>Introduction to HRM</p> <p>Definition, environment, changing role, HR Manager's proficiencies, Labour legislation in India: Industrial relationship, wages, working hours, conditions of services and employment, equality and empowerment of women, social security, guidelines for handling sexual harassment complaints, Diversity management and affirmative action programs, Strategic HRM, Strategic HR process and roles, HR score card</p>	9	CO1
2	<p>HR Planning Process</p> <p>Job analysis, description and specification, HR Planning process, recruitment, Testing and selection, Interviewing candidates, and short listing and appointment, promotion transfers, VRS, exit interview, types of separation, Meaning of HRD and its role in training</p>	12	CO2, CO3
3	<p>Training and development</p> <p>Orienting employees, training process, methods, management development managing Organizational change and development, Performance management and appraisal, career planning and development, Workers Engagement.</p>	10	CO3, CO4
4	<p>Compensation</p> <p>Establishing pay plans, Pay for performance and financial incentives and non-financial incentives, Benefits and services, Knowledge management</p>	9	CO4, CO5
5	<p>Labour Relations and Industrial Relations</p> <p>Collective Bargaining, Grievance Management-Causes- Implications Redressal Methods, Introduction to Trade Union</p>	5	CO5

INTERNATIONAL BUSINESS MANAGEMENT

Course Code : MBAC114

Credits : 03

L:P:T:J:C :2:0:1:0:3

CIA Marks : 50

Exam Hours : 03

ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Recognize challenges and opportunities for Foreign Trade markets
CO2	Critically analyze the procedures in Exports and Imports
CO3	Explore strategies and analyze the impact of Global strategies in International Business
CO4	Apply the concept of globalisation techniques to support problems in MNC Management
CO5	Evaluate the impact of statutory and regulatory compliances on an organizations integrative trade initiatives.

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	2	-	2	-	1
CO2	2	3	-	3	-	2	-	1
CO3	2	1	1	3	-	3	2	1
CO4	2	-	1	2	-	2	-	1
CO5	2	-	-	3	-	-	-	1

Sl No	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to International Business – Conceptual Foundation of International Business – Definition – Growth – Dimensions – Reasons for growth – Differences between Domestic and International Business – Theories of International trade and Investments (FDI) – India’s Foreign Trade Policy – Balance of Payments – International Economic Institutions – IMF, World Bank, ADB – International Liquidity	9	CO1
2	Export and Import Management - Export Procedures – Export Documentation – Bill of Lading & Mate’s Receipt – Letter of Credit – Meaning, Types and Mechanism – Uniform Customs and Practice (UCP) – Export License – Role of Commercial Banks, EXIM and ECGC in Export Finance – Packing Credit – Export Bills – Export Incentives – Foreign Exchange Market and Exchange Rate Determination	9	CO2
3	International Business Strategy – Role and Impact of Firm Specific Advantage – Location Advantages – Global Entry Modes –Corporate Life Cycle Theory – Strategic Advantages of Exporting, Importing and Counter Trade – Services Export and Import – Franchising and Licensing – Contract Manufacturing - Management Contracts – Trunkey Projects – Wholly Owned Manufacturing Facilities – Assembly Operations – Joint Ventures – Third Party Location – Merger & Acquisition – International Strategies of CSR and Corporate Environmental Sustainability	9	CO3
4	MNC Management – International Environment – Globalization – Concept of MNEs – Meaning and Approaches – Structural Design of MNEs – Performance Measurement and Performance indicators Evaluation System – Culture and Cultural Diversity – Negotiation and Conflict Management.	9	CO4, CO5
5	Multilateral Agreements – Regional Trade Blocks – Multilateral Agreements – WTO – GATT – UNCTAD – Global Arbitration Review (GAR) – International Laws a Brief Review – Tariffs – Import Quotas – Dumping – Exchange Control– International Cartels – State Trading – International Economic integration – Foreign Capital India	9	CO5
	Included Case study on Medicine & Vaccine distribution among countries and role played by various pharma industries during pandemic		

INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS

Course Code : MBAH501

Credits : 03

L:P:T:J:C : 3:0:0:0:3

CIA Marks : 50

Exam Hours : 03

ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To review the perspectives, theories and concepts in the field of labor and employment relations
CO2	To interpret the salient features of welfare and wage Legislations
CO3	To inspect the laws relating to Industrial Relations, Social Security and Working conditions and working conditions in different settings.
CO4	To execute labor law and individual employment rights
CO5	To assess the developments and changes that have taken place in the field of labour law from time to time

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	2	3	3	-	3	1
CO2	2	1	-	2	2	-	3	2
CO3	3	2	1	3	2	2	3	2
CO4	3	1	-	3	-	1	3	2
CO5	2	2	1	3	-	2	3	2

Si. No	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to Labour Legislations and Regulatory Laws: Meaning and classification of Labour legislations in India. History & Development of Labour Legislations in India The Factories Act, 1948	9	CO1
2	Legislations related to Wages The Payment of Wages Act, 1936 The Minimum wages Act, 1948	9	CO2
3	Legislations related to Social Security The Employee Compensation Act, 1923 Payment of Gratuity Act, 1972 The Payment of Bonus Act, 1965 The Employee Provident Fund and Miscellaneous Act, 1952 The Employees State Insurance Act, 1948	15	CO3, CO5
4	Industrial Employment & Service conditions The Trade Unions Act, 1926 The Industrial Disputes Act, 1947 The Industrial Employment (Standing Orders) Act, 1946	9	CO4, CO5
5	Legislations related to environment Environment Protection Act, 1986	3	CO5

LEADERSHIP AND ORGANIZATIONAL EFFECTIVENESS

Course Code : MBAH503

Credits :03

L:T:P:J:C : 3:0:0:0:3

CIA Marks : 50

Exam Hours : 03

ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Interpret the importance of Leader with the theories applied, grid and models.
CO2	Analyze the complexities associated with management of the group behavior in the organization.
CO3	Develop own strategies for team leadership and influence them
CO4	Examine relevant issues in applied management and leadership; including ethics, globalization, and strategic management.
CO5	Generate ideas Managerial Effectiveness through group influences, negotiation skills and knowledge Management.

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	2	3	2	3	3	2	2	2
CO3	3	3	3	2	3	2	2	2
CO4	2	2	2	2	2	3	3	2
CO5	2	2	2	2	3	1	1	2

SI NO	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to Leadership :Definition ,Importance of leadership, Roles of a leader, Leadership attitudes, ethical leadership, Theories of Leadership, leadership grid, Content and process theories, Reinforcement theory, Contingency leadership theories and models, Leadership continuum theory, Normative leadership theory, Leadership substitute theory	9	CO1
2	Team Leadership: Ginnet steam effectiveness leadership model the changing role of leadership in self- manage dreams, Leader follower relations, Dyadic theory, Leader member exchange theory, Delegation, Coaching, Managing conflict. Organizational Leadership: Charismatic and transformational leadership, Stewardship and servant leadership, Leadership of culture and diversity, Strategic leadership.	9	CO2
3	Leadership development and succession: Development through self- awareness and self-discipline, education, experience, and mentoring, succession. Evaluation of leadership development efforts, Indian cases on leadership.	9	CO3
4	The Concept Of Managerial Effectiveness Definition- The person, process, product approaches- Bridging the Gap- Measuring Managerial Effectiveness- Current industrial and Government practices in the Management of Managerial Effectiveness-the Effective Manager as an Optimizer.	9	CO4
5	Environmental Issues In Managerial Effectiveness Organisational Processes- Organisational Climate• Leader-Group Influences-Job Challenge- Competition- Managerial Styles. Developing The Winning Edge Organisational and Managerial Efforts-Self Development- Negotiation Skills-Development of the Competitive Spirit- Knowledge Management-Fostering Creativity.	9	CO5

CONSUMER BEHAVIOUR

Course Code : MBAM406
L:T:P:J:C : 3:0:0:0:3
Exam Hours : 03

Credits :03
CIA Marks :50
ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Formulate strategy, brand positioning and marketing communication decisions with the understanding of consumer behaviour.
CO2	Comprehend the underpinnings of psychological theories and insights in the consumer decision making process
CO3	Identify the transient and perpetual consumer needs in order to develop global marketing opportunities
CO4	Deliver insights on the role of attitude and emotions into the consumer psychological processes in pre-purchase, purchase and post purchase situations.
CO5	Analyse the impact of values and customs of different cultures in order to develop effective marketing strategies to influence the customer decision making.

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	-	2	1	2	3
CO2	2	1	-	-	2	-	1	2
CO3	1	2	2	-	2	-	2	3
CO4	1	3	1	-	1	2	3	3
CO5	1	2	2	-	2	2	2	3

Si No	CONTENTS OF MODULE	Hrs	Cos
1	Introduction- Concepts, Significance, Dimensions of Consumer Behavior, Relevance of Market Research with Consumer Behavior.	9	CO1
2	The Consumer Decision Making Process - Buying Motives and Roles, Consumer Decision Making Process , Models of Consumer Behavior-The Economic model, Howard Sheth model of Buying Behaviour, Engel, Blackwell and Miniard (EBM) model	9	CO2
3	Psychological Influences on Consumer Decision Making –I : Consumer’s Needs & Motivation, Personality and Consumer behavior, Brand Personality, Self and Self-image, Consumer Perception, Risk and Imagery	9	CO3
4	Decision Making –II : Consumer Learning, memory, Consumer Attitude: Belief, Affect-Mood and Emotions, Attitude and Intention, Attitude Formation and Attitude Change, Consumer Involvement, Influence	9	CO4
5	Sociological Influences on Consumer Decision Making: Consumer groups, reference groups, Family& Its social standing-Culture's influence on consumer behavior- Cross cultural consumer behavior. Other Influences and Trends in Consumer Behavior: Diffusion and adoption of innovations- Marketing ethics and social responsibility , Dark side of consumer behavior	9	CO5

ADVERTISING AND PROMOTIONS MANAGEMENT

Course Code : MBAM407
L:T:P:J:C : 2:0:0:0:3
Exam Hours : 03

Credits : 03
CIA Marks :50
ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Formulate the appropriate marketing communication strategy for targeted segment which increases the brand value
CO2	Analyze the various advertising models and setting up the budget plan based on the marketing objectives
CO3	Develop an advertising and promotions plan effectively to grab business audiences
CO4	Analyze the best marketing channel to attain the promotional objective effectively
CO5	Apply the modern managerial tools and techniques for evaluating different communication channel in the terms of Effectiveness

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	-	1	-	-	2	1
CO2	3	2	-	2	-	2	2	2
CO3	3	2	-	2	-	1	3	1
CO4	2	2	-	2	-	2	2	1
CO5	2	3	-	2	-	1	1	1

Si No	CONTENTS OF MODULE	Hrs	Cos
1	<p>Advertising and the marketing process: Integrated Marketing Communications Functions, Advertising Planning Process- Brand communication process and its integration, Consumer brand decision making, Roles of Segmentation, Targeting, and Positioning in Advertising and Promotions planning</p>	9	CO1
2	<p>Advertising models and budgets: Communications and Advertising models-Advertising objectives based on Brand outcomes Setting advertising and promotions budgets</p> <p>Creative and Media Strategy: Creative Strategy- Creative Concept and Messages, Message Execution, Appeal styles, Print, Broadcast, and Out-of-Home Media, Internet, Interactivity, and e-Commerce Media</p>	9	CO2
3	<p>Media planning and strategy, media budgeting, planning for different media, media scheduling and execution, Develop an ad plan</p>	9	CO3
4	<p>Sales Promotions: Consumer Sales Promotion, Channel Marketing: Trade Sales Promotions and Co-Marketing, Personal Selling, Public Relations and Brand Publicity, Direct Marketing and Customer Service, Product Placements, Events, Sponsorship</p>	9	CO4
5	<p>Measurements and Ethics: Different metrics for evaluation of different communication channels, Evaluation criteria for different communication channels, Measurement of effectiveness Social, Legal, and Ethical Issues in Advertising & Promotions, Advertising in Global markets</p>	9	CO5

PURCHASING MANAGEMENT

Course Code : MBASC703
 L:T:P:J:C : 3:0:0:0:3
 Exam Hours : 03

Credits : 03
 CIA Marks : 50
 ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Learn to analyze and develop a company's purchasing processes and organization
CO2	Understand the companies' purchasing decisions and to compare Local, Nation wide and World wide suppliers
CO3	Understand the role of purchasing in successful cooperation between companies
CO4	Design purchasing profit centric models and perform cost analysis
CO5	Know the best practices in Negotiations, ethics in purchasing and code of conduct for suppliers

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	2	3	2	1
CO2	3	3	3	3	3	2	1
CO3	3	3	2	3	2	3	3
CO4	3	3	2	3	2	3	3
CO5	3	3	3	2	3	3	2

SI NO	CONTENTS OF MODULE	Hrs	Cos
1	Purchasing -- policy & procedures, purchasing cycle, purchase orders, Purchasing tools & techniques (ABC, VED, HML, FSN), Purchasing related information system, E-purchase, Purchasing organization. Purchasing of services.	9	CO1
2	Supply management, Local Vs National suppliers, Distributor Vs Direct supply Single Vs multiple sourcing, Commodity strategy development, Public purchasing, outsourcing, Worldwide Sourcing— foreign Vs developing countries, Just In time and lean thinking, managing supply chain risks & disruptions, Creating purchasing dashboard,	9	CO2
3	Supplier Selection, Evaluation, Classification and Development – location, reserve capacity, technological capability, inspection, labor relations, warranty, Supplier scorecard, Supplier development and new product development.	9	CO3
4	Strategic Cost Mgt, Price/Cost Analysis, Total cost of Ownership— usefulness and limitations, Purchasing profit center models,	9	CO4
5	Negotiation, Contract Management, Best practices in negotiations, contract setc., suppliers as partners, Ethics in Purchasing , Supplier code of conduct.	9	CO5

MANAGING START UPS

Course Code : MBAE804
L:T:P:J:C : 3:0:0:0:3
Exam Hours : 03

Credits :03
CIA Marks :50
ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Describe about the social and Ethical behavior of Entrepreneurs in leading the businesses.
CO2	Develop Business plan and Design Feasibility analysis.
CO3	Formulate the financial and marketing plan for business.
CO4	Analyze the Equity –Debt model and the sources of funds.
CO5	Apply the strategic plan for effective supply chain management.

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	3	-
CO2	2	-	-	-	-	3	-
CO3	2	2	-	-	--	2	-
CO4	3	2	-	-	-	2	-
CO5	3	2	-	-	-	2	-

Si No	CONTENTS OF MODULE	Hrs	Cos
1	The Challenge of Entrepreneurship -The Foundations of Entrepreneurship- Ethics and Social Responsibility : Doing the Right Thing-Inside the Entrepreneurial Mind: From Ideas to Reality	9	CO1
2	The Entrepreneurial Journey Begins -Conducting a Feasibility Analysis and Designing a Business Model- Crafting a Business Plan and Building a Solid Strategic Plan- Forms of Business Ownership and Buying an Existing Business- Franchising and the Entrepreneur	9	CO2
3	Launching the Business -Building a Powerful Bootstrap Marketing Plan- E-Commerce and the Entrepreneur-Pricing and Credit Strategies-Creating a Successful Financial Plan-Managing Cash Flow	9	CO3
4	Putting the Business Plan to Work: Sources of Funds - Sources of Financing: Equity and Debt- Choosing the Right Location and Layout-Global Aspects of Entrepreneurship-Building a New Venture Team and Planning for the Next Generation	9	CO3
5	Strategic Planning and Supply Chain Management -Sourcing and procurement Methods-Demand Planning and Forecasting-Logistics and Distribution Optimization of the product	9	CO5

Course Title: Social Work Profession

Course Code : 22-23 /33101	Credits: 04
L: T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hours : 03	ESE Marks: 50

LEARNING OBJECTIVES:

- To develop knowledge of History and Development of Social Work in India.
- To acquire knowledge on the fields and methods of Social Work,
- Understand domains in Social Work Education in India,
- Understand the Concept of personal and professional Self.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Recognize the historical background of social work to assess the developments in social work education.
CO2	Identify the key social work values, principles, code of ethics and ethical frame work.
CO3	Acquaint with the basic concepts and related concepts in social work like social welfare, social service, social development and social policy etc.
CO4	Become socially responsible and value driven social workers and committed to sustainable development in the society.
CO5	Gain skills in social work and analyze the developments in the society.
CO6	Demonstrate the knowledge on religion, social and political movements for the practice of social work.

CO and PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1	3	2	3	2	2	3	3	3	2	3	2	3
CO 2	3	3	2	3	3	3	3	3	3	2	2	3
CO 3	3	2	3	2	2	2	3	3	3	3	3	3
CO 4	3	2	2	3	3	3	3	3	3	3	2	3
CO 5	3	2	1	3	3	3	3	3	3	2	2	3
CO 6	2	2	3	3	2	3	3	3	3	3	3	3

Mapping of Course Outcomes to Program Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	2
CO2	3	3	3	1	1
CO3	1	2	2	2	1
CO4	2	3	2	1	3
CO5	3	1	2	3	2
CO6	1	1	1	2	2

Sl. No	CONTENTS OF MODULE	Hrs	COs
1	Social work Definition, Objectives, Philosophy, Principles and their application. Profession: Meaning, Definitions, Attributes of a Profession. Social Work as a Profession, Professional Traits in Social Work, Nature, Goal & Functions of professional Associations (NASW, IFSW, IASW) Social work-related concepts: Social Service, Social Welfare, Social Security, Social reform, Social Policy, Social Defense, Social Development, and Social Justice.	9	CO1 CO 2
2	History and Development of Social Work in India and Abroad: History of Social Work in India Methods of Social Work; Social Case Work, Social Group Work, Community Organisation, Social Work Research, Social Welfare Administration, Social Action. Fields of Social Work: Family & Child Welfare, Mental Health, Correctional, Rural and Urban, Women Welfare. Models of Social Work: Relief model, Welfare model, Clinical model, Systems model, Radical model- relevance and application in practice.	9	CO2 CO 4
3	Religion and Ideology: Religion: Hindu, Islam. Christian, Sikh, Buddhism, Jainism. Social Movements, Gandhian Ideology, Liberalism, Humanism, Socialism, democracy. Social reform movements. Values and Code of Ethics in Social Work Profession.	9	CO3, CO6 CO 2
4	Development of Social Work Education in India: Evolution of social work education, American Marathi mission, Nagpada Neighbourhood House, Mumbai, Sir Dorabji Graduate School Social Work, Mumbai, Various Levels of Training in Social Work Education, Domains in Social Work Education (Core domain, supportive domain, elective and interdisciplinary domain); Emerging trends in Social Work Education. Field work and importance of Field work Supervision.	9	CO4, CO5
5	Personal and professional development Self and Self Awareness: - Significance of understanding self, Meaning of Self, Self-esteem, Self-image and Self-acceptance. Self as “being” and “becoming, Factors affecting Self, Attitudes and Values. Development of Professional Self:	9	CO5 CO6

	Concept of professional Personality, Professional Values and value Conflict. Professional Ethics and Ethical dilemmas Professional Integrity, Competence and Internalization of professional values. Honesty, Professional knowledge, Lifelong Learning, Critical thinking, Ethical decision Making, Self –Understanding, Acceptance of Self and others, Self-control.		
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REFERENCE BOOKS:

1. Ahuja, R. (1993). *Indian social system*. New Delhi: Rawat Publications
2. Chowdhry, D. P. (1976). *Introduction to Social Work: History, Concept, Methods, and Fields*. Atma Ram.
3. Dasgupta, S. (Ed.). (1967). *Towards a philosophy of social work in India*. New Delhi: Popular Book Services for the Gandhian Institute of Studies.
4. Desai, M. (2002). *Ideologies and social work: Historical and contemporary analyses*. New Delhi: Rawat Publications.
5. Dominelli, L. (2004). *Social work: theory and practice for a changing profession*. USA. Polity Press.
6. Friedlander, W. A. (Ed.). (1976). *Concepts and methods of social work*. New Delhi: Prentice Hall of India Pvt. Ltd.
7. Ife, J. (2012). *Human rights and social work: Towards rights-based practice*. UK. Cambridge University Press.
8. Reamer, F. G. (1999). *Social work values and ethics*. New Delhi: Rawat Publications
9. Thompson, N. (2000). *Understanding Social Work*. London: Macmillan.

Course Title: Working with Individuals

Course Code : 22-23/33102	Credits: 04
L: T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hours : 03	ESE Marks: 50

LEARNING OBJECTIVES:

- To understand the values and principles of working with individuals.
- To enhance understanding of the basic concepts, tools and techniques in working with individuals in problem-solving and in developmental work.
- To understand the different models of helping and applying them in social work practices with individuals.
- To develop the ability to work independently as a professional Case Worker.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Describe the meaning of social case work, its goal, historical development, importance of case work relationship and the subsequent problems arising during the process of case work.
CO2	Explain different tools and techniques of case work including genogram and eco maps, case work documentation and its uses in practice.
CO3	Prepare an outline on the different phases of case work helping process.
CO4	Distinguish different models of case work where the problems of individuals can be solved using its principles and methods.
CO5	Practically apply case work method in different settings like schools, industries, with aged people, disabled and the LGBTQIA community to make best use of this method of social work.

CO and PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1	3	3	3	3	2	3	2	3	3	3	3	3
CO 2	3	2	3	2	3	2	2	3	2	2	2	3
CO 3	3	3	3	3	3	2	2	3	2	2	3	3
CO 4	2	3	3	3	2	1	2	2	3	3	1	3
CO 5	3	3	3	3	3	3	2	2	2	3	3	3

Mapping of Course Outcomes to Program Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	3	3
CO2	2	2	3	3	3
CO3	2	2	3	3	3
CO4	2	1	2	3	3
CO5	2	1	2	3	3

Sl. NO	CONTENTS OF MODULE	Hrs	COs
1	Social Case Work: Social Case Work: Definition, Objectives and its Importance, Historical development of Social Case Work. Values, Principles and Relationship. Problems in professional relationship – transference and counter transference.	9	CO1
2	Social Case Work Tools and Techniques Tools and techniques in Case work: listening, observation, Interview – Home Visits, Collateral Contacts, Referrals – techniques in practice – Ventilation, Emotional Support, Action Oriented Support, Advocacy, Environment modification, Modelling, Role-playing and confrontation. Recording in Case Work. Uses, Principles, types, structure and content. Use of genograms and eco-maps.	9	CO2
3	Phases of Case Work: The Helping Process: - Components and Phases. Components – Person and family, problem, agency, resources and process. Phase 1: Exploration of person-in-environment. Phase 2: Multidimensional assessment and planning multidimensional Intervention Phase 3: Implementing and goal attainment Phase 4: Termination and evaluation: follow up	9	CO3
4	Models of Social case work practice: Psycho social, Functional, Supportive and modificatory, Problem solving, Crisis intervention, Family centered approach, classified treatment method; Competence based approach, Eclectic approach and Eco-system perspective in Social Casework. Casework and Psychotherapy, Case work and Counselling– Similarities and Differences	9	CO4
5	Case work practice in different settings in India: Working with schools / education, Family and Children, Clinical Settings, Community Development, Correctional and Industrial settings, Working with older, Adults, Persons with Disability and LGBT.	9	CO5

REFERENCE BOOKS:

1. Aptekar, H. H. (1962). Basic concepts in social case work. Chapel Hill, University of North Carolina Press.
2. Banerjee, G. R. (1973). *Papers on social work: An Indian perspective* (No. 23). [Bombay]: Tata Institute of Social Sciences.
3. Bhattacharya, S. (2003). *Social work: An integrated approach*. New Delhi: Deep and Deep Publications.
4. Biestek, F. P. (1957). *The casework relationship*. Chicago: Loyola University Press.
5. Garrett, A. M. (1960). *Interviewing: Its Principles and Methods*. New York: Family Service Association of America.
6. Hamilton, G. (1955). *Theory and Practice of Social Case Work*. New York, Columbia University Press.
7. Hollis, F. (1976). *Case Work: A Psychosocial Theory*. New York: Random House.
8. Kasius, Kora. (1952). *Principles and Techniques of Social Case Work*. New York. Family Service Association.
9. Mathew, G. (1992). *An Introduction to Social Case Work*. Bombay: TISS.
10. Pearlman, H. H. (1995). *Social Case Work: A Problem-Solving Process*. Chicago, The University of Chicago Press.

Course Title: Social Work Research

Course Code : 22-23/33206	Credits: 04
L: T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hours : 03	ESE Marks: 50

LEARNING OBJECTIVES:

- To understand the nature and importance of the scientific method.
- To apply principles of social work research in definition and solution to social problem. To develop the research capacity to conceptualize and execute research projects.
- To build technical competence to assess and analyse social problems, needs and services.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Demonstrate a scientific temperament in social work research with knowledge in the basics of research methodology.
CO2	Formulate and design systematically and scientifically social work research studies in definition and solution to social problems.
CO3	Apply quantitative and qualitative research methods and combine these methods to present a complete analysis of the problem situation.
CO4	Analyse/ process research data using statistical tools and modern statistical techniques using Information Technology competence.
CO5	Use computer applications in the presentation of data and prepare social work research reports with skills in thesis writing.

CO and PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	3	3	3	3	3	3	3	2	3	3	3	3
CO 2	3	3	3	3	3	2	3	3	2	3	3	3
CO 3	3	3	3	3	3	2	2	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	2	3
CO 5	3	2	2	3	3	3	3	3	3	3	2	3

Mapping of Course Outcomes to Program Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	2	2
CO2	2	2	1	3	3
CO3	1	1	3	3	3
CO4	1	1	1	3	2
CO5	1	1	1	2	1

Sl.NO	CONTENTS OF MODULE	Hrs	COs
1	Introduction to Social Work Research Scientific Inquiry – Meaning, assumption. Research- Concepts and constructs, variables, conceptual and operational definition - Social Work Research: Definition and objectives, functions and limitations - Scope of Social Work Research in India. Hypothesis- Meaning, Importance, types, uses and requirements - Testing of Hypothesis – Type 1 & Type 2 Error. Ethics in Research.	9	CO1
2	Research, Design and Sampling Basic research questions, Problem formulation in research. Types of Research Design – Exploratory, Descriptive, Experimental, and Participatory Research – Case Study as a research design as well as tool of data collection. Sample and population – Sampling principles and methods – Probability & Non-Probability Sampling – Errors in Sampling. Qualitative research: Characteristics & Tools: Focus Group Discussion, Ethnography, In-depth / Key Informant Interviews.	9	CO2
3	Data Collection: Sources, Types and Tools Definition - Types - Primary and Secondary, Quantitative and Qualitative data, their limitations. Secondary data- Problems in the use of secondary data Methods / tools of data collection: Observation - structured and unstructured - participant and non – participant observation. Questionnaire - meaning – Construction, Interview & Interview schedule - types and process. Measurement Scales: Nominal – Ordinal – Interval – Ratio. Scaling Techniques/ methods: Definition - Scaling methods: Comparative Scales: Paired Comparison Scaling, Rank Order Scaling, Constant Sum Scaling, Q-Sort Scaling. Non comparative Scales: Continuous Rating Scale, Itemized Rating Scale - Attitude Scale: Likert scale and Semantic differential - Concept of validity and reliability - Importance of Pre – test	9	CO3, CO5

4	Data Processing and Presentation: Processing of data - Content checking, editing of data and Classification, Coding, tabulation of data. Computer Applications Presentation - diagrammatic and graphic presentation of data. Content of Research report, References - Bibliography. Writing Research proposals, writing research abstracts, Thesis writing.	9	CO4, CO3
5	Statistical Tools and Their Use: Statistics: definition, importance, uses, functions and limitations. Measures of Central tendency - Arithmetic Mean, Median, Mode. Measures of Dispersion- range, quartile, Standard Deviations - Chi square test - uses and applications. Normal Curve and Degrees of Freedom - Use of modern methods of statistical techniques: Definition and concept of SPSS – Brief Introduction to software of Python & R – Programming Language for statistical analysis – Use of Computers and I T in Social Science Research	9	CO5

REFERENCE BOOKS:

1. Babbie, E. (2007). *The Practice of Social Research (11 ed)*. USA: Thomson/Wadsworth
2. Bhattacharyya, D. K. (2009). *Research Methodology*. New Delhi: Excel Books.
3. Khan, J, A. (2011). *Research Methodology*. New Delhi: APH Publishing.
4. Kothari, C. R. (2004). *Research methodology: Methods and techniques (2 ed)*. New Delhi: New Age International.
5. Lal Das, D.K. (2004). *Practice of Social Research*. Jaipur: Rawat Publications
6. Panneerselvam, R. (2004). *Research Methodology*. New Delhi, Prentice Hall of India Pvt Ltd.
7. Ranjit Kumar. (2011). *Research Methodology: A Step-by-Step Guide for Beginners (3 ed)*. New Delhi: Sage Publications.
8. Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. USA: John Wiley & Sons.
9. Yin, R. K. (2009). *Case study research: design and methods (4 ed)*. New Delhi, Sage Publication.

Course Title: Working with Communities

Course Code : 22-23/33207	Credits: 04
L: T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hours : 03	ESE Marks: 50

LEARNING OBJECTIVES:

- To develop an understanding of the concepts related to working with Community.
- To gain knowledge of various approaches, Skills and techniques of working with Communities.
- To understand social Action as a method in solving social problems in the community.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Identify the types of community - Rural, Urban, Tribal and social systems in the society.
CO2	Analyze the power structure and dynamics in the community.
CO3	Outline the process and principles of Community Organization and Social Action.
CO4	Demonstrate the skills in community organization and Social Action like Communication, Advocacy, Networking, Assessment etc.
CO5	Apply the theoretical knowledge to a rapidly changing environment with learned and applied skills.
CO6	Compare and contrast community development and community organization and identify the methods for the development of the community.

CO and PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1	2	2	2	3	3	3	3	3	3	3	3	3
CO 2	3	3	3	2	3	3	2	1	2	3	3	3
CO 3	3	2	2	3	3	3	3	3	3	3	3	3
CO 4	3	2	2	2	2	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	3
CO 6	3	2	2	2	2	2	2	2	2	2	2	2

Mapping of Course Outcomes to Program Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	3	2	1	1
CO2	2	3	3	3	2
CO3	2	3	3	2	1
CO4	3	3	2	3	2
CO5	2	3	3	2	1
CO6	1	2	3	1	2

SLNO	CONTENTS OF MODULE	Hrs	Cos
1	Analysis of Community: Concept of Community - Definition, Sociological concept of Community, Community as a social system, subsystems in the community, types of communities and their characteristics - Rural, Urban and Tribal communities. Community Power Structure: Concept of Power, Dimensions of community power relevant to community organisation. Community Dynamics: Integrative and disintegrative forces, Participative groups and Gender Empowerment.	9	CO1, CO2
2	Community Organisation: Community Organisation: Definition, History, Principles, Approaches, Scope of Community Organisation in India. Community Organisation as a method of social work, and Community Dynamics, Community Organisation and Community Development, Community Organisation Process - Problem Identification (study), Discussion (Assessment and Analysis), Action Plan, Determination of Strategy, Implementation and Evaluation, Modification and Continuation.	9	CO3
3	Models of C O and Application of C.O: General Content, Specific Content and Process content, (Murray G. Ross Model) Locality development model, social planning model social action model. (J. Rothman's Model) Community Organisation methods - Public Interest mobilization, Litigation, Protest and Demonstrations. Community Organisation in Slums and Disaster Situations. Recording - Principles, Uses and Types.	9	CO3, CO6
4	Models of Social Action: Definition, Objectives, Principles, strategies, Models of Social Action, Approaches to Social Action - Paulo Freire, Saul Alinsky Model, Mahatma Gandhi, Martin Luther King, Women Centered Model.	9	CO4, CO5

5	Skills in Community Organisation and Social Action: Organizing, Communication, Training, Consultation, Public Relation, Resource Mobilization, Liaising, Facilitating, Participatory skills, Networking, Advocacy, Legislative Promotion.	9	CO5, CO6
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REFERENCE BOOKS:

1. Clinard, M. B. (1970). *Slums and community development: Experiments in self-help*. New York: Free Press.
2. Dunham, A. (1958). *Community welfare organization: principles and practice*. New York: Thomas Y. Crowell Company.
3. Gangrade, K.D. (1971). *Community Organisation in India*. Bombay: Popular Prakashan.
4. Harper, E. H. and Arthur Dunham. (1959). *Community Organisation in Action*. New York: Association Press.
5. Harper, E. & Arthur Dunham. (1959). *Community Organisation in Action*. New York: Association Press.
6. Khinduka, S.K. & Coughlin, B. (1965). *Social Work in India*. New Delhi: Kitab Mahal.
7. Krammer, R., & Harry, S. (1975). *Community Organisation Practice*: New Jersey, Prentice Hall, Engelwood Cliffs.
8. Kuppusamy, B. (1989). *Social Change in India*. New Delhi. Vikas Publishing House (P), Ltd.
9. Murphy, C. (1954). *Community organisation Theory and Principles*. Mumbai: Harper and Brothers.
10. Ross, M. G. (1955). *Community organization: theory and principles*. New York: Harper and brothers.
11. Siddiqui, H.Y. (1984). *Social Work and Social Action: A Developmental Perspective*. New Delhi: Harnam Publications.
12. Siddiqui, H.Y. (1997). *Working with Communities. An introduction to Community Work*. New Delhi: Hira Publication.

Course Title: Industrial Social Work

Course Code : 22-23/33313(B)	Credits: 03
L: T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hours : 03	ESE Marks: 50

LEARNING OBJECTIVES:

- To understand the complexities, benefits, and challenges of incorporating social responsibility into corporate strategy
- Find information about an organization’s CSR activities and critically evaluate it
- Understand the role-played Corporates in development of the Society.
- To learn various tools in social Responsibility

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Identify the scope of social work and the application of social work methods in industries.
CO2	Design and implement strategies for corporate sustainability.
CO3	Demonstrate the knowledge and skills for the organization and management of corporate responsibility practices.
CO4	Utilize the knowledge of corporate social responsibility in designing CSR policies and managing corporate social responsibility programmes.
CO5	Identify the best corporate social responsibility initiatives and evaluate the effectiveness of corporate governance of various organisations.

Mapping of Course Outcomes to Program Outcomes:

CO and PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	3	2	3	3	3	3	3	3	3	3	3	3
CO 2	3	2	2	2	2	2	3	2	3	3	3	3
CO 3	3	3	2	2	3	3	3	3	3	3	3	3
CO 4	3	2	3	3	3	3	3	3	3	3	3	3
CO 5	3	1	2	1	2	3	3	3	3	3	3	3

Mapping of Course Outcomes to Program Outcomes:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	1	1
CO2	3	2	1	3	2
CO3	3	3	1	2	3
CO4	3	2	2	3	3
CO5	2	3	2	3	2

Sl. No	CONTENTS OF MODULE	Hrs	COs
1	Industrial Social work - Concept, Historical perspective, Scope of Social Work in Industry, Applicability of Social work methods in industry	9	CO1
2	Corporate sustainability meaning-Leadership and Strategy for Corporate sustainability, organizing for Sustainability	9	CO2
3	Social Responsibility - Concept-Pillars of SR, Tools-SR integration of SR in organisation in Organisation and management system-Role of social partners in SR activities	9	CO3, CO5
4	Corporate Social Responsibility : Definition, Approaches, Corporate social accountability, designing a CSR policy, Factors influencing CSR policy, Managing CSR in an organization, social auditing, Global Recognitions of CSR- ISO 14000, SA 8000, AA 1000, Codes formulated by UN Global Compact, UNDP, Global Reporting Initiative, Sustainable Reporting initiatives. CSR and Law. (With specific reference to The Companies Act 2013)	9	CO4, CO5
5	Corporate governance - Meaning- Scope, Emerging areas of Corporate Governance, Corporate Participation, corporate citizenship. Case studies of CSR initiatives of, ITC, TATA, Aditya Birla and by the multinational corporate	9	CO5 CO3

REFERENCE BOOKS:

1. Beauchamp, T. L., Bowie, N. E., & Arnold, D. G. (Eds.). (2004). *Ethical theory and business*. London, UK: Pearson Education.
2. Corporate Social Responsibility. Series Editors: Guler Aras, Yildiz Technical University, Istanbul, Turkey and David Crowther, Leicester Business School, De Montfort University, Leicester, UK
3. Crowther, D. (2008). *Corporate social responsibility*. Bookboon.
4. Kotler, P., & Lee, N. (2008). *Corporate social responsibility: Doing the most good for your company and your cause*. John Wiley & Sons.
5. Ruggie, J. G. (2013). *Just business: Multinational corporations and human rights (Norton global ethics series)*. WW Norton & Company.

6. Sanford, C. (2011). *The responsible business: Reimagining sustainability and success*. John Wiley & Sons.
7. Skidmore, R. A., Balsam, D., & Jones, O. F. (1974). Social work practice in industry. *Social Work*, 280-286.

Course Title: Workplace Counselling

Course Code : 22-23/33313(A)	Credits: 03
L: T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hours : 03	ESE Marks: 50

LEARNING OBJECTIVES:

- To help students distinguish between counselling, Case Work and Psychotherapy and to acquire the required knowledge in this regard.
- To sensitize the students to the attitudes required for the practice of counselling.
- To engage the students to identify and practice the appropriate skills

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Describe the concept of counselling, its characteristics, history and foundations of counselling.
CO2	Identify the importance of counselling relationship, relationship issues, clarify professional social worker's and social work trainee's attributes in a counselling set up.
CO3	Classify different approaches to counselling and distinguish counselling, case work and psychotherapy as treatment methods.
CO4	Explain and paraphrase the steps in counselling process.
CO5	Apply counselling practice in different settings like counselling with children, counselling with delinquents, counselling with family and in health setting.

CO and PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	3	2	2	2	2	3	2	2	3	3	3	3
CO 2	3	3	3	3	3	3	2	3	3	3	3	3
CO 3	3	2	2	2	3	3	2	3	3	3	3	3
CO 4	3	3	3	3	2	2	2	3	2	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	2	3

Mapping of Course Outcomes to Program Outcomes:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	2	3
CO2	2	2	3	2	3
CO3	2	2	3	2	3
CO4	2	2	3	2	3
CO5	3	2	3	2	3

Sl. No	CONTENTS OF MODULE	Hrs	COs
1	Counselling: Definition, Element, Characteristics and Goals. Emergence and growth of counseling, counseling movement in India. Present status of counseling. Types of counseling, Group counselling: Its importance and process. Foundations of counselling: Philosophical foundation, Sociological & Psychological foundations.	9	CO1
2	The Counselling Relationship Regard and respect – Authenticity –Empathy Personal Growth and Effectiveness of the Counsellor Concerns of self, attitudes, Values, beliefs, counselling relationships, Transference and counter Transference. Personality characteristics and portrait of an effective counsellor The portrait of a trainee.	9	CO2
3	Theoretical approaches to counselling <ul style="list-style-type: none"> a. Behaviour Modification and Behavioural therapy - classical and operant conditioning b. Client centered therapy c. Transactional Analysis d. Cognitive Behaviour Therapy e. Directive, Non-directive & Eclectic Approach f. Motivational Theory – Maslow’s theory, g. Psychodynamic theory – Sigmund Freud h. Psychosocial theory - Erik Ericson. 	9	CO3, CO5
4	Counselling process Similarities and differences between counselling, Case Work and Psychotherapy. Stages of Counselling Process; Relationship Building, Problem Assessment, Goal Setting, Evaluation, follow up, Termination or referral.	9	CO4, CO5

5	<p>Counselling Practice in Workplace & Other different settings – An Overview</p> <p>Understanding Work place counselling: concept, history, functions, Setting up counselling in the workplace, Ethics in workplace counselling.</p> <p>Significant areas of counselling – counselling with families & Children. Counselling in School, Counselling reluctant client, counselling the delinquent.</p> <p>Counselling in industry & Medical Psychiatry setting.</p>	9	CO5
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REFERENCE BOOKS:

1. Burnard, P. (1999). *Counselling skills training: source book of activities for trainers*. Chennai. Viva Books
2. Feltham, W. D. C., & Feltham, M. C. (1994). *Developing the practice of counselling* (Vol. 1). Sage.
3. Jayaswal, S. (2000). *Guidance and Counselling*. Lucknow. Prakashan Kendra
4. Langa, R. (2003). *Fundamentals of adaptive psychotherapy and counselling: An introduction to theory and practice*. Macmillan International Higher Education.
5. McLeod, J. (2008). *An introduction to counselling (3 ed)*. New Delhi. Rawat Publication.
6. Menon, L. (2002). *A Study on Workplace Counselling*.
7. Mishra R.C (2011). *Guidance & Counselling (Vol II)* New Delhi. APH Publication Corporation.
8. Mishra, R. C. (2004). *Guidance & Counselling*. New Delhi. APH Publication Corporation.
9. Patri, V. R. (2001). *Counseling psychology*. New Delhi. Authors Press
10. Safaya, B.N., (2002). *Guidance & Counselling*. Chandigarh. Abhishek Publications.
11. Slattery, J. M. (2003). *Counseling diverse clients: Bringing context into therapy*. Cengage Learning.
12. Tudor, K. (1999). *Group Counselling*. New York. Sage.
13. Vani Priya. (2007). *A study on the Need for Performance Counselling at Brakes India*
14. Michael, C. (1996). *Workplace counselling – a Systematic approach to employee care*, Sage Publications.

Course Title: Non-Government Organizations Management

Course Code : 22-23/33315	Credits: 03
L: T:P:S : 4:0:0:0	CIA Marks: 50
Exam Hours : 03	ESE Marks: 50

Learning Objectives:

- Student is able to understand the functioning of the NGOs, Enhances skills and techniques in Project proposal, Evaluation and resource mobilization.
- Develops the ability to form and manage NGO.
- Acquires the knowledge on NGO functions, develops observation skill and understands Disadvantage group in the Society.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the functioning of the NGOs.
CO2	Enhances skills and techniques in Project proposal, Evaluation and resource mobilization.
CO3	Develops the ability to form and manage NGO
CO4	Acquires the knowledge on NGO functions.
CO5	Develops observation skill and understands Disadvantage group in the Society.

Mapping of Course Outcomes to Program Outcomes:

CO and PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	3	2	2	2	2	2	2	2	2	1	2	3
CO 2	3	1	2	2	2	3	2	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	2	2	2	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	3

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	2	2
CO2	2	3	2	2	1
CO3	2	3	2	1	3
CO4	2	2	3	1	2
CO5	2	1	3	2	3

Sl. No	CONTENTS OF MODULE	Hrs	Cos
1	NGO-An Introduction Concept: Charity. Volunteerism, Welfare and NGO. Historical perspective of Volunteerism in India, Types of NGOs, Functions of NGOs Capacity Building in NGOs, Communication dynamics in an organisation. NGO Governance-Governance Concept, Challenges, Perspectives and Ethical Concerns	10	CO1
2	Legal Procedures of Establishment of NGOs: Overview of Societies Registration Act, Indian Companies Act (related sections to NGOs) Charitable Endowment Act, Foreign Contribution Regulations Act. Central Social Welfare Board, State Social Welfare Advisory Board	10	CO2
3	Project Management in NGO: Meaning, Project Matrix. Project Cycle Management, Identification and formulation of detailed Reports, Monitoring and Evaluation, Tools of Rural Appraisal, Project Budget, Fund requirement and Types of Funds	10	CO3
4	Practical Orientation of NGOs: Orientations on welfare setting and Visit to the NGO	7	CO4
5	Perspectives over Marginal Communities: Women, Children, Youth, LGBTQ, Scheduled Caste and Scheduled Tribes. Visit to the NGO	8	CO5

REFERENCE BOOKS:

1. Nabhi Board of Editors. (2019). *Formation and Management of a society*. Nabhi Publications 2019
2. Ohri. S. (2019). *I am NGO: Identifying 7.7 billion NGO's*. Chennai. Notion Press
3. Rahman, M., & Stough, R. R. (2017). *NGO Management, Concept and Cases – A South Asian Perspective: Evolution of Effectiveness*. USA. Createspace Independent Publications.
4. Shah, I. (2017). *A Practical guide to NGO and Project Management*. Independently Publishing.
5. Srivasthav, S. (2018). *A practical approach to NGO Management*. USA. Createspace Independent Publications.
6. Virendra, C. V & Pamecha. K. (2018). *How to start, Promote and Manage NGO and NPO*. Madhya Pradesh. XcessInfostore Pvt Ltd
7. Xavier, S. J. (2019). *Organisation and Management of NGOs: Non-Governmental Organisation*. Educreation Publishing.

Web references:

http://research.un.org/en?b=s&group_id=2087<https://library.un.org/content/index-proceedings-0><https://library.un.org/content/access-electronic-resources><https://www.fundsforngos.org/featured-articles/ngos-write-project-reports/><https://ngosindia.net/documentation/project-reports/>

HUMAN RESOURCE DEVELOPMENT

COURSE OUTCOME

CO1	Develop an understanding about Manpower processes and an understanding about organisational goals
CO2	Demonstrate an understanding about Competency profiling, Balance score card and HR analytics
CO3	Elucidate clarity about MC Elory Model and Instructional Design , Evolution and its theories
CO4	Recognise the significance of Job rotation , equality and diversity
CO5	Appreciate about Global factors on HRD.

Mapping CO vs PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2	2	2	2	2	3
CO2	2	2	3	2	2	2	2	2	3	2
CO3	3	2	2	3	3	2	2	2	2	2
CO4	3	3	3	2	3	3	2	3	2	2

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2
CO2	2	2	2	2	3
CO3	2	2	2	3	3
CO4	3	3	2	3	2
CO5	3	2	2	3	2

Correlation levels: 1- Weak 2-Medium 3-High

Objectives

- To gain a deep insight into the subject matter so that the student is able to develop suitable understanding on the topic.
- To integrate the theoretical understanding with practical application to the field.
- To build a knowledge base appropriate to Human Resource development.
- To enable the student to develop the attitude required for the successful application of Human Resource development in industries.

Unit-I CO1

Human Capital Management - Definition- Purpose; Manpower Planning Process - Understanding Organizational goals and Objectives; Career Development - Initiatives - Kaleidoscope career model; Leadership and Power Leadership theories – Contemporary Leadership issues – Role of HR in Leadership.

Unit- II CO2

Competency Mapping /Building – Profiling and architecture; Balanced Score Card (BSC) – Perspectives - Principles; Strategic Management tool - Steps; HR Metrics – Measurements; Workforce Analytics; Emotional Intelligence – Importance – Application.

Unit- III CO3

Knowledge Management - MC Elory Model; Instructional Design – Evolution – Theories; HR Audit – Definitions Purpose - Levels – Process;

Unit – IV CO4

Job rotation – Definition – Benefits - Advantages - Characteristics; Managing Diversity – Steps – Diversity and Value – Equality and Diversity - Diversity programs; Cross cultural management – Meaning – Cultural differences – Communication across culture - Global Leadership Cross cultural training.

Unit – V CO5

Global indicating factors on HRD – Happiness indicator – Introduction – Tools – Locus of Control - Indian Policies on HRD

Reference:

1. Ashok Kumar Sannigrahi., Human Resource Development, New India Pub. Agency, 2011.
- 2.
3. Elwood F. Holton III and Richard A. Swanson, Foundations of Human Resource Development (2nd Ed), 2011.
4. Jon M. Werner and Randy L. DeSimone, Human Resource Development Publication 2011 | ISBN-10: 0538480998 | ISBN-13: 978-0538480994.
5. Rao., T.V., Future of HRD, Macmillan Publications, 2003.
6. Rick Bellingham, contributing editor Russ Campanello HR Optimisation, 2010.
7. Sanjivkumarsingh, Human Resource Development: HRD—IR Interface Approach, 2013.
8. SubhashRajoria Dr., Fundamentals of Human Resource Development, Red'shine publication pvt.ltd, 2019.
9. Santosh Gupta Human Resource Development: Concepts and Practices Deep and Deep Publications, 2008.

PROFESSIONAL VALUES AND ETIQUETTES FOR HR MANAGERS (30 hours)

Semester: III	Section: II year		Course: Prof. Values and Etiquettes for HR Managers
Course Instructor:		Contact Hours /week: 5	No. of credits: 2
CIA :50		ESE : 50	Exam Hours: 03

COURSE OUTCOME

CO1	Organize oneself for higher standard of professional values
CO2	Analyse the concept of Moral Values and Universal Moral values
CO3	Illustrate an understanding regarding professional ethics in work place.
CO4	Recognize about the ethical dilemmas in work place and role of HR in developing ethical environment in organization
CO5	Discuss regarding work place etiquette and its importance

Mapping CO vs PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2	2	2	2	2	3
CO2	2	2	3	2	2	2	2	2	3	2
CO3	3	2	2	3	3	2	2	2	2	2
CO4	3	3	3	2	3	3	2	3	2	2
CO5	3	3	3	2	3	3	2	3	2	2

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2
CO2	2	2	2	2	3
CO3	2	2	2	3	3
CO4	3	3	2	3	2
CO5	3	2	2	3	2

Correlation levels: 1- Weak 2-Medium 3-High

Objectives

- To identify the importance of professional and moral values for sustained professional growth.
- To understand the professional ethics and its need in work place.
- To realize/ explain the challenges in handling ethical dilemmas in management.
- To develop/ propose appropriate professional and business etiquettes for professionalism and personal development.

UNIT 1: Professional Values and Moral Values: - CO1

Professional Values -Concept of professional Values, Importance of Professional Values. Universal professional Values- Commitment, Ethics, Responsibility, Respect. Loyalty, Adaptability, Honesty. Individualism. Professional secrecy, Inclusion, Social responsibility, Tolerance. Trust, Humility, Delegate.

UNIT II

Moral Values-Definition and Concept of Moral Values – Need and Importance – Universal Moral Values- Integrity, Work Ethic, Self Confidence, Moral Autonomy, Consensus and Controversy, Professional and Professionalism, Professional Virtues.

UNIT III: Professional Ethics in HR Practice: - CO2

Definition and Concept of Professional Ethics-Need and Importance- Ethics and Organizations, Employee Duties and Rights, Anti discriminatory and Pre-judicial Employee Practices, Natural Acceptance of Human Values. Accountability, Collegiality, Royalty, Respect for Authority, Professional Rights, Intellectual Property Rights, Honesty, Moral Leadership, Code of Conduct.

UNIT IV: - Ethical Dilemmas in HR Practice: - CO3

Handling Ethical Dilemmas at Work Place -Role Conflict, Organization Change, Accuracy in reporting, Unfair Labour practices by Employer and Employee –Dilemmas in Decision Making-Remuneration and Reward Management, Health and Safety, Performance Appraisal, promotion and transfer. Role of HR in developing ethical codes and conduct in organization.

UNIT V: Workplace Etiquette: - CO4

Need and Importance of Workplace Etiquette-Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing. **Multi-Cultural Challenges:** Cultural Differences and their Effects on Work Place Etiquette- POSH - Gender Sensitization

Reference:

1. John R Boatright, Ethics and The Conduct of Business, 8th Edition, Pearson Education, 2017, Noida.
2. R.C.Sekhar, Ethical Choices in Business, 2nd Edition, SAGE Publications, 2002, New Delhi.
3. Richard T. De George, Business Ethics, 5th Edition, McMillan Publishing, 2009, New Delhi.
4. M. Govindarajan ,S Senthil Kumar, M.S. Natarajan , Professional Ethics and Human Values, PHI Learning private limited, 2010, New Delhi.
5. Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
6. Nancy Mitchell. Etiquette Rules : A Field Guide to Modern Manners. Wellfleet Press, 2015.
7. Raghu Palat, Indian Business Etiquette, Jaico Books, 2015.
8. Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.

CORPORATE SOCIAL RESPONSIBILITY - 60 hours

COURSE OUTCOME

CO1	Develop an understanding about the nature and types of social responsibilities
CO2	Demonstrate an understanding about the CSR in Indian perspective
CO3	Gain clarity about the guidelines issued by Public Sector Undertaking
CO4	Understand about the Principles of corporate governance and strategic applications of CSR
CO5	Gain clarity about the sustainable development

Mapping CO vs PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2	2	2	2	2	3
CO2	2	2	3	2	2	2	2	2	3	2
CO3	3	2	2	3	3	2	2	2	2	2
CO4	3	3	3	2	3	3	2	3	2	2

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2
CO2	2	2	2	2	3
CO3	2	2	2	3	3
CO4	3	3	2	3	2
CO5	3	2	2	3	2

Correlation levels: 1- Weak 2-Medium 3-High

UNIT – 1 CO1

Corporate Responsibility –Meaning, Types and nature of Social Responsibilities; Corporate Social Responsibility - Meaning, CSR principles and Models of CSR; Best practices of CSR; Need and importance of CSR; CSR in Indian perspective. Business Ethics; National and International CSR; Changing concepts of Social Responsibility

UNIT - II CO2

Government policies for CSR: Voluntary guidelines for CSR by Ministry of Corporate Affairs, CSR guidelines for PSU by Ministry of Heavy Industries and Public Enterprises, CSR in Public Sector. Government Partnership

UNIT - III CO3

Social auditing – Meaning, Uses, Principles, Stages; Social book keeping; Social Accounting; Social Auditing – Methodology and process of Social Auditing; The International Organization for Standardization (ISO) standards – The Accountability AA1000 Series, The Social Accountability International SA8000 standard, The ISO 26000 Guidance Standard on Social Responsibility. MDG's(Millennium Development Goals) and CSR; GRI (Global Reporting Initiative)

UNIT – IV CO4

CSR and Strategy: The Objectives of Business; Role of the Business Manager; Principles of Corporate Governance; Systems of Corporate Governance; Strategic Applications of CSR; Corporate role in Environmental Sustainability and Innovation; Techniques.

UNIT - V CO4,CO3

CSR and Leadership: Globalization and Corporate Social Responsibility; Corporate Sustainability – Definition, Strategic imperatives for Sustainable development. Concept and role of partnership.

Reference:

1. Emiliani M L (2006) Improving Management Education.
2. Ghoshal S & Moran P (2005) Towards a Good theory of Management in Sumantra Ghoshal on Management ed. Birkinshaw J & Pираmal G Prentice Hall
3. Beeslory, Michel and Evens, Corporate Social Responsibility
4. Bob Doppelt Leading Change Toward Sustainability: A Change-Management Guide for Business, Government and Civil Society 2003
5. Philip Kotler, Nancy Lee Corporate Social Responsibility: Doing The Most Good For Your Company And Your Cause 2008
6. Ugly Subhabratha Bobby Banerjee Corporate Social Responsibility: The Good, the Bad and the 2009
7. Corporate Social Responsibility: Balancing Tomorrow's Sustainability and Today's Profitability David.E.Hakins 2006
8. Darcy E Hitchcock, Marshall L. Willard The Business Guide to Sustainability: Practical Strategies and Tools for Organizations 2009
9. Michael Hophins Corporate Social Responsibility and International Development: Is Business the Solution? 2007.
10. Susan Hunnicutt Corporate Social Responsibility Earthscan, 2007

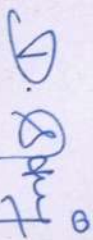


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LIST & DESCRIPTION OF COURSE RELATED TO PROFESSIONAL ETHICS, SUSTAINABILITY, GENDER,
ENVIRONMENT & HUMAN VALUES

S. NO	NAME OF THE COURSE	INTEGRATED	DESCRIPTION
1	Corporate Ethics & Governance	Professional Ethics	This Course covers a code of ethics serves as a moral compass, guiding professionals to make ethical decisions in their day-to-day work
2	Practical Auditing	Professional Ethics	This course revolves on the whole theme of Qualities of an Auditor. One of the most important quality of an Auditor is being Ethical.
3	Company Law	Gender	This Course highlights the role of women participation in the management.
4	Entrepreneurial Development	Gender	This course covers crucial role performed by the women Entrepreneurs in the process of Economic Development.

5	Green Business Development	Sustainability	This Course entails eco-friendly method to design environmentally sustainable products & services.
6	Environmental Studies	Environment	This course covers a comprehensive view of various environmental systems. It aims to make the citizens competent to do scientific work and to find out practical solutions to current environmental problems.
7	Value Education	Human Values	This course aims at training the student to face the outer world with the right attitude and values. It is a process of overall personality development of a student. It includes character development, personality development, citizenship development, and spiritual development



MS. D. SENTHAMARAI

Head

Department of Commerce (Honours)

Dwaraka Doss Goverdhan Doss Vaidya

Arundikottam, Chennai

Dwaraka Doss Goverdhan Doss Vaishnav College
(Autonomous) Arumbakkam,
Chennai - 600106.



B.A English Syllabus

(C.B.C.S)

(Effective from the academic year 2020 – 2021 onwards)

I YEAR – I SEMESTER
NME - I- ADVERTISING AND PUBLIC RELATIONS

Objectives

- ✦ To enable the students analyze the principles of Advertising and relate them to the modern context.
- ✦ To help the students understand Public Relations- duties, responsibilities and significance.
- ✦ To familiarize the students with different styles of writing for the Media.

Outcomes

The students will be able to

- ✦ Enable students to appreciate the nature and scope of advertising.
- ✦ Translate ideas into campaigns create designs and layouts..
- ✦ Create headlines, slogans, logos, typography and trademarks.
- ✦ Comprehend the history of Public Relations and their significance today. ✦ Identify how to create brochures, pamphlets, handouts.

Module I

Definition, Nature & Scope of Advertising., Role of Advertising; Societal, Communication Marketing & Economic Functions of advertising based on target audience, geographic area, Media & Purpose, Advertising Agencies.

Module II

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization, designing & Layout

Module III

Copy Writing – Types of headlines, body copy base lines, slogans, logos & trademarks. Typography, Writing styles, Scripting.

Module IV

Public Relations- definition- History of PR – Types of PR jobs – Activities of PR – Role of PR – Elements of PR – Scope of PR

Module V

Writing news releases for Public Relations – Brochures, Pamphlets – Letters – Handouts – Oral presentations

Suggested Reading

Lesly, Philip. (1925). *Handbook Of Public Relations And Communication*, New Delhi, Jaico Books.

N.M.E II – COMMUNICATION: BROADCASTING & TELECASTING

- ✦ To enable students understand the importance of Communication and Broadcasting.
- ✦ To help students acquire the various skills relevant to Broadcasting.
- ✦ To assist students understand the different programmes that attract the audience in telecasting.

Outcomes

The students will be able to

- ✦ Analyse radio as a means of communication.
- ✦ Identify the nuances of TV News writing and editing
- ✦ Comprehend the ways of conducting interviews and talkshows.
- ✦ Identify the methods involved in announcing commercials, sports and music commentary.
- ✦ Analyse the performance skills and enrich their conversational skills and ad-lib announcing.

Module I

Radio as a Medium of Communication- Magnitudes of Radio and its communications. Radio News Writing, News Reading and Editing

Module II

TV News- Writing and Editing with truth. News Reading - Constituents of Reading - Practising with proper pronunciation and accent.

Module III

Interview and Talk Shows

Module IV

Sports & Music. Announcing Commercials. Giving Commentary (including running commentary), Compering. Announcing and Interviewing

Module V

Performance Skills

1. Achieving a conversational style
2. Ad-lib Announcing

Suggested Reading

Gandhi, VedPrakash. *Broadcasting and Development Communication Law, Policy and Action Plan*. Kanishka Publishers and Distributors. 2008.

Verma, M. K. *News Reporting and Edition*. Aph Publishing Corporation, 2009. Saxena, Ambrish. *Fundamentals of Reporting and Editing*. Kanishka Publishers and Distributors, 2007.

V SEMESTER ELECTIVE I –FILM REVIEW

Obectives

- ✦ To develop the ability to generate and develop ideas for film and other media
- ✦ To enable students to gain experience, in visual effects and technical features like editing
- ✦ To understand and consider film as a medium of change, creating awareness, sensitizing people and developing empathy.

Outcomes

The students will be able to

- ✦ Understand film techniques such as scripting, cinematography, sound editing, acting. ✦
Comprehend the need for film studies as a tool to enhance one's understanding of culture
- ✦ Examine the problem of identity, practice inclusivity and develop a humane outlook towards life
- ✦ Appreciate the inter relatedness of the texts and their effective depiction on the screen and its impact.
- ✦ Recognise the contribution made by the film industry to the society.

Module 1

Understanding Key Concepts in Film Appreciation

Module II

Mahesh Dattani Dance Like a Man

Module III

Vishal Bharadwaj Omkara

Module IV

Robert Zemeckis Forest Gump

Module V

Apply concepts; critically evaluate a film of one's choice

Suggested Reading:

Jenith Sekar	Screen: A Handbook on Film Appreciation
Jim Piper	The Film Appreciation Book: The Film Course You Always Wanted to
Take	

III YEAR – V SEMESTER
ELECTIVE I — TRAVEL WRITING

Objectives

- ✦ To introduce the concept of travel writing, its origin and history
- ✦ To familiarize the students on the various aspects of travel writing
- ✦ To enable them develop curiosity and learn about the places and get an insight into the history and culture of the people.

Outcomes

The students will be able to

- ✦ Define travel writing and explore the historically significant places.
- ✦ Examine the characteristics of the travelogues and personal writing.
- ✦ Analyse the distinct style of their personal account of explorations and tales of epic quest.
- ✦ Explore the features of travel genres, its form, lexical and grammatical choices.
- ✦ Identify their inquisitive spirit and love of adventure and develop an understanding of the environment.

Module 1

Understanding Key features of Travelogue

Module II

William *Dalrymple* *Nine Lives*

Module III

Elizabeth Gilbert *Eat, Pray, Love*

Module IV

Amitav Ghosh *Dancing in Cambodia and at Large in Burma*

Module V

Create a travel blog on itineraries / Provide general tips and guidelines

Suggested Reading

Robert Clarke *Cambridge Companion to Post Colonial Travel Writing*
Sarayu Srivatsa *Under Something of a Cloud Selected Travel Writing*

III YEAR – VI SEMESTER
ELECTIVE II – TRANSLATION STUDIES

Objectives

- ✦ To make students understand the importance of translation with its theory and practice.
- ✦ To help students study the history of translation and its theories.
- ✦ To introduce different types of translation and encourage the students to take part in workshop on translation studies.

Outcomes

The students will be able to

- ✦ Provide an over view of translation studies as an academic discipline
- ✦ Establish lexical, grammatical and stylistic correspondences through the poems
 - ✦ Critically analyse the prose works of Dauset and others.
- ✦ To create an impact of drama studies in translation with the works of Anton Chekhov
- ✦ Introduce fiction and help them recognize translation as a component of this discipline and outline some of the issues it aims to address

Module I Introduction

Definition, Theory, Function, Importance and Uses of Translation
Principles of Translation, Kinds of Translation

Module II Poetry

Tirukural	Truth, Friendship – 10 +10 Couplets
Silapathikaram	The Song of Praise, The Court Scene
Gitanjali	Where The Mind Is Without Fear

Module III Prose

Dauset	The Last Lesson
Tolstoy	How Much land Does a man need?

Module IV Drama

Anton Chekhov	Cherry Orchard
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Module V Fiction

Thakazhi Sivasankara Pillai	Chemmeen
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Suggested Reading

Kuhiwczak, Piotr and Littau, Karin. (2007). *A Companion to Translation Studies*, Hyderabad, Orient Blackswan Publishers.
Raval, Pirush. (2012). *Translation Studies*, New Delhi, viva books private limited.

III YEAR – VI SEMESTER
ELECTIVE III – ENGLISH FOR CAREER

Objectives

- ✦ To enhance the creative and critical skills of students and to provide them with job skills and communication skills in real life situations
- ✦ To develop creative, career skills in students besides workplace communication skills
 - ✦ To improve communication skills in real life situations through better language use

Outcomes

The students will be able to

- ✦ Gain an over view of Resume Writing
- ✦ Ascertain workplace and organizational practices and develop right attitude
 - ✦ Critically examine the types of letters and acquire a distinct style of writing.
- ✦ Comprehend effective methods of social networking and practice etiquette. ✦ Create online content and write blogs

Module I

Resume Writing – Format and Structure- Online CV writing

Module II

Workplace Communication Skills – Organizational Skills – Making and Keeping to a Schedule

Module III

Official Correspondence – Letter of Complaint, Emails, Press Release. Minutes of the Meeting

Module IV

Social Networking – Etiquette – Privacy and Security

Module V

Online content writing, Writing and creating blogs, writing for websites

Suggested Reading

Savage, Alice and Shafiei, Mansoud.(2012). *Effective Academic Writing*, China ,Oxford University Press.

Ciss, Rhonda and Davis, Jason .(2012). *Effective Academic Writing*, China ,Oxford University Press.

Fitzgerald, Suzanne sparks.(2011).*Manager's Guide to Business writing*,NewDelhi,Mcgraw-Hill.

Girard, Rene.(2017).*Evolution and conversion*, London, Bloomsbury.

Gooden,Philip.(2005). *Faux Pas?, Nonsense Guide to words & Phrases from other languages*, India, Bloomsbury.

III YEAR – VI SEMESTER

ELECTIVE III – JOURNALISM AND MASS COMMUNICATION

Objectives

- ✦ To introduce the students to the basic principles and practice in Journalism ✦ To enable them acquire skills in Editing – Reporting – Graphics.
- ✦ To enhance their career options **Outcomes**
The students will be able to
- ✦ Introduce the basic principles of Journalism and mass communication
- ✦ Analyse the news agencies in India and across the world
- ✦ Evaluate principles of editing, headline, copy testing, page layout in various newspapers
 - ✦ Compare and contrast the graphics and illustrations in various news magazines
 - ✦ Comprehend the role of reporters, correspondents, consider it as a career option.

Module 1

History of Indian Journalism, The origin of Print Media in India

Module II

Development of News agencies ,Major print mediums

Module III

Principles of Editing News editor; News coordinator, sub editors; Chief subeditor; Headline, techniques of writing headline.Editing agency copies, copy testing; page planning; Picture Editing; Proof Reading; Page Make-up; Cartoons; Page Lay-out; Principles of Page lay-out

Module IV

Graphics and Illustrations; Typography; Magazine Editing; Use of Computer Softwares in Editing; Writing Editorial; Editing a News Story with Headline.

Module V

Reporters/Correspondents; Chief Reporter; News Beat; News Sources; Special Correspondent; Parliamentary Correspondent; Foreign Correspondent; District Correspondent; Feature; Photo Journalism. Specialisation in Reporting: Political Reporting; Crime and Legal affairs Reporting; Public affairs Reporting; Human Interest Stories; Business Reporting; Science Reporting, Sports Reporting; Film Reporting.

Suggested Reading

ParthasarathyRangaswami.(1984).*Basic journalism* , India, Trinity press.

Roy, Baron.(2000). *Beginners Guide To Journalism And Mass Communication*, New Delhi, V and S Publishers.

Smith, Angela and Higgins, Michael.(2013). *The language of journalism*, London, Bloomsbury publishing plc.

Williams, Kevin.(2003). *Understanding Media theory*, London, Bloomsbury publishing plc

III YEAR – VI
SEMESTER CORE – XIV–
WOMEN’S WRITING

Objectives

- ◆ To make students understand the need of importance of Women’s studies in the literary context.
- ◆ To help students study the representative works of women writers.
- ◆ To help students understand the emergence and objectives of Women’s studies.

Outcomes

The students will be able to

- ◆ Learn about feminism and the three waves of feminism
- ◆ Critically analyse the poems of Maya Angelou, Bhatt, Brooks and MenkaShivdesani
- ◆ Examine the works of Uma Parameswaran in the modern context
- ◆ Gain perspective on Indian women writers and their idea of feminism through the works of Shashi Deshpande
- ◆ Appraise the works African American women writers like Alice Walker

Module I Introduction

What is Feminism?

Three Waves of Feminism

Module II Poetry

Maya Angelo - Still I Rise
Sujata Bhatt - Search for My Tongue
Gwendolyn Brooks - Kitchenette Building
MenkaShivdesani - Iron Woman

Module III Drama

Uma Parameswaran – Sita’s Promise

Module IV Fiction

Shashi Deshpande - That Long Silence

Module V Prose

Alice Walker - In Search of Our Mother’s Garden - Part I

Suggested Reading

Habib, M.A.R. (2011). *Literary Criticism*, Australia, Blackwell Publishing.
Cavallaro, Dani.(2001). *Critical And Cultural Theory*, New Delhi, Bloomsbury.
Tillotson, Geoffrey.(2013). *Criticism and the nineteenth century*, London, Bloomsbury.
Thornham, Sue.(2000). *Feminist Theory And Cultural Studies*, London, Bloomsbury.

Chanter ,Tina.(2006). *Gender Key Concepts In Philosophy*, London, Bloomsbury. Donovan, Josephine.(2012). *Feminist Theory*, London, Bloomsbury publishing plc



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DEPARTMENT OF SOCIOLOGY

Bachelor in Sociology

(B.A)

Programme Code: 43

Sociology Syllabus (CBCS)

Outcome Based Education Pattern

2022-23



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PRINCIPLES OF SOCIOLOGY-II

Course Code :	Credits	: 05
L:T:P:S : 0:0:6:0	CIA Marks	: 40
Exam Hours : 03	ESE Marks	: 60

LEARNING OBJECTIVES:

To study the fundamental concepts of sociology

To understand the characteristic features of different social elements.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Define the basic concepts of social processes(K1)
CO2	Illustrate the factors and agencies of social control(K2)
CO3	Explain the forms of social stratification (K3)
CO4	Point out the features and forms of social mobility (K4)
CO5	Criticize the factors of social change (K5)



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MAPPING OF COURSE OUTCOMES TO PROGRAM OUTCOMES:

CO/PO/PS O	PO										PSO				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5
CO1	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO2	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO3	3	3	3	2	2	3	2	3	2	3	3	3	2	3	2
CO4	3	3	3	2	2	3	2	2	2	3	3	3	2	3	2
CO5	3	3	3	3	2	3	3	3	2	3	3	3	2	3	2

SI NO	CONTENTS OF MODULE	Hrs	COS
1	Unit I: Social Processes 1.1 Co-operation 1.2 Competition 1.3 Conflict 1.4 Accommodation 1.5 Assimilation	18	CO1
2	Unit II: Social Control	18	CO2



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	<p>2.1 Meaning and Definition of Social Control</p> <p>2.2 Factors and Agencies of Social Control</p>		
3	<p>Unit III: Social Stratification</p> <p>3.1 Caste : Meaning, Definition, and Forms (Brahmin, Kshatriya, Vaishya and Sutras)</p> <p>3.2 Class: Meaning, Definition, and Forms (Upper Class, Middle Class and Lower Class)</p> <p>3.3 Gender: Meaning, Definition, and Social Construction of Gender, Gender Inequality</p>	18	CO3
4	<p>Unit IV: Social Mobility</p> <p>4.1 Meaning, Definition</p>	18	CO4



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	4.2 Features and Forms of Social Mobility		
5	Unit V: Social Change 5.1 Evolution, Progression and Deterioration 5.2 Factors of Social Change- Biological, Physical and Cultural.	18	CO5

BOOKS FOR STUDY

Applebaum, Richard P., William J., Chambliss. Sociology. Addison - New York: Wesley ,1997.

Caplow, Theodore. Elementary Sociology. New Jersey: Prentice Hall Inc. 1971.

Inkeles, Alex. Social Change, Reading in Modern Society. NY : Prentice Hall, 1982.

International Encyclopaedia of Sociology Vol.. I and II.

Johnson, Harry, M., Sociology - A Systems Introduction. New Delhi: Allied, 1966.

MacIver, R.M. & Page, C.H., Society: An Introductory Analysis. London: Macmillan, 1974.

Thio, Alex. Sociology – A Brief Introduction. New York, Addison-Wesley Education, 1997.

Tumin, Melvin. Social Stratification – The forms and functions of Inequality. New Jersey: Prentice Hall, 1978.

BOOKS FOR REFERENCE

Abraham Francis, John Henry Morgan, Sociological Thought. Cambridge, Macmillan, 1985.



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Duncan, O.D & Mitchell, R., A New Dictionary of Sociology. London: Routledge Kegan Paul, 1979.

Haralambos, M., Sociology - Themes and Perspectives. New Delhi: Oxford University Press. 1980.

Ogburn, W.F. & Nimkoff, M. F., A Handbook of Sociology. New Delhi: Eurasia, 1966.

Robertson, Ian. Sociology. New York, Worth, 1977.

Schaefer Richard, T., Robert P Lamm. Sociology. New Delhi: McGraw Hill Company, 1998.

Rao Shankar, C N., Sociology: Primary Principles. New Delhi, S. Chand, 1990.

WEB RESOURCES

http://faculty.upj.pitt.edu/dsantoro/davis_moore.htm

http://www.sagepub.com/ritzerintro/study/materials/reference/77708_8.1r.pdf

JOURNALS

<http://www.inoso.org/>

<http://www.jsswnet>



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SOCIAL ANTHROPOLOGY

Course Code :	Credits	: 04
L:T:P:S : 0:0:6:0	CIA Marks	: 40
Exam Hours : 03	ESE Marks	: 60

LEARNING OBJECTIVES:

To study about the religious and cultural aspects of anthropology

To understand the scope and branches of anthropology

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	List out the scope of social anthropology (K1)
CO2	Classify the cultural elements in primitive society (K2)
CO3	Explain the kinds of marriage and kinship (K3)
CO4	Analyse the political organization of primitive society(K4)
CO5	Evaluate the origin and development of religion (K5)



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MAPPING OF COURSE OUTCOMES TO PROGRAM OUTCOMES:

CO/PO/PS O	PO										PSO				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5
CO1	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO2	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO3	3	3	3	2	2	3	2	3	2	3	3	3	2	3	2
CO4	3	3	3	2	2	3	2	2	2	3	3	3	2	3	2
CO5	3	3	3	3	2	3	3	3	2	3	3	3	2	3	2

SI NO	CONTENTS OF MODULE	Hrs	COS
1.	Unit-I: Introduction 1.1 Meaning and scope of Anthropology 1.2 Branches of Anthropology	18	CO1
2.	Unit-II: Culture 2.1 Attributes of culture	18	CO2



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	<p>2.2 Culture traits</p> <p>2.3 Culture complex</p> <p>2.4 Culture area</p> <p>2.5 Culture integration</p> <p>2.6 Enculturation and transculturation</p>		
3.	<p>Unit-III: Marriage and Kinship</p> <p>3.1 Marriage: Typology by mate selection – levirate and sororate- hypergamy and hypogamy</p> <p>3.2 Types of decent</p> <p>3.3 Kinship: consanguinal and affinal</p> <p>3.4 Kinship: tribe, class, moiety and phratry</p> <p>3.5 Kinship Behaviour: joking and avoidance relationship</p>	18	CO3
4.	<p>Unit-IV: Economic Organization</p>	18	CO4



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	4.1 Property: Primitive communism- Individual-collective 4.2 Stages of Economy: Food gathering – Hunting –Fishing – Pastoralism- Cultivation 4.3 Systems of Trade Exchange: reciprocity- redistribution- barter and market		
5.	Unit- V: Political Organization 5.1 Brand, Tribe and State 5.2 Kinship and cheifdom 5.3 Primitive law and justice 5.4 Types of punishment	18	CO5
6.	Unit-VI: Religion: 6.1 Magic : types and functions of magic 6.2 Magico- religious functionaries: Shaman- Priest- medicine man- sorcerer	18	CO6



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BOOK FOR STUDY

Beals , R. and Hojjer, H., Introduction to Anthropology. New Delhi: Macmillan, 1960.

Carol R. Ember, Melvin Ember. Anthropology – A Brief Introduction. New Jersey: Prentice Hall, 1992.

BOOKS FOR REFERENCE

Basu Indrani. Anthropology the study of man. New Delhi: S.Chand, 2005.

Herskovits F Melville. Cultural Anthropology. Calcutta: Oxford & IBH, 1995.

Jha, Makhan. An Introduction to Anthropology, New Delhi: Sage, 1994.

Lowie R.H., Primitive Society, London: Routledge Publishers, 1960.

Majumdar D. N, and Madan T. N. An Introduction to Social Anthropology. Bombay: Asia, 1970.

Nigel Rapport and Joanna Overing, Social and Cultural Anthropology: The Key Concepts. London: Routledge, 2000.

Singh K.S. The History of the Anthropological Survey in India: Anthropological Survey of India, Calcutta: 1991

Scupin Raymond. Cultural Anthropology A Global Perspective. New Jersey: Prentice Hall, 1998.

Sahay K.N. Social Anthropology in India. New Delhi: Common Wealth Publication, 1999.



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WEB RESOURCES

[www.youtube.com/watch?v=_-The Most Primitive Tribe of the Planet.](http://www.youtube.com/watch?v=_-The Most Primitive Tribe of the Planet)

NME I INTRODUCTION TO SOCIOLOGY

Course Code :	Credits	: 04
L:T:P:S : 0:0:6:0	CIA Marks	: 40
Exam Hours : 03	ESE Marks	: 60

LEARNING OBJECTIVES:

To study the basic concepts of sociology.

To understand the importance of socialisation.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	List out the relevance of Sociology in contemporary society
CO2	Identify the relationship between individual and society
CO3	Explain the contribution of sociological thinkers about social institutions
CO4	Recall the characteristic features and functions of culture



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CO5	Classify the stages and agencies of socialization
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MAPPING OF COURSE OUTCOMES TO PROGRAM OUTCOMES:

CO/PO/PS O	PO										PSO				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5
CO1	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO2	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO3	3	3	3	2	2	3	2	3	2	3	3	3	2	3	2
CO4	3	3	3	2	2	3	2	2	2	3	3	3	2	3	2
CO5	3	3	3	3	2	3	3	3	2	3	3	3	2	3	2

Sl.No	CONTENTS OF MODULE	Hrs	COS
1.	Unit –I: Sociology 1.1 Meaning & Definition 1.2 nature, and Relevance of sociology in contemporary society	18	CO1
2.	Unit- II: Society 2.1 Definition and characteristics of society 2.2 Origin of Society: Social Contract Theory 2.3 Relationship between individual and society	18	CO2



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3.	Unit-III: Social Institutions 3.1 Comte: Social Static and Dynamic 3.2 Spencer: Organic Analogy 3.3 Durkheim: Suicide	18	CO3
4.	Unit- IV: Culture 4.1 Definition, characteristics and functions of culture. 4.2 Cultural Lag.	18	CO4
5.	Unit- V: Socialization 5.1 Meaning, Definition 5.2 stages and Agencies of Socialization. 5.3 Cooley’s Looking Glass Self	18	CO5

Text Books:

- Bottomore, T.B (1972), Sociology: A Guide to Problems and Literature, George Allen and Unwin, Bombay.
- Gisbert, Pascal.(1973), Fundamental of Sociology, Orient Longman, New Delhi.
- Thomson, Harry. M (1995), Sociology: A Systematic Introduction, Allied Publishers, India.

References :

- Leonard Broom, Principles of Sociology, Media Promoters and Publication Pvt. Ltd., Bombay, 1993.
- Ogburn and Nimkaff, A Handbook of Sociology, Eurasia Publication House, New Delhi, 1966.
- Gisbert, Pavsca, Fundamentals of Sociology, Orient Longman, Bombay.



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Sociology of Sanitation

Course Code :	Credits : 03
L:T:P:S : 6:0:0:0	CIA Marks : 40
Exam Hours : 03	ESE Marks : 60

LEARNING OBJECTIVES:

The content of the course will enable the students:

1. To understand the role of the public in sanitation
2. To make aware the health and sanitation conditions in India
3. To understand the social aspects of sanitation and social ordering

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Define the basic concepts of sociology of sanitation and its scope. (K1)
CO2	Illustrate the programmes and policies of sanitation. (K2)
CO3	Explain the social construction of health and sanitation. (K4)



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MAPPING OF COURSE OUTCOMES TO PROGRAM OUTCOMES:

CO/PO/PS O	PO										PSO				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5
CO1	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO2	3	3	2	2	2	3	2	2	2	3	3	3	3	3	2
CO3	3	3	3	2	2	3	2	3	2	3	3	3	2	3	2

STRONGLY CORRELATED -3, MODERATELY CORRELATED – 2, WEAKLY CORRELATED -1

SI NO	CONTENTS OF MODULE	Hrs	Cos
1	<p>UNIT - I :Health and Sanitation</p> <p>07Hrs</p> <p>1.1 Social Aspects of Health and Illness.</p> <p>1.2 Origin and Scope of Sociology of Sanitation</p> <p>1.3 Problem of Environmental Sanitation in India</p>	08	CO1



2	UNIT - II: Sanitation in India 06Hrs 2.1 Sulabh Sanitation Movement 2.2 Sanitation Policies and Programmes 2.3 Sanitation in Tamilnadu, a Regional Analysis	08	CO2
3	UNIT - III : Sanitation and Society 07Hrs 3.1 Social Construction of Hygiene and Sanitation 3.2 Scavenging Castes and Social Deprivation 3.3 Sanitation and Dignity of Women	08	CO3

TEXTBOOKS:

1. Akram, Mohammad.2015. *Sociology of Sanitation*. Delhi: Kalpaz Publications. Chatterjee, Meera. 1988. *Implementing Health Policy*,New Delhi: Manohar Publications.
2. Dalal, Ajit, Ray Shubha, 2005. (Ed). *Social Dimensions of Health*, Rawat.
3. Gupta, Giri Raj (ed.). 1981.*The Social and Cultural Context of Medicine in India*, New Delhi: Vikas Publishing House.
4. Jha, Hetukar. 2015. *Sanitation in India*. Delhi: Gyan Books.
5. Nagla, B K. 2015. *Sociology of Sanitation*. Delhi: Kalpaz Publications.
6. Nagla, Madhu. 2013. *Gender and Health*, Jaipur Rawat Publications Pais,
7. Richard. 2015. *Sociology of Sanitation*. Delhi: Kalpaz Publications.
8. Pathak, Bindeshwar. 2015. *Sociology of Sanitation*. Delhi: Kalpaz Publications.
9. Saxena, Ashish. 2015. *Sociology of Sanitation*. Delhi: Kalpaz Publications.

Course Title: CORE IV- MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOUR

Course Code : 45205	Credits 4
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course the student will be able to understand the conceptual framework of management and organizational behaviour.

Course Outcomes: At the end of the course, the student will be able to:

CO1	Define the skills that a manager is expected to possess
CO2	Restate the essentials of planning in management and sketching the organizational structure adopted in any organization
CO3	Analyze the role of recruitment, selection and training and articulate the managerial aspects of controlling and coordinating
CO4	Analyze the organizational and individual behaviour
CO5	Understand & evaluate the importance of leadership skills and motivational needs

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	2	2	3	3	3	1	2	3	2	3	3	3
CO2	3	2	2	2	3	1	2	3	3	3	3	2
CO3	3	2	2	3	3	2	3	3	1	2	2	1
CO4	2	1	1	1	2	2	3	2	3	3	3	2
CO5	3	1	1	2	3	2	3	3	1	3	1	2

MODULE	CONTENTS OF MODULE	Hours	COs
I	Introduction - Management: Meaning – Definition - Nature and Scope of Management – Management both Science and Art – Levels of Management – Role and Skills expected of a Manager- Business enterprise- different forms of business- Sole proprietorship- One Person Company, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership- Choice of form of Organization - Basic consideration in setting up of enterprise	25	CO1
II	The Process of Management: Management by Objectives (MBO) Planning; Decision-making; Strategy Formulation. Organizing: Basic Considerations; Organization Structure, Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralization of Authority	20	CO2
III	Staffing: Recruitment: Meaning & Sources, Selection, Stages – Interview: Types – Training: Process and Methods of Training – Direction: Meaning, Importance, Principles Controlling: Meaning, Definitions, Nature, Characteristics, Benefits of Control, Importance, Problems – Management By Exception (MBE) - SWOT Analysis – Management Information Systems (MIS) - Coordination: Meaning, Definition, Nature, Importance, Problems - Principles of Coordination – Techniques of Coordination	20	CO3
IV	Introduction to Organizational Behaviour: Introduction to Organization - Organizational behavior - OB Concepts - OB Model - Introduction to Individual Behavior - Motivation at work - Dynamics of group behaviour - Individual & organizational factors to stress - Prevention & Management of stress.	10	CO4
V	Leadership: Concept and Styles; Trait and Situational Theory of Leadership-Motivation: Concept and Importance – Maslow Need Hierarchy Theory - Herzberg Two Factors Theory - McGregor and Ouchi theory - Control: Concept and Process -Communication: Process and Barriers - Transactional Analysis (TA) - Johari Window - Change Management: Resistance to change and strategies to manage change - Conflict levels, causes and resolution - Functional and Dysfunctional aspects of conflict - Emerging issues in management	15	CO5

TEXT BOOK:

1. Gupta, C.B.(2017). *Management Theory & Practice*, NewDelhi, India: Sultan Chand & Sons.
2. Gupta, C.B. (2014). *A Textbook on Organizational behaviour*. New Delhi, India: S. Chand Publications.
3. Natarajan, K & Ganesan, K.P. (2020). *Principles of Management*. Mumbai, India: Himalaya Publishing House.

REFERENCE BOOKS:

1. Gupta, C.B. (2014). *A Textbook on Organizational behaviour*. New Delhi, India: S. Chand Publications.
2. Viswanthan, R. (2018). *Principles of Management – Concepts & Cases*. Mumbai, India: Himalaya Publishing House.
3. McShane, S. L. & Glinow, M. A. V. (2019). *Organizational Behavior*. New York, United States of America: McGraw-Hill Education,

Note: Latest Edition of the reading to be used.

Course Title: CORE XII - BUSINESS COMMUNICATION

Course Code : 45414	Credits : 4
L:T:P:S : 5:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course the student will be able to improve his verbal and written communication and presentation skills and train and prepare for placements.

Course Outcomes: At the end of the course, the student will be able to:

CO1	Apply communication tools, strategies, and principles to make communication more effective
CO2	Develop an understanding about appropriate verbal skills of communication and presentation skills
CO3	Prepare various forms of business letters, reports, business proposals and forms of internal communication tools
CO4	Explain and illustrate the various interpersonal communication including etiquette and netiquette
CO5	Groom and prepare themselves for placements through various stages

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	3	3	1	2	2	2	3	2	1	3	2	1
CO2	3	3	1	2	2	2	2	2	1	3	2	1
CO3	3	2	1	2	2	1	2	2	1	2	1	1
CO4	3	1	1	2	3	1	2	3	2	1	2	1
CO5	3	1	1	2	3	1	2	3	1	1	2	2

MODULE	CONTENTS OF MODULE	Hours	COs
I	Introduction to communication: Importance of Business Communication- Types and Effectiveness - Seven Cs of Communication. Using technology to improve business communication - Cross-cultural communication and their challenges in a global field – Technical writing – Executive Summary/Abstract Writing	12	CO1
II	Verbal Communication Effective Public Speaking - Body Language - When, What, How, To Whom to Speak - Presentation skills - Delivering the business presentation using visual aids, Handouts - Glossophobia and Low confidence - Mastering listening skills - Conversational Skills - Criss-Cross communication: upward, downward, lateral, formal, informal, grapevine.	20	CO2
III	Business Correspondence (Written) Guidelines to business communication - Formal & informal Writing - Tools of Business writing - Business Letter, Claims & Response to Claims (Accept, Reject, Partially Accept) – Report writing - Business Proposals - Circular, Notice, Memorandum.	18	CO3
IV	Interpersonal Communication Netiquette (email & online), Telephone Etiquette, Social Etiquette, Dress Etiquette (Corporate Dressing) - Effective Team Communication - Team building, Team spirit – Timemanagement - Agenda, Minutes of meetings – Podcasts – Feedback - Importance of Feedback, Kinds: No Feedback, Positive, Negative, Specific feedback, Constructive Criticism.	17	CO4
V	Placement Grooming Cover Letter, Resume Writing, Pre-Placement Talk, Tests: Aptitude, Technical. Group Discussions, Personal Interview.	8	CO5

TEXT BOOKS:

1. Nawal, M. (2020). *Business Communication*. New Delhi, India: Cengage
2. Rath, P., Shalini, K. & Ray, D. (2018). *Corporate Communication*. New Delhi, India: Cengage
3. Gupta, C.B. (2019). *Essential Business Communication*. New Delhi, India: Cengage
4. Rajendra Pal & Korlahalli J.S. (2015). *Essentials of Business Communication*. New Delhi, India: Sultan Chand & Sons.
5. Taylor, S. (2005). *Communication for Business*. New Delhi, India: Pearson India Education Services.

REFERENCE BOOKS

1. Jain,N. & Mukherji,S. (2020). *Effective Business Communication*. New Delhi, India: McGraw Hill India Pvt. Ltd.
2. Mohan, K. Mohan, R.C. & Nirban, V.S. (2020). *Business Correspondence & Report Writing*. New Delhi, India: McGraw Hill India Pvt. Ltd.
3. Rai, U. & Rai, S.M. (2019). *Business Communication*. Mumbai, India: Himalaya Publishing Pvt. Ltd.
4. Bovee, C.L., Thill, J.V. & Raina, R.L. (2018). *Business Communication Today*. New Delhi, Pearson India Education Services

Note: Latest Edition of the reading to be used.

WEB RESOURCES

1. www.businesscommunication.org

Course Title: ELECTIVE II: (C) CORPORATE GOVERNANCE AND ETHICS

Course Code : 45623 (C)	Credits : 5
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course, the student will be exposed to a theoretical perspective and framework of corporate governance, corporate social responsibility and the ethical, environmental and social dilemma, develop the good corporate governance skills to become a successful executive and a good leader in one's future business life, identify and manage corporate governance issues and implement and control corporate governance procedures within their organizations

Course Outcomes: At the end of the course, the student will be able to:

CO1	Understand the concept of business ethics and its relevance in management and business
CO2	Understand the concept of corporate Governance, the disclosure practices and its connection with globalization
CO3	Develop knowledge about corporate governance reforms
CO4	Introduce and understand the concept of corporate social responsibility and managing ethical dilemma
CO5	Explain the contemporary practices in corporate governance

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	2	2	1	1	3	2	3	3	2	1	2	3
CO2	3	2	1	2	2	2	2	2	2	1	1	1
CO3	2	2	1	1	1	1	1	2	2	1	1	1
CO4	3	3	1	2	2	2	2	3	3	1	2	1
CO5	2	2	1	1	2	1	3	1	2	1	1	1

MODULE	CONTENTS OF MODULE	Hours	COs
I	Governance And Business Ethics - Introduction – Definition - Nature of Business Ethics – Characteristics - Causes of Unethical Behaviour - Work Ethics - Code of Conduct - Ethics in Indian business - Major Ethical Issues in Business - Ethics of Market-and Price - Ethics of Environmental, Consumer and Employee Issues - Human Values & Management Education - Relevance of values for management and in management of business.	15	CO1
II	Corporate Governance - Concept - Structure and Principles - Corporate Governance in India - Initiatives and present position - Issues and Problems in Corporate Governance - Disclosure Practices - Globalization and Corporate Governance	12	CO2
III	Corporate Governance Reforms - Organizational Structure - Board of Directors - Composition and their Role - Powers and Responsibilities - Board Meetings - Board Committees and their functions - Independent Director.	15	CO3
IV	Corporate Social Responsibility (CSR) - Business Perspective on Social change and human values in the area of globalization – Concept - Need and importance of CSR - CSR Principles and Strategies for organization - Best practices in CSR. Managing Ethical dilemma - Holistic Approach for Managers in decision making.	16	CO4
V	Contemporary Practices and Emerging Perspective on Corporate Governance - Stakeholders management- Corporate management structure for corporate governance – Decision making by boards - Board Objectives and strategies - Responsibilities of board and their informational requirements – Building Responsive Boards - Issues and challenges.	17	CO5

TEXT BOOK:

1. Fernando, A.C. (2013). *Business Ethics – An Indian Perspective*. New Delhi, India: Pearson India Education Services
2. Saraf, C.U. (2018). *Corporate Social Responsibility (CSR), Corporate Governance, Sustainable Development and Corporate Ethics/Business Ethics*. Mumbai, India: Himalaya Publishing House
3. Sharma, J.P. (2016). *Corporate Governance, Business Ethics, and CSR*. New Delhi, India: Ane Books Pvt. Ltd.

4. Murthy, C.S.V. (2019). *Business Ethics & Corporate Governance*. Mumbai, India: Himalaya Publishing House

REFERENCE BOOKS:

1. Kumar, S. & Rajan, S. (2019). *Business Ethics & Values*. Mumbai, India: Himalaya Publishing House
2. Mallin, C. (2019). *Corporate Governance (Indian Edition)*, New Delhi, India: Oxford University Press.
3. Tricker, B. (2018). *Corporate Governance-Principles, Policies, and Practice*, New Delhi, India: Oxford University Press
4. Jyotsna, G.B. & Joshi, R.C. (2019). *Business Ethics & Corporate Governance*. New Delhi, India: McGraw Hill India Pvt. Ltd.

Course Title: ELECTIVE III: (A) ENTREPRENEURIAL DEVELOPMENT AND START UP

Course Code : 45624 (A)	Credits : 5
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

On taking this course, the student will be able to understand the concept of entrepreneurship, identify significant changes and trends which create business opportunities, analyze the environment for potential business opportunities and provide conceptual exposure on converting idea to an entrepreneurial firm

Course Outcomes: At the end of the course, the student will be able to:

CO1	Understand the basic concepts of entrepreneurship
CO2	Develop a B-Plan by the evaluation of business ideas and conduct of feasibility study
CO3	Understand the various institutions providing support to entrepreneurial ventures
CO4	Analyze the favorable environment required to run the venture successfully and the role of the government
CO5	Criticize the challenges faced by women and rural entrepreneurs

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	2	2	3	3	3	2	1	1	1	2	1	3
CO2	2	2	3	3	3	2	2	1	-	1	2	3
CO3	1	2	1	1	2	2	1	1	1	-	2	3
CO4	1	2	3	2	3	3	1	1	3	2	1	3
CO5	1	2	3	2	3	2	1	1	1	1	-	3

MODULE	CONTENTS OF MODULE	Hours	COs
I	Concept of Entrepreneurship: Entrepreneur - Meaning - Evolution - Functions of an entrepreneur - Traits of an Entrepreneur - Classification of Entrepreneurs – Myths on entrepreneurs – Concept of Intrapreneur – Entrepreneur Vs Intrapreneur - Concept of entrepreneurship – Factors promoting Entrepreneurship – Factors affecting entrepreneurial growth - Reasons for promoting Entrepreneurship - Barriers to entrepreneurship - Reasons of failure	15	CO1
II	Start Up - An Overview: Business Model - Generation of Ideas - Sources of New Ideas - Methods of Generating Ideas, Opportunity Recognition – Feasibility Study: Market, Technical/Operational, Financial, Legal & Social - Opportunity Assessment–Developing an effective Business Plan-Execution of Business Plan - Student Start-up Policy – Government Schemes to support start-ups – Coworking Spaces – Business Accelerators	20	CO2
III	Resource Mobilization & Institutional Support: Angel investors – Crowd-funding - Venture Capital Funds – Stock Market – Supply Chain Finance - Institutional support to entrepreneurs – Need - DIC, TANSIM, NSIC, MSMEDI, SSIC, SIDCO, SIPCOT, IIC, KVIC - Entrepreneurial Development Programs (EDP)– Objective, Need and Relevance of EDPs – Problems of EDPs	15	CO3
IV	Managing Environments: Economic, Technological and Social Environment – Business Cycles – Industry Cycles - Role of Government in promoting entrepreneurship – Policies and Schemes for promotion of MSME in India – Incentives, subsidies & tax concessions – Supporting institutions -Failure, Causes and Preventive Measures – Turnaround Strategies.	20	CO4

V	Development of Women Entrepreneurship & Rural Entrepreneurship: Women Entrepreneurs – Concept –Growth – Challenges in the path of women entrepreneurship – Development of women entrepreneurship – Opportunities to Women Entrepreneurs – Initiatives, policies & schemes for women entrepreneurs – Grassroot entrepreneurship through Self-Help Groups (SHGs) - Rural entrepreneurship – Need, Importance, Types – Rural Industrialization: Advantages & types – Opportunities for rural entrepreneurs – Risks and problems faced by rural entrepreneurs	20	CO5
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TEXT BOOK:

1. Charantimath, P.M. (2019). *Entrepreneurship Development and Small Business Enterprises*. New Delhi: India. Pearson India Education Services
2. Desai, V. (2019). *Dynamics of Entrepreneurial Development and Management*, Mumbai: India. Himalaya Publishing House.
3. Gordon, E & Natarajan, K. (2020). *Entrepreneurship Development*. Mumbai, India: Himalaya Publishing House Pvt. Ltd.

REFERENCE BOOKS:

1. Fisher, S. & Duane, J. (2016). *The Startup Equation: A Visual Guidebook To Building Your Startup*. New Delhi, India: McGraw Hill (India) Pvt. Ltd.
2. Barringer, B.R. & Ireland, D.R. (2020). *Entrepreneurship: Successfully Launching Ventures*. New Delhi, India: Pearson Education
3. Holt, D.H. (2016). *Entrepreneurship*. New Delhi, India. Pearson Education

Note: Latest Edition of the reading to be used

WEB RESOURCES

1. <https://openstax.org/details/books/entrepreneurship>
2. <https://www.entrepreneur.com/>
3. <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/>
4. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Chapter%206%20Entrepreneurs%20Starting%20a%20Business.pdf?sequence=11&isAllowed=y>

Course Title: ELECTIVE III: (C) HUMAN RESOURCE MANAGEMENT

Course Code : 45624 (C)	Credits : 5
L:T:P:S : 6:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Learning Objectives:

This course will facilitate the student to gain knowledge on the concept of human resources and methods to make optimum use of human capital and also explore the knowledge of recent trends such as E HRM, Human Resource Audit and their contemporary issues.

Course Outcomes: At the end of the course, the student will be able to:

CO1	Understand the basic concept of human resource management and its evolution and challenges
CO2	Articulate human resource planning using quantitative and qualitative dimensions
CO3	List the methods of training and explain its role towards human resource development
CO4	Explain performance appraisal methods and their link with compensation.
CO5	Understand the concept of employee health, safety, digital HRM and the welfare measures of the employees.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO				
	1	2	3	4	5	6	7	1	2	3	4	5
CO1	1	1	1	1	1	1	1	2	3	-	1	3
CO2	3	1	1	1	1	3	1	3	2	3	-	3
CO3	3	1	1	1	2	3	3	2	1	2	1	3
CO4	3	1	1	1	2	3	3	3	2	1	2	2
CO5	3	2	2	2	2	3	3	3	2	3	3	3

MODULE	CONTENTS OF MODULE	Hours	COs
I	Human Resource Management - Concept and functions, Role, Status and competencies of HR manager, HR policies, Evolution of HRM, Emerging challenges of Human Resource Management - Workforce diversity, Empowerment, Downsizing, VRS, Work Life Balance	15	CO1
II	Human Resource Planning - Quantitative and qualitative dimensions, Job analysis – Job description & job specification – Recruitment, concept & sources – Selection, concept & process - Test & interview – Placement - Induction & socialization, Retention - Artificial Intelligence in Talent Acquisition: Meaning, Role, Benefits, Application and Challenges of AI based Recruitment.	15	CO2
III	Training and Development - Concept and importance, Role specific and competency-based training, Training and development methods: Apprenticeship, Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In-basket, Management Games, Conferences and Seminars, Coaching and Mentoring, Management Development Programs, Training Process Outsourcing	20	CO3
IV	Performance appraisal & Employee Engagement Performance appraisal: Nature, objectives and process, Performance management, Methods of Performance Appraisal, Potential appraisal, Employee counseling, Job changes - Transfers and promotions - Human Resource Audit – Compensation, Concept and policies, Base & supplementary compensation, Individual, group & organization incentive plans, Fringe benefits, Performance linked compensation, Employee Stock Option, Pay Band Compensation System, Job Evaluation Employee Engagement: Meaning, Definition, Types, Importance, Factors; Benefits, Impact on performance, Methods to promote employee engagement.	20	CO4
V	Employee Health and Safety; - Employee welfare - Social Security (excluding legal provisions) - Employer-employee relations: An overview, Grievance handling & redressal - Industrial disputes, Causes & Settlement machinery - Digital HRM – Digital Workforce - Human Resource Information System & Digital HRM – Artificial Intelligence in Talent Acquisition - Impact of HRM practices on organizational performance - HR Audit, Contemporary issues in Human Resource Management	20	CO5

TEXT BOOK:

1. Khanka, S.S. (2019). *Human Resource Management – Text and Cases*. New Delhi, India: S. Chand Publishing.
2. Durai, P. (2020). *Human Resource Management* New Delhi, India: Pearson India Education Services.
3. Dr. Jayashankar, J. (2013). *Human Resource Management*, Chennai: India, Margham Publications.

REFERENCE BOOKS

1. Rao, V.S.P. (2020). *Human Resource Management*. Chennai, India: Taxmann Publications
2. Aswathappa, K. (2017). *Human Resource Management Text and Case*. New Delhi, India: McGraw Hill (India) Pvt. Ltd
3. Gupta, S.K. & Joshi, R. (2020). *Fundamentals of Human Resource Management*. Chennai, India: Kalyani Publishers.

Note: Latest Edition of

the reading to be used

WEB RESOURCES

1. https://www.researchgate.net/publication/305954894_Human_Resource_Management_The_ory_and_Practice/link/57a740ce08aee07544c130bd/download
2. http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf
3. <https://brauss.in/hrm-basic-notes.pdf>



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2061621	Media Organization		✓		Work flow in News Media help to understand environment and sustainability.
2061622(A)	Web Magazine	✓	✓	✓	Web magazine publication give an idea on professional ethics.
2061622(B)	Tabloid			✓	Professional real-time tabloid production uplifts the professional ethics.
2061623(A)	Environmental Journalism		✓	✓	Environmental related article writing uplift the knowledge on environment and sustainability.
2061623(B)	Advocacy Journalism		✓	✓	Current affairs on socio-political issues and government policies enlighten the Human values and environmentally sustainable thoughts.
2061624(A)	Development Journalism	✓	✓	✓	Development issues from the broad area of human development, education, health, nutrition, population, environment, gender issues and human values addressed here.
2061624(B)	Cultural Journalism	✓	✓	✓	Popular and traditional culture enlighten the gender, sustainability, and professional ethics.

Name of the Programme: **M.A JOURNALISM & COMMUNICATION**



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Year	Course Code	Name of the Course	RELEVANT ISSUE			Description
			Gender	Environment & Sustainability	Human Values & Professional Ethics	
	17-22/48101	Human Communication	✓	✓	✓	Basics of human communication enlighten the knowledge on gender, environment and human values.
	17-22/48102	Reporting and Writing Skills	✓	✓	✓	Professional Ethics and Human values in being Media person. Characteristics of good and bad writing leads to avoid gender stereotypes. Environmental reporting.
	17-22/48103	Editing Skills		✓	✓	Responsibilities of an Editor uplift the sustainability. Principles of editing enhance the professional ethics.
	17-22/48104	Information and Communication Technology		✓	✓	Means of communications enlighten sustainability and human values.



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I MA Journalism	20-22/48105 (A)	Travel Photography	✓	✓	✓	Travel and explore enlighten the gender values. Professionalism in a cameraman. Knowledge on gender features helpful for framing.
	20-22/48105 (B)	Photojournalism (Practical 1)	✓		✓	Professionalism in a cameraman. Knowledge on gender features helpful for framing.
	20-22/48106 (A)	Media Skills	✓		✓	Basics of Design uplift the Human values & professional ethics. Elements and Principles of Composition and design contribute to gender perspectives.
	20-22/48106 (B)	Online Journalism and Web Management (Practical 2)		✓	✓	Reporting for Online News Media uplift the Professional Ethics and Human values in being Media person. Design and Development of Digital Portal enlighten sustainability.0
		Skill Based Subject Soft skill I				
	17-22/48107	Mass Communication Theories	✓		✓	Spiral of Silence help to understand the human values. Gate keeping model enlighten professional ethics. Media society relationship gives an idea on gender roles in society.



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2248208	Media, Culture and Society	✓		✓	Social construction of reality by media enlightens gender and human values.
17-22/48109	Communication Research Methods			✓	Communication research ethics contributes to professional ethics.
20-22/48210	Digital Marketing		✓	✓	Digital media literacy contributes to sustainability and professional ethics.
20-22/48211 (A)	Human Interest Stories	✓		✓	Human interest photography leads to uplifting human values and gender awareness. It also contributes to enhance professional ethics.
20-22/48211 (B)	Cultural Journalism (Practical 3)	✓	✓	✓	Popular and traditional culture enlighten the gender, sustainability, and professional ethics.
20-22/48212 (A)	Mobile Journalism	✓	✓	✓	Socio-cultural implications of mobile phone communication illuminate the awareness on gender, sustainable and human values.
20-22/48212 (B)	News Production (Practical 4)	✓		✓	Different modes of writings contribute to gender stereotypes. News production enable the professional ethics.



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		Skill Based Subject Soft Skills – II				
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Year	Course Code	Name of the Course	RELEVANT ISSUE			Description
			Gender	Environment & Sustainability	Human Values & Professional Ethics	
	20-22/48313	Media Management		✓	✓	Principles of Media business management enlighten the professional ethics among media persons. Indian media organization structure give an idea on sustainability.
	20-22/48314	Advertising	✓	✓	✓	Fundamentals of Advertising gives an idea on professional ethics and sustainability in industry. Stereotypes are enlightening the gender awareness.



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II MA Journalism	20-22/48315	Public Relation & Corporate Communication		✓	✓	Basics of corporate communications illuminate the professional ethics and environmental sustainability.
	20-22/48316	Dissertation (Practical 5)		✓	✓	Capability required for independent work contributes to professional ethics. Co working uplift human values and sustainable survival among media person.
	20-22/48317	Documentary Production (Practical 6)	✓	✓	✓	Collecting content from real life, books and print materials ensure the gender, environmental and human value awareness.
	20-22/48318 (A)	Deprivation Coverage		✓		Deprivation and its effect in society enhance the environmental awareness.
	20-22/48318 (B)	Event Management		✓	✓	Principles of management enlighten the professional ethics among media persons. Code of ethics in event management uplift the awareness towards professional ethics.
	20-22/48318 (A)	Developmental Communication	✓	✓	✓	Development issues from the broad area of human development, education, health, nutrition, population, environment, gender issues and human values addressed here.
	20-22/48318 (B)	Health Communication (Practical 8)	✓	✓	✓	Psychology and health informatics enlighten the gender, environmental and human values awareness among media person.



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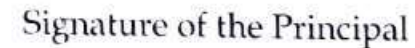
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20-22/48420	Media Laws and Ethics	✓		✓	To gain knowledge about Press Laws and various acts about gender issues, human values etc.
20-22/48421	Film Studies and Appreciation (Practical 9)	✓	✓	✓	Gender roles in films. Environmental awareness through film studies. Human value associated with film.
20-22/48422	Digital Story Telling (Practical 10)	✓	✓	✓	
20-22/48423	Internship	✓		✓	Industrial experience uplifts the professional knowledge. Gender roles are plays vital role in Job allocation in media.
	Soft Skills				


Signature of the HOD


Signature of the Principal



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1.3.1

Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the curriculum SDG / NEP -2020

Academic Year 2022-2023



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Criterion 1 - Curricular Aspects

Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability, Human Values into the Curriculum

The PG Department of Journalism & Communication focusses on the curriculum that is primarily based on Professional Ethics, Gender, Human Values, Environment and Sustainability, which is revealed by the choice of the courses formulated for the programme.

These courses help in preparing student minds to navigate ethical challenges in their careers and contribute positively to society.

PROFESSIONAL ETHICS AND HUMAN VALUES:

1. Familiarizing students with the codes of conduct and ethics, setting up them to be unbiased and unethical relevant to their specific professions.

Addressing ethical considerations in all areas of journalism.

2. Incorporate real-life case studies and scenarios to help students apply human values to practical situations in their respective fields.

GENDER:

As Journalism is the fourth pillar of democracy, it is essential to design a curriculum that focuses on gender issues not just for promoting equality,



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challenging stereotypes but helping in fostering an inclusive learning environment.

1. The curriculum reflects diverse cultures, voices and perspectives, including contributions from women and marginalized genders across different cultures, ethnicities, and backgrounds.

2. Teach critical media literacy skills to analyze and deconstruct gender stereotypes and representations in media and popular culture.


ENVIRONMENT AND SUSTAINABILITY

Much needed is a curriculum that focuses on environmental issues and sustainability is essential for preparing individuals to address the complex challenges of environmental degradation and promote sustainable practices.

1. Address the science, impacts, and mitigation strategies related to climate change, emphasizing the role individuals and organizations play in addressing this global challenge.

2. Discuss ethical considerations related to the environment, encouraging students to explore the moral implications of human actions and write stories that concern such.


Signature of the HOD


Signature of the Principal



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Criterion 1 - Curricular Aspects

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability, Human Values into the Curriculum

Name of the Programme: **B. A JOURNALISM & COMMUNICATION**

Year	Course Code	Name of the Course	RELEVANT ISSUE			Description
			Gender	Environment & Sustainability	Human Values & Professional Ethics	
I BA Journalism	2261101	Reporting for Media-I		✓	✓	Professional Ethics in being a journalist or PR person. Environmental reporting
	2261102	History of Media in India-Press,			✓	Ethics of being a journalist



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	Print, Radio, TV and Digital				
2261103	Designing: Photoshop, Illustrator and InDesign			✓	Professional ethics in being a graphic designer.
2261104	Digital Storytelling			✓	Focusing on Human values and professionalism in storytelling.
2261205	Writing for Media II	✓	✓	✓	Characteristics of good and bad writing leads to avoid gender stereotypes. Professional Ethics and Human values in being Media person. Environmental reporting.
2261206	Social, Economic and Political Issues in India	✓	✓	✓	Population studies opens to aware about gender related issues. Study on Environmental issues make an awareness on sustainability. Social stratification and Secularism enlighten the human values.
2261207	Broadcast Journalism- Radio & TV		✓	✓	Planning and Development leads to sustainability. Apply ethical while live reporting.



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	2261208	Copy Writing & Editing	✓	✓	✓	Ad writing leads to aware on gender stereotypes. Professional Ethics and Human values in being journalist. Environmental reporting.
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Year	Course Code	Name of the Course	RELEVANT ISSUE			Description
			Gender	Environment & Sustainability	Human Values & Professional Ethics	
II BA Journalism	20-21/61309	Broadcast Journalism		✓	✓	Duties of a reporter gives an idea on professional ethics of being journalist. Environmental sustainability focused reporting.
	20-21/61310	Political Issues in India	✓		✓	Democratic process enlightens the ideas of gender equality. Knowledge on functioning of Public administrative systems help to understand the professional ethics and human values.
	20-21/61311	Photojournalism	✓		✓	Professionalism in a cameraman. Knowledge on gender features helpful for framing.



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20-21/61412	Economic issues in India	✓		✓	Economy plays role in gender roles. Impact of Economy in human values and professional ethics.
20-21/61413	Indian Constitution and Legal System	✓		✓	To gain knowledge about Indian Constitution, Cyber Laws and various acts about gender issues, human values etc.
20-21/61414 (A)	Film Appreciation	✓	✓	✓	Gender roles in films. Environmental awareness through film studies. Human value associated with film.
20-21/61414 (B)	Human Rights Reporting	✓		✓	Human Rights enlighten human values and gender equality.

Year	Course Code	Name of the Course	RELEVANT ISSUE			Description
			Gender	Environment & Sustainability	Human Values & Professional Ethics	



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III BA Journalism	2061515	Press Laws and Ethics	✓		✓	To gain knowledge about Press Laws and various acts about gender issues, human values etc.
	2061516	Online Journalism	✓		✓	Development of technology alter the human life and values. Gender stereotypes are associated with online web contents.
	2061517	Internship	✓		✓	Industrial experience uplifts the professional knowledge. Gender roles are plays vital role in Job allocation in media.
	2061518	Writing for Media	✓	✓	✓	Professional Ethics and Human values in being Media person. Characteristics of good and bad writing leads to avoid gender stereotypes. Environmental reporting.
	2061519(A)	Documentary	✓	✓	✓	Technical skills associated with professional ethics. Environmental issues and gender issues addressed in documentary.
	2061519(B)	News Production	✓	✓	✓	Gender inequalities and Environmental issues are represented in news production. Professional ethics reflect in News production.
	2061620	Mass Communication Theories	✓		✓	Spiral of Silence help to understand the human values. Gate keeping model enlighten professional ethics. Media society relationship gives an idea on gender roles in society.



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2061621	Media Organization		✓		Work flow in News Media help to understand environment and sustainability.
2061622(A)	Web Magazine	✓	✓	✓	Web magazine publication give an idea on professional ethics.
2061622(B)	Tabloid			✓	Professional real-time tabloid production uplifts the professional ethics.
2061623(A)	Environmental Journalism		✓	✓	Environmental related article writing uplift the knowledge on environment and sustainability.
2061623(B)	Advocacy Journalism		✓	✓	Current affairs on socio-political issues and government policies enlighten the Human values and environmentally sustainable thoughts.
2061624(A)	Development Journalism	✓	✓	✓	Development issues from the broad area of human development, education, health, nutrition, population, environment, gender issues and human values addressed here.
2061624(B)	Cultural Journalism	✓	✓	✓	Popular and traditional culture enlighten the gender, sustainability, and professional ethics.

Name of the Programme: **M.A JOURNALISM & COMMUNICATION**



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1. Extra Disciplinary-I– English For Professional Communication
This paper helps students understand the importance of Professional Communication and Understand theories related to communication, Listen and accurately deliver information in specific work situations, Speak proficiently in the workplace and Write formal letters of application and complaint.
2. Core Paper XIII- Writings By And On Women
This paper helps students to demonstrate an understanding of the politics of gender and authorship. It also helps to examine patriarchy and its influence on women's lives and creative processes. It critiques gendered oppression and examine how women writers have challenged gender-based oppression.
3. Value Added Course: Theatre Art
The goal of the course is to ensure that every member is equipped with the necessary skills to enable them to excel in drama, writing or debate.

Head

P.G. Department of English
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.

ENVIRONMENT & SUSTAINABILITY

SEMESTER – IV
ENVIRONMENTAL STUDIES
 For Undergraduate Courses of all Branches

UNIT I

The Multidisciplinary nature of environmental studies.
 Definition, Scope and Importance
 Need for public awareness.

UNIT II

Natural Resources

Renewable and non-renewable resources

Natural resources and associated problems

- a) **FOREST RESOURCES**; Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **WATER RESOURCES** : Use and over-utilization of surface and ground water, floods, drought, Conflicts over water, dams benefits and problems.
- c) **MINERAL RESOURCES** : Use and exploitation, environmental effects of extracting and using mineral resources, Case studies.
- d) **FOOD RESOURCES** : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging salinity, case studies.
- e) **ENERGY RESOURCES** : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, case studies.
- f) **LAND RESOURCES** : Land as a resource. Land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources
 Equitable use of resources for sustainable lifestyles.

UNIT III

Ecosystems

Concept of ecosystem

Structure and function of an ecosystem

Producers, consumers and decomposers

Energy flow in the ecosystem

Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types characteristic features, structure and function of the following ecosystems:

Forest ecosystem Grassland ecosystem Desert ecosystem

Aquatic ecosystems (Ponds, Streams, Lakes, Rivers, Oceans, Estuaries)

UNIT IV

Biodiversity and its conservation

Introduction : Definition: genetic, species and ecosystem diversity

DGVC-Botany

Biogeographical classification of India
 Value of biodiversity: Consumptive use, productive use, social, ethical, aesthetic and option values
 Biodiversity at global, national and local levels
 India as a mega-diversity nation
 Hotspots of biodiversity
 Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
 Endangered and endemic species of India
 Conservation of biodiversity: In situ and Ex situ conservation of biodiversity.

Unit V

Environmental Pollution

Definition Causes, effects and control measures of:

- a. Air pollution
- b. Water Pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

Solid waste management: causes, effects and control measures of urban and industrial wastes.
 Role of an individual in prevention of pollution
 Pollution case studies

Disaster management: floods, earthquakes, cyclones and landslides.

UNIT VI

Social Issues and the Environment

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, Case studies.

Environmental ethics: Issues and possible solutions
 Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation.
 Consumerism and waste products

Environment protection Act

Air (Prevention and control of pollution) Act

Water (Prevention and control of pollution) Act

Wildlife protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

UNIT VII

Human Population and the Environment

Population growth, variation among nations

DGVC-Botany

Population explosion – Family Welfare programme
Environment and human health
Human Rights
Value Education
HIV/ AIDS
Women and Child welfare
Role of information Technology in Environment and human health
Case studies

UNIT VIII

Field work

Visit to a local area to document environmental assets – river / forest/ grassland / hill/
mountain
Visit to a local polluted site – Urban/Rural/ Industrial/ Agricultural
Study of common plants, insects, birds
Study of simple ecosystems – pond ,river, hill slopes, etc.

Classes should be conducted throughout the year

Examination will be conducted at the end of IVth semester.

Theory - 60 marks

Project - 40 marks.

Theory Question Paper as per our college pattern

Max.marks 100 marks

NOTE ;

Bilingual pattern of (English and Tamil) question paper should be given to EVS.



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PG DEPARTMENT OF BIOTECHNOLOGY
(CHOICE BASED CREDIT SYSTEM)
B.Sc., BIOTECHNOLOGY
(VI SEMESTER)

Course Title: Elective Paper 2A: Entrepreneurship, Biosafety, Bioethics and Intellectual property rights

Course Code : 2012627(A)	Credits 05
L:T:P:S : 4:0:0:0	CIA Marks : 40
Exam Hours : 03	ESE Marks : 60

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Summarize the impact of entrepreneurship in Biotechnology
CO2	Describe the biosafety practices and guidelines for research in transgenic plants and analyze the risk assessment, handling and manufacturing practices of good laboratories.
CO3	Describe the human rights and solve the social issues prevailing in the society
CO4	Analyze the ethical basis concerning, reproduction technologies, prenatal diagnosis, sex selection and abortion.
CO5	Discuss the various forms of Intellectual property rights

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	2	2	3	1	2
CO2	3	2	1	2	3	2	2
CO3	3	2	2	2	2	2	2
CO4	2	2	2	3	2	2	2
CO5	3	2	2	2	2	2	2



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Mapping of Course Outcomes to Program Specific Outcomes:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	3	2
CO2	2	2	3	3	2
CO3	2	3	2	1	3
CO4	2	2	3	2	3
CO5	2	3	3	3	3

Sl NO	CONTENTS OF MODULE	Hrs	Cos
1	Entrepreneurship: Definition, Principles of marketing and management. Personality and attitude, Organizational behavior and Leadership. Factors affecting biotech business (finance, infrastructure, equipment, manpower, resources, project location). Marketing research. Industries in Biotechnology.	12	CO1
2	Biosafety - General guidelines - Risk assessment studies- Hazardous materials used in Biotechnology – Handling and Disposal – Good manufacturing practices & Good Laboratory practices – Regulation on field experiments and release of GMO’s - Labelling of GM foods – Guidelines for rDNA research activity – Containment facilities and Biosafety practices – Guidelines for research in transgenic plants.	12	CO2
3	Human Rights: Definition, Classification and Scope of Human Rights. United Nations Commission for Human Rights, National and State Human Rights Commission. Article 21 of Indian Constitution – UDHR. Social issues of Human rights.	12	CO3
4	Bioethics-Issues concerning reproduction, Birth, life and Death (Artificial insemination, egg donation, IVF, embryo transplants, Prenatal diagnosis and sex selection & Abortion).	12	CO4
5	Intellectual Property Rights: Patents, Trademarks, Copyrights, Trade secrets and Geographical indications. Plant Variety protection. Infringement.	12	CO5



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TEXT BOOKS:

1.	Ignacimuthu, S(2009), <i>Bioethics</i> , Narosa Publication house.
2.	V. Sree Krishna . V (2007) <i>Bioethics and Biosafety in Biotechnology</i> , (1st ed.).New Age International Private Limited

REFERENCE BOOKS:

1.	Rhona Smith.(2003), <i>International Human rights</i> . Blackstone Press
2.	Trayer, P.C, Fredrick.R., and Koch, M.2002. <i>Biosafety</i> . Michigan State University



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PG & RESEARCH DEPARTMENT OF BIOCHEMISTRY

ACADEMIC YEAR 2022-2023

1.3.1. QLM

M.Sc Biochemistry

Sl. No.	Programme No	Course Code	Name of the Course	Description of the course
1.	24	2224212A	Bioethics, IPR and HR,	To identify ethical and legal complexities related to intellectual property. To critically evaluate case studies, ethical dilemmas and understand human rights and articles
2.	24	2224212C	Good lab practices	Understand the importance of GLP in maintaining data integrity, reliability, and quality in laboratory settings. To Explore quality control measures, documentation, and procedures necessary to ensure accuracy, precision, and reliability of laboratory tests and experiments.
	24	2224211 B	Ecology & Population education	Course gives an elaborate view on the ecological aspects, role human in maintaining ecosystem and importance of population education

M.SC., BIOCHEMISTRY SECOND SEMESTER

Course Title: ECOLOGY AND POPULATION EDUCATION (Elective Paper II)

		Credits	: 03
L:T:P:S	: 3:0:0:1	CIA	: 50
		Marks	
Exam Hours	: 03	ESE	: 60
		Marks	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Discuss the concepts of ecology and the significant role of species in the environment
CO2	Discuss the negative impact of Humans behavior on environment. Identify and classify the Biogeographical zones of India
CO3	Present their views about biodiversity and justify their roles in conservation of biodiversity.
CO4	Explore the needs of Population Education and the impact of population growth in the society
CO5	Calculate the population rate and Identify and classify populated regions.

Mapping of Course Outcomes to Program specific Outcomes:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	1	3	3
CO3	3	3	2	2	3
CO4	3	3	2	2	3
CO5	2	2	1	2	2

Correlations : 3 Strong 2 Medium 1 Low

S.No	Content of Module	Hrs	Cos
MO1	Introduction to Ecology & environmental sciences; Flow of energy and cycling of materials; water, carbon, nitrogen and phosphorus. Trophic pyramids and food webs	9	CO1
MO2	Alterations of ecosystem function: acid rain, nuclear winter, global warming and ozone hole. Major terrestrial biomes; theory of island biogeography; biogeographical zones of India.	9	CO2
MO3	Principles of conservation-Values of biodiversity; threats to biodiversity major approaches to management, Indian case studies on conservation/management strategy (Project Tiger, Biosphere reserves).	9	CO3
MO4	Population Education Definition, attributes /features of population education, significance, objective and scope of population education. Impact of population growth on the Basis Requirements of Life: Food, Clothing, Shelter, education and standard of living.	9	CO4
MO5	Density of population - Arithmetic density , Physiological density or Nutritional density, factors affecting population density- physical and non physical factors. Distribution of population- Regions of High density of population , Regions of moderate density of population , Regions of low density of population	9	CO5

RECOMMENDED BOOKS

1. C, G. K. (2018). *Principles of Conservation Biology*. Sinauer Associates Inc., Massachusetts - ISBN 10: 0878935215 / ISBN 13: 9780878935215
2. (Ed.), G. B. (1992). *Biodiversity status of the Earth's Living Resources*. Chapman & Hall, London-ISBN 10: 0412472406 / ISBN 13: 9780412472404
3. PD, Sharma. (2000). *Ecology and Environment*. Rastogi Publications, Meerut, India - ISBN-10 : 8171339654, ISBN-13 : 978-8171339655

REFERENCE BOOKS

1. Singh MP, S. B. (2004). *Conservation of Biodiversity and Natural Resources*. Daya Publishing House, New Delhi - ISBN 10: 8170359880 / ISBN 13: 9788170359883
2. Krohne, D. T. (2017). *Ecology: Evolution, Application, Integration* (2nd ed.). Oxford Univ Pr - ISBN 10: 0190638885 ISBN 13: 9780190638887
3. Thomas Smith, R. S. (2015). *Elements of Ecology* (9th ed.). Pearson. - ISBN 10: 1292077409 / ISBN 13: 9781292077406

M.SC., BIOCHEMISTRY
SECOND SEMESTER

Course Title: BIOETHICS, IPR AND HUMAN RIGHTS
(Elective Paper - III)

L:T:P:S: 3:0:0:1	CIA : 40	Credit:03
Exam Hours : 03	Marks	ESE Marks : 60

Course Outcomes: At the end of the Course, the Student will be able to:

CO NUMBER	CO Statement
CO1	Outline International Instruments On Human Rights
CO2	Compare The Powers And Functions Of SHRC AND NHRC and Philosophies of Adamsmith and Thiruvalluvar.
CO3	Interpret Women's Right in India.
CO4	Analyze The Bioethics Of Cloning And Recombinant Drugs Production
CO5	Apply IPR and IPP and Prioritize Biosafety Measures From Biohazards.

Mapping of Course Outcomes to Program specific Outcomes:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	1	1
CO2	1	1	3	1	1
CO3	1	1	3	3	1
CO4	1	1	3	3	1
CO5	1	1	3	3	1

CORRELATION : 3-STRONG 2- MEDIUM 3- LOW

S.No.	Content of Module	Hrs	Cos
MO1	Introduction to HR, definition fundamental rights- International Instruments- UDHR- United Nation commission for HR- ICCPR (International Covenant on civil and political rights)- Historical Development of HR.	9	CO1
MO2	Development of HR in India – Article 21 of Indian Constitution- Protection of Human Rights Act 1993- NHRC- SHRC (functions)- Economics of HR and Human Relations – Theory of moral sentiments by Adam Smith. Economic philosophy of Thiruvalluvar .	9	CO2
MO3	Students activity – Assignment/seminar- case study- definition, women rights, newspaper articles- right to livelihood, right of women, right to food, water, education, medical care and shelter.	9	CO3
MO4	Bioethics- Definition; Ethical concerns regarding transgenesis. Bioethical issues of reproductive and therapeutic cloning - Applications of cloning- Therapeutic cloning and FDA approved cloned food. Bioethics in animal genetic engineering – IAEC guidelines of animal experiments; bioethics in plant genetic engineering, ethics of using recombinant drug.	9	CO4
MO5	Genetically modified foods- contradiction – health hazards. Labeling- Regulations of field experiments and release of GMOs into the field, Biohazards, Biosafety measures. Intellectual Property Rights- Introductions – Patent Procedure in India.	9	CO5

TEXT BOOKS AND REFERENCE BOOKS

1. Benchamp, T. (1979). *Contemporary issues in bioethics*. Oxford university press -
2. Benchamp, T. (2020). *Principles of Animal Research Ethics*. Oxford university press - ISBN 10: 0190939125 / ISBN 13: 9780190939120
3. DeGrazie, T. A. (2015). *Biomedical Ethics*. Amazon

REFERENCE BOOKS

1. Dubey, R. (2014). *A Textbook of Biotechnology*. S. Chand - ISBN 10: 8121926084 / ISBN 13: 9788121926089
2. T.G.Agitha, N. &. (2009). *Principles of intellectual Property*. Eastern Book Company Lucknow - ISBN 10: 8170121132 / ISBN 13: 9788170121138
3. Acharya, N. (2014). *Text book of Intellectual property rights*. Asia Law House

M.SC., BIOCHEMISTRY SECOND SEMESTER

Course Title: GOOD LABORATORY PRACTICES (Elective Paper III)

	Credits : 03
L:T:P:S : 3:0:0:1	CIA Marks : 40
Exam Hours : 03	ESE Marks : 60

Objective: To learn and follow good laboratory practices

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the fundamental points of good laboratory practices
CO2	Handle laboratory animals with care
CO3	Acquire knowledge on the protocols need to be followed and Analyze the biosafety of GM foods
CO4	Explain the principle of good lab practicals.
CO5	Gain the Awareness of HACCP and, follow the Safety measures in Industrial Hygiene.

Mapping of Course Outcomes to Program specific Outcomes:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	2

Correlation: 3 strong 2 medium 1 low

S.No.	Content of Module	Hrs	Cos
MO1	Introduction to Good laboratory practices. Fundamental points of GLP. Resources(organization, personnel, facilities and equipment),, Characterization(test items and test systems), Rules (study plans (or protocols) and written procedures), Results(raw data, final report and archives), Quality Assurance. OECD GLP PRINCIPLES.	9	CO1
MO2	Facilities: buildings and equipment: Dose Mixing Unit, Animal House Facility- Laboratory animal care, CPCSEA guidelines, Maintenance and calibration of equipments and their importance- Suitability and Calibration, Documentation, reporting of study results, standard operating procedures (sops), storage and retention of records and materials	9	CO2
MO3	BIOSAFETY and HAZARDS Biotechnology - potential hazards, biological weapons, biosafety of GM foods and GMOs. Human genome research - the objectives and approaches, the controversies. Safety and Hazard Analysis Hazards : Chemical Hazards classification- Radiation hazards and control of exposure to radiation- Fire triangle , fire prevention methods.	9	CO3
MO4	Principle of GLP to in vitro studies, Facilities, Test System Facilities, Facilities for Handling Test and Reference Items, Facilities for Handling Test and Reference Items, Test Systems, Conditions for Test Systems, Newly Received Test Systems, Test System Records, Test and Reference Items (including Negative and Positive Control Items) Performance of the Study and Reporting of Study Results	9	CO4
MO5	Industrial Hygiene: Introduction, evaluation and control toxicology: Routes of entry of toxic substances, toxic studies safe house keeping instrumentation for safe operation, personal protective equipments and their importance –usage Awareness of HACCP, Hazard Analysis Critical Control Points and OHSAS, Occupational Health Safety Assessment Series – standards in process safety	9	CO5

RECOMMENDED BOOKS:

1. organization, W. h. (2008). *Good Laboratory Practice (GLP) : Quality Practices for Regulated Non-Clinical Research and Development* (2nd ed.). World Health Organization - ISBN 10: [0619216204](#) / ISBN 13: [9780619216207](#)
2. organization, W. h. (2005). *TRAINING MANUAL. Good Laboratory Practice (GLP)* (2nd ed.). Alpha Science International, Ltd - ISBN-13: 978-0750691192, ISBN-10: 0750691190
3. Anderson, Milton. A. (2002). *GLP Essentials: A Concise Guide to Good Laboratory Practice*, (2nd ed.). CRP press -

REFERENCE BOOKS:

1. J, A.-S. M. (2010). *Good Laboratory Practice* . Pharmalogika -
2. P, S. J. (2014). *Good Laboratory Practice: the Why and the How*. Springer-Verlag Berlin and Heidelberg GmbH & Co. KG - ISBN 10: [3642441033](#) / ISBN 13: [9783642441035](#)
3. Slomiany, M. G. (2009). *The Indispensable Guide to Good Laboratory Practice*. Createspace Independent - ISBN 10: 1449553125 / ISBN 13: 9781449553128
4. Deshmukh, P. (2020). *Principles of Good Laboratory*. Adhyyan Books - ISBN 10: 9388644549 / ISBN 13: 9789388644549



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Arumbakkam, Chennai – 600 106

Department: Biochemistry		Academic Semester: ODD	
Semester: IV	Section: A	Course Code: 22-24316B	Course : Ecology And Population Education (Elective Ii)
Course Incharge: Dr.K.Nagalakshmi MSC MPhil SLET NET PhD		No. of credits: 05	

Content delivery	Chalk and Talk, PPT presentation, Quiz, Assignments
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COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	Discuss the concepts of ecology and the significant role of species in the environment
CO2	Discuss the negative impact of Humans behavior on environment. Identify and classify the Biogeographical zones of India
CO3	Present their views about biodiversity and justify their roles in conservation of biodiversity.
CO4	Explore the needs of Population Education and the impact of population growth in the society
CO5	Calculate the population rate
	Identify and classify populated regions.



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Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1	3	3
CO2	3	3	1	3	3
CO3	3	3	2	2	3
CO4	3	3	2	2	3
CO5	2	2	1	2	2

Correlation levels:

1 - Weak

2 - Medium

3 - High

COURSE DELIVERY PLAN

Lecture	Module	Topics	Instructional Hours	Date of Completion	Faculty Sign
1	1&2	Introduction to Ecology & environmental sciences	1.5	21.12.2022	
2		Flow of energy and cycling of materials	1.5	23.12.2022	
3		Water and carbon	1.5	2.1.2023	
4		Nitrogen and phosphorus.	1.5	5.1.2023	
5		Trophic pyramids and food webs;	1.5	9.1.2023	
6		Alterations of ecosystem function-Intro.	1.5	10.1.2023	
7		acid rain, nuclear winter.	1.5	13.1.2023	
8		Global warming and ozone hole.	1.5	19.1.2023	
9		Major terrestrial biomes	1.5	20.1.2023	

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10		Theory of island biogeography; biogeographical zones of India	1.5	25.1.2023	R
11.	3	Principles of conservation	1.5	28.1.2023	R
12.		Values of biodiversity	1.5	30.1.2023	R
13.		Threats to biodiversity major approaches to management	1.5	2.2.2023	R
14.		Indian case studies on Conservation/management strategy	1.5	6.2.2023	R
15.		(Project Tiger, Biosphere reserves).	1.5	CIA	R
16.		Population Education Definition	1.5	CIA	R
17.		Atributes /features of population education	1.5	10.2.2023	R
18.		Significance, objective and scope of population education.	1.5	14.2.2023	R
19.		Impact of population growth	1.5	15.2.2023	R
20.		Impact of population growth on the Basis Requirements of Life.	1.5	18.2.2023	R
21.		Impact of population growth on the Basis Requirements of Life: Food, Clothing, Shelter, education and standard of living	1.5	21.2.2023	R
22.		Maslows theory	1.5	22.2.2023	R
23.	Malthusian theory	1.5	25.2.2023	R	



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24.		Density of population	1.5	28.2.2023	R
25.		Arithmetic density , Physiological density or Nutritional density.	1.5	1.3.2023	R
26.		Factors affecting population density- physical and non physical factors.	1.5	1.3.2023	R
27.		Distribution of population- Regions of High density of population .	1.5	6.3.2023	R
28.	5	Regions of moderate density of population .	1.5	9.3.2023	R
29.		Regions of low density of population	1.5	10.3.2023	R
30.		QUESTION BANK	1.5	15.3.2023	R
31.		REVISION-I	1.5	CIA	R
32.		REVISION-II	1.5	5.4.2023	R
33.		REVISION-III	1.5	6.4.2023	R
34.	4	REVISION-IV	1.5	12.4.2023	R
35.		REVISION-V	1.5	17.4.2023 TO 28.4.2023	R

TEXT BOOKS:

RECOMMENDED BOOKS



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1. C, G. K. (2018). Principles of Conservation Biology. Sinauer Associates Inc., Massachusetts - ISBN 10: 0878935215 / ISBN 13: 9780878935215.
2. (Ed.), G. B. (1992). Biodiversity status of the Earth's Living Resources. Chapman & Hall, London-ISBN 10:0412472406 / ISBN 13: 9780412472404


REFERENCES:

1. Singh MP, S. B. (2004). Conservation of Biodiversity and Natural Resources. Daya Publishing House, New Delhi – ISBN,10: 8170359880 / ISBN 13: 9788170359883.
2. Krohne, D. T. (2017). Ecology: Evolution, Application, Integration (2nd ed.). Oxford UnivPr - ISBN 10: 0190638885 ISBN 13: 9780190638887.

WEB LINKS:

<https://www.slideshare.net/ravishinglyria/demography-10121194>
<https://www.slideshare.net/drpriyankamahawar/concepts-of-demography>


Course Incharge


22-12-23
Head of the Department

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Department: Biochemistry		Academic Semester: (EVEN)	
Semester: II	Section: A	Course Code: 2124212A	Course: Bioethics, IPR and HR
Course Incharge: Dr P.T.Srinivasan & S.Vaidehi		No. of credits: 03	

Content delivery	e.g. Chalk and Talk, PPT presentation, Quiz, Assignments
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COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	Outline International Instruments On Human Rights
CO2	Compare the powers and functions Of SHRC AND NHRC
CO3	Valuate The Moral Sentiments Of Adamsmith and Thiruvalluvar
CO4	Analyze The Bioethics Of Cloning And Recombinant Drugs Production
CO5	Apply Article 21 In Different Case Studies And IPR and IPP. Prioritize Biosafety Measures From Biohazards.

Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5
CO1	1	1	1	1	1
CO2	1	1	3	1	1
CO3	1	1	3	3	1
CO4	1	1	3	3	1
CO5	1	1	3	3	1

Correlation levels:**1 - Weak****2 - Medium****3 - High**



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COURSE DELIVERY PLAN Dec 22- Apr 23

Lecture	Module	Topics	Instructional Hours	Date of completion	Faculty Sign
1	1	Introduction to HR, - HR definition	1	21-12-2022	
2		Nature of Human rights	1	23-12-2022	
3		Types of Human rights	1	03-01-2023	
4		Historical Development of HR.	1	05-01-2023	
5		Historical Development of HR. fundamental rights	1	05-01-2023	
6		Features and importance of fundamental rights	1	09-01-2023	
7		International Instruments- UDHR Article 1-15	1	11-01-2023	
8		UDHR article 16-30	1	13-01-2023	
9		United Nation commission for HR- Council and its instruments, office	1	13-01-2023	
10		ICCPR- overview, purpose, structure, Part 1 & 2(Article 1-5)	1	19-01-2023	
11		ICCPR- Part III,IV,V,VI(Article 6-53)	1	23-01-2023	
12		ICESR- Article 1-31	1	25-01-2023	
13		ICCPR & ICESR comparison	1	25-01-2023	
14		Development of HR in India - (functions)-	1	28-01-2023	
15	2	Article 21 of Indian Constitution	1	31-01-2023	
16		Protection of Human Rights Act 1993	1	02-02-2023	
17		NHRC- Structure, office and functions	1	02-02-2023	
18		SHRC- Structure, office and functions	1	06-02-2023	
19		Economics of HR and Human Relations	1	08-02-2023	
20		Theory of moral sentiments by Adam Smith.	1	10-02-2023	
21		Theory of moral sentiments by Adam Smith.	1	10-02-2023	
22		Economic philosophy of Thiruvalluvar	1	14-02-2023	
23		Economic philosophy of Thiruvalluvar	1	16-02-2023	
24		3	Fundamental rights - definition, rights	1	18-02-2023
25	Women rights- Case studies currently happening Hijab case, Sexual harrasement in kids and small children		1	18-02-2023	



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26		Newspaper articles- right to livelihood	1	21-02-2023		
27		Right to food, water articles from newspapers and discussion in class	1	23-02-2023		
28		Right to education - Students view by open discussion	1	25-02-2023		
29		Right to medical care and shelter.	1	25-02-2023		
30	4	Bioethics- Definition; transgenesis- method	1	28-02-2023		
31		Ethical concerns regarding transgenesis.	1	02-03-2023		
32		Cloning - procedure	1	06-03-2023		
33		Bioethical issues of reproductive cloning	1	06-03-2023		
34		Bioethical issues of therapeutic cloning	1	09-03-2023		
35		Applications of cloning- Therapeutic cloning and	1	11-03-2023		
36		FDA approved cloned foods	1	13-03-2023		
37		Bioethics in animal genetic engineering – IAEC guidelines of animal experiments;	1	15-03-2023		
38		Bioethics in animal genetic engineering – IAEC guidelines of animal experiments;	1	17-03-2023		
39		Bioethics in plant genetic engineering	1	20-03-2023		
40		Ethics of using recombinant drug.	1	21-03-2023		
41		4	Genetically modified foods & Gmo's	1	22-03-2023	
42			Contradiction & health hazards of GMF.	1	23-03-2023	
43			Labeling procedure of GMF	1	23-03-2023	
44	Regulations of field experiments and release of GMOs into the field,		1	25-03-2023		
45	Regulations of field experiments and release of GMOs into the field continued		1	27-03-2023		
46	Biohazards		1	28-03-2023		
47	Biohazards		1	31-03-2023		
48	Biosafety measures		1	31-03-2023		
49	5		Intellectual Property Rights- Definition, types	1	03-04-2023	
50			patent act in India and its amendments	1	05-04-2023	
51		Patent filing procedure	1	06-04-2023		
52		Copyright, trademark	1	10-04-2023		
53		Infringements in IPR	1	12-04-2023		
54		Geographical Indications & tradeseecret	1	13-04-2023		



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TEXT BOOKS:

1. Benchamp, T. (1979). Contemporary issues in bioethics. Oxford university press -
2. Benchamp, T. (2020). Principles of Animal Research Ethics. Oxford university press - ISBN 10: 0190939125 / ISBN 13: 9780190939120
3. DeGrazie, T. A. (2015). Biomedical Ethics. Amazon

REFERENCES:

1. Dubey, R. (2014). A Textbook of Biotechnology . S. Chand - ISBN 10: 8121926084 / ISBN 13: 9788121926089
2. T.G.Agitha, N. & (2009). Principles of intellectual Property. Eastern Book Company Lucknow - ISBN 10: 8170121132 / ISBN 13: 9788170121138
3. Acharya, N. (2014). Text book of Intellectual property rights. Asia Law House

WEB LINKS:

1. <https://ipindia.gov.in/>
2. <https://www.ohchr.org/en/instruments-mechanisms/instruments/international-covenant-civil-and-political-rights>
3. https://www.wto.org/english/tratop_c/trips_c/intel1_c.htm
4. <https://nhrc.nic.in/>
5. <https://www.shrc.tn.gov.in/>


Course Incharge


Head of the Department

Head
Department of Biochemistry
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.



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2022-2023

Department: BIOCHEMISTRY		Academic Semester: EVEN	
Semester: II	Class : I MSC	Course Code: 22-24210 (C)	Course: Good Lab Practices
Course Incharge: Dr.D.S.PUSHPARANI		No. of credits: 03	

Content delivery	e.g. Chalk and Talk, PPT presentation, Quiz, Assignments
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COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	Understand the fundamental points of good laboratory practices
CO2	Handle laboratory animals with care
CO3	Acquire knowledge on the protocols need to be followed
CO4	Analyze the biosafety of GM foods
CO5	Gain the Awareness of HACCP and, follow the Safety measures in Industrial Hygiene.

Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	2

Correlation levels:

1 - Weak

2 - Medium

3 - High

COURSE DELIVERY PLAN





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Lecture	Module	Topics	Instructional Hours	Date of Completion	Faculty Sign
1.	1	Introduction to Good laboratory practices.	1	21.12.22	<i>him</i>
2.		Fundamental points of GLP.	2	23.12.22	<i>him</i>
3.		Resources(organization, personnel, facilities and equipment)	2	3.1.23	<i>him</i>
4.		Characterization(test items and test systems)	2	5.1.23	<i>him</i>
5.		Rules (study plans (or protocols) and written procedures)	2	9.1.23	<i>him</i>
6.		Results(raw data, final report and archives)	2	11.1.23	<i>him</i>
7.		OECD GLP PRINCIPLES.	2	13.1.23	<i>him</i>
8.	2	Facilities: buildings and equipment	2	19.1.23	<i>him</i>
9.		Dose Mixing Unit	1	25.1.23	<i>him</i>
10.		Animal House Facility	1	25.1.23	<i>him</i>
11.		Laboratory animal care	2	28.1.23	<i>him</i>
12.		CPCSEA guidelines	2	28.1.23	<i>him</i>



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13.		Maintenance and calibration of equipments and their importance	2	2.2.23	<i>Dis</i>
14.		Suitability and Calibration	1	8.2.23	<i>Dis</i>
15.		Documentation, reporting of study results	1	8.2.23	<i>Dis</i>
16.		standard operating procedures	1	14.2.23	<i>Dis</i>
17.		Storage and retention of records and materials	1	14.2.23	<i>Dis</i>
18.	3	BIOSAFETY and HAZARDS	2	16.2.23	<i>Dis</i>
19.		Biotechnology - potential hazards, biological weapons	2	21.2.23	<i>Dis</i>
20.		Biosafety of GM foods and GMOs	2	23.2.23	<i>Dis</i>
21.		Human genome research - the objectives and approaches, the controversies.	1	25.2.23	<i>Dis</i>
22.		Safety and Hazard Analysis	2	25.2.23	<i>Dis</i>
23.		Hazards : Chemical Hazards classification	2	28.2.23	<i>Dis</i>
24.		Radiation hazards and control of exposure to radiation	2	2.3.23	<i>Dis</i>
25.		Fire triangle	1	3.3.23	<i>Dis</i>



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26.		Fire prevention methods	1	3.3.23	<i>Shin</i>	
27.	4	Principle of GLP to in vitro studies	2	6.3.23	<i>Shin</i>	
28.		Facilities, Test System Facilities	2	6.3.23	<i>Shin</i>	
29.		Facilities for Handling Test and Reference Items	2	13.3.23	<i>Shin</i>	
30.		Test Systems, Conditions for Test Systems	2	13.3.23	<i>Shin</i>	
31.		Newly Received Test Systems, Test System Records	2	15.3.23	<i>Shin</i>	
32.		Test and Reference Items (including Negative and Positive Control Items)	2	15.3.23	<i>Shin</i>	
33.		Performance of the Study	2	15.3.23	<i>Shin</i>	
34.		Reporting of Study Results	1	15.3.23	<i>Shin</i>	
35.		5	Industrial Hygiene: Introduction.	2	17.3.23	<i>Shin</i>
36.			Evaluation and control toxicology: Routes of entry of toxic substances	2	17.3.23	<i>Shin</i>
37.	Toxic studies safe house keeping instrumentation for safe operation		2	17.3.23	<i>Shin</i>	
38.	Personal protective equipments		2	20.3.23	<i>Shin</i>	



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		and their importance -usage			
39.		Awareness of HACCP, Hazard	2	23.3.23	<i>him</i>
40.		Analysis Critical Control Points	2	23.3.23	<i>him</i>
41.		OHSAS, Occupational Health Safety Assessment Series - standards in process safety	3	25.3.23	<i>him</i>
42.		CIA 3 Generic Skill Presentations	3	10.4.23	<i>him</i>

TEXT BOOKS:

1. Good Laboratory Practice (GLP) : Quality Practices for Regulated Non-clinical , World health organization, 2008.
2. TRAINING MANUAL.Good Laboratory Practice (GLP) : World health organization (2005).

REFERENCES:

1. GLP Essentials: A Concise Guide to Good Laboratory Practice, Second edition.Milton A. Anderson (2002).

WEB LINKS:

1. <https://swayam.gov.in/>
2. <https://www.fda.gov/food/guidance-regulation-food-and-dietary-supplements/hazard-analysis-critical-control-point-haccp>
3. <https://cpcsea.nic.in/>

him
Course Incharge

Dr. D.S. PUSHPARAN

him

Head of the Department



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PG DEPARTMENT OF BIOTECHNOLOGY
(CHOICE BASED CREDIT SYSTEM)
M.Sc., BIOTECHNOLOGY
(IV SEMESTER)

Course Title: Research Methodology, Bioethics & Biostatistics - Extra Disciplinary: 2

Course Code : 2125420	Credits : 03
L:T:P:S : 6 :0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Share insights on various types of research, research problems, conceptualization of a research design and different sampling methods.
	Debate the bioethical and moral issues revolving around artificial reproduction methods, prenatal diagnosis, organ transplants, Gene therapy and Cloning.
CO3	Understand the different sampling designs, Analyze and represent the different sample variables using various statistical tools.
CO4	Tabulate the different types of data and quantify the extent of their variation using different measures such as mean, median, standard deviation and error.
CO5	Gain knowledge on fundamental concepts of probability theory, test of significance and aware of basic and modern statistical software tools for the analysis of biological data.

Mapping of Course Outcomes to Programme Outcomes:

CO	PO					
	1	2	3	4	5	6
CO 1	2	1	1	3	1	1
CO 2	2	2	2	2	1	1
CO 3	1	1	1	3	1	1
CO 4	1	1	1	3	1	1
CO 5	1	1	1	3	1	1



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Mapping of Course Outcomes to Program Specific Outcomes:

CO	PSO				
	1	2	3	4	5
CO 1	1	2	2	3	3
CO 2	1	3	1	2	3
CO 3	1	2	1	2	2
CO 4	1	1	1	2	2
CO 5	1	1	2	2	1

Course Title: Research Methodology, Bioethics & Biostatistics - Extra Disciplinary: 2

SI NO	CONTENTS OF MODULE	Hrs	Cos
1	Research – definition, application, characteristics and types. Research process. Formulation of research problems, literature survey. Conceptualization (definition and function) of a research design. Data collection – Methods; Sampling – concept, principles and types; Writing a research proposal.	12	CO1
2	BioEthics-Issues concerning reproduction, Birth, life and Death (Artificial insemination, egg donation, IVF, embryo transplants, Prenatal diagnosis and sex selection & Abortion) – Ethical implication on issues concerning organ transplants, Stem Cells, Human genome project, Gene therapy and Cloning.	12	CO2
3	Sampling and sample designs, diagrammatic and graphic presentation-types of diagrams. Graphs - technique for constructing graphs. Graphs of frequency distributions-Histograms, frequency polygon, frequency curve, limitations of diagrams and graphs.	12	CO3
4	Biometry, collection, classification and tabulation of data, measures of central tendency-(Arithmetic harmonic and geometric mean), median and mode, measures of dispersions-standard deviation, quartile deviation and mean deviation, skewness, moments and kurtosis, standard error and standard curve.	12	CO4
5	Probability theory – probability distribution, Binomial, Poisson and Normal distribution. Correlation coefficient and regression analysis. Test of significance, t-test, chi square test, one way and two ways ANOVA. Introduction to software packages SPSS, MINITAB, MATLAB.	12	CO5



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Text Books:	
1.	Ranjith Kumar (2011). <i>Research Methodology - A step by step guide to beginners</i> , (3 rd edition), Delhi, Sage Publisher, ISBN: 978-1-84920-300-5.
2.	Kothari C.R. and Gaurav G. (2019). <i>Research Methodology: Methods and Techniques</i> , (4 th edition), New age international publishers, Kolkata, ISBN: 978-81-224-2488-1.
3.	Ignacimuthu S (2014). <i>Bioethics</i> (2 nd edition), Narosa Publishing House Pvt. Ltd., New Delhi, ISBN: 9788184872477 .

Reference Books:	
1.	Booth C.W. <i>et al.</i> , (2016). <i>The Craft of Research</i> , (4 th edition), University of Chicago Press, ISBN: 978-0226239736.
2.	Myneni R.S. (2012). <i>Human Rights</i> , Asia law house, Hyderabad, ISBN: 9789382705017 .

ELECTIVE – II-A

Course Title: ENVIRONMENTAL MICROBIOLOGY

Course Code : 2226210 (A)	Credits : 03
L:T:P:S : 3:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

LEARNING OUTCOME:

This paper deals with indoor and outdoor microorganisms in environment and the role of microbes in environmental field. Knowing about aerobic and anaerobic treatment process of waste water management and deals with the study of flow of energy and matters in the environment.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Pronounce major habitats found on Earth's ecosystems and escalate the superiority of these ecosystems to humans, animals and plants.
CO2	Designate the associations among predator and prey populations and outline the structure of food webs and trace the flow of energy through an ecosystem.
CO3	Illustrate the diversity of microorganisms in air and its significance and exemplify the air quality in Indian cities-mapping of the hot spots and explore the impact of air borne microbes.
CO4	Express the role of indicative microorganisms and to apply knowledge in water quality analysis and in designing blueprint for drinking water treatment.
CO5	Interpret waste water and solid waste management and commentate the microbiology of xenobiotics in the environment.
CO6	Manifest the major environmental changes revealing with Global warming, Green house effect and Ozone depletion and Express the management of e-waste.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	2	3	2	1	1	2	2	3	2
CO2	1	3	2	1	3	2	2	3	1	2	2
CO3	1	2	2	2	1	2	2	3	3	1	1
CO4	2	1	2	3	2	3	2	3	3	2	1
CO5	2	2	2	2	1	2	2	3	2	1	2

CO6	3	2	3	3	2	3	3	3	1	1	1
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Sl. No.	CONTENTS OF MODULE	Hrs	Co's
1	Environmental Biology: Ecosystem - components and functioning of ecosystem concept of homeostasis; Biotic and abiotic components in the environment and their interaction; Characteristics and functions of typical ecosystem; Types of ecosystems; Energy flow and material cycling; Food chain and food webs; Ecological pyramids.	9	CO1, CO2
2	Aerobiology: Historical introduction – nomenclature of atmospheric layers; Microbes as source and sink of atmospheric pollutants; Diversity of microorganisms in air and their significance - Droplet nuclei and aerosol; Outdoor and indoor micro flora - Source of microbes and their quantification techniques; Room sanitation in hospitals, industries and pharmaceutical; Air quality in Indian cities – mapping of the hot spots, air quality monitoring and measurement; Impact of air-borne microorganisms on living beings; Air borne diseases.	9	CO3
3	Water microbiology: Sources of water microflora and their quantification techniques; Water purity in industries, irrigation, potable and recreational waters. Indicator organisms and their detection; Bacteriological analysis of drinking water - Water purification; Desalinization of sea water; Water borne diseases and their control.	9	CO4
4	Waste water microbiology and bioremediation: Waste water management and sewage treatment: industrial, municipal and house hold wastes - BOD concepts; Treatment of tannery and slaughter house waste; Solid waste management and land filling; Marine pollution, oil spills, tar ball pollution, beach pollution; Biosensors and biological indicators; Microbiology of Xenobiotics in the environment – Oil pollution.	9	CO5
5	Global Environmental Problems and their Control: Global Environmental Changes – Global Warming, Green House Effect, Acid Rain and Ozone Depletion. Electronic waste (e - waste): Sources, types, constituents, recycling of e –wastes; Environmental consequences and Management of e-wastes.	9	CO6

TEXT BOOKS:

1. Barton, L. L. and Northop, E.D. (2011). *Microbial Ecology (1st ed)*. Wiley-Blackwell publications. ISBN-13:978-0470048177.
2. Atlas Ronald, M., Bartha, and Richard. (1987). *Microbial Ecology*, (2nd Ed). Benjamin/Cummings Publishing Company: California.
3. Forster, C.F. and John Wase. D.A. (2010). *Environmental Biotechnology*. Ellis Horwood: England.

REFERENCE BOOKS:

1. Mitchel, R., (1992). *Environmental Microbiology*. Wiley – John Wiley and Sons. Inc. Publications: New York.

2. Gabriel Bitton,(2011). *Wastewater Microbiology*, Wiley-Blackwell publications.
3. Charles Gerday, Nicolas Glandsdorff. (2011).*Physiology and Biochemistry of extremophiles*. Wiley-Blackwell publications.

ELECTIVE –V-C

Course Title: BIOSAFETY AND CLINICAL RESEARCH

Course Code : 2126319 (C)	Credits : 03
L:T:P:S : 3:0:0:0	CIA Marks : 50
Exam Hours : 03	ESE Marks : 50

LEARNING OUTCOME:

An overall knowledge to create awareness and adequate training in appropriate waste management practices to reduce or eliminate pollution, also to improve planning and management of waste .Emphasizing the practice of waste avoidance by Waste reuse, Waste recycling, Energy recovery, and Waste disposal.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Control laboratory hazards (chemical, biological and physical) and to practice safety strategies and personal protective equipment
CO2	Develop stratagems for the use of genetically modified organisms and Hazardous materials
CO3	Comprehend the clinical research process and equate and recapitulate international regulations and clinical requirements for the clinical research
CO4	Establish skill in biopharmaceutical clinical trial research designs to encounter the health and medical needs of existing and impending biopharmaceutical product clients
CO5	Successfully measure and manage ethical clinical trial programs and biopharmaceutical development ventures
CO6	Accomplish the significance of the patient in drug development

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2	3	2	1	2	2	3
CO2	3	2	1	1	3	3	2	2	3	1	2
CO3	2	3	2	1	2	1	3	3	1	3	1
CO4	1	3	1	3	2	2	3	3	2	2	2
CO5	1	3	3	3	1	1	3	3	3	3	1
CO6	2	1	1	3	1	3	1	3	1	1	1

Sl. No.	CONTENTS OF MODULE	Hr	Cos
1	Biosafety: Introduction-Safe laboratory practices -handling & storage of chemicals & reagents, Experiments with microorganisms, Biosafety guidelines and regulations (National and International) – Types of biosafety containments (level I, II, III), Segregation and disposal of noninfectious and infectious wastes, Bio medical waste management.Safety of personnel, protective equipment, emergency response	9	CO1
2	Handling of GMO: Use of genetically modified organisms and their release in the environment, Hazardous materials used in Biotechnology-handling and disposals, Good Manufacturing Practices(GMP) and Good Laboratory Practices(GLP)	9	CO2, CO3
3	Clinical Research: History and Principles of Clinical Research, Types of Clinical Research, Scope of Clinical Research-Issues in Clinical Research, Guidelines and Regulations in Clinical Research-GCP for clinical practices	9	CO4, CO5
4	Clinical Trials: Design and Analysis,Conduct and Operational Issues in Clinical Trials, Phases of clinical trial- risks and benefits of trials, Trial Management- Clinical Data Management, Regulatory Affairs and Systematic Reviews,Ethical issues in research involving human participants	9	CO4, CO5
5	Intellectual property rights: Introduction - Types of intellectual property rights (patents, copy rights, trade mark, geographical indications, industrial designs and trade secret)International organizations andIntellectual property rights .Procedures and process involved in patenting	9	CO6

TEXT BOOKS:

1. Richard Prince *Microbiology in Pharmaceutical Manufacturing*, First Edition – 2001, published by PDA/DHI, ISBN-10: 193011432X, ISBN-13: 978-1930114326.
2. Usharani .B, S Anbazhagi , C K Vidya , *Biosafety in Microbiological Laboratories* , First Edition – 2019, published by Notion Press, ISBN-10: 1645878856, ISBN-13: 978-1645878858
3. Satheesh.M.K. *Bioethics and Biosafety* . First edition-2009, published by J. K International Publishing House Pvt.Ltd: Delhi. ISBN:9788190675703.
4. Deepa Goel and Shomini Parashar. *IPR, Biosafety and Bioethics*. 1st Edition-2013 published by Pearson education: Chennai, ISBN 10: 8131774708 / ISBN 13: 9788131774700

REFERENCE BOOKS:

1. David Machin, Simon Day and Sylvan green. *Textbook of clinical trials*, 2nd Edition-2002. Published by Wiley Publications: New York, ISBN: 978-0-470-01014-3
2. Giovanna di ignazio., Di Giovanna and Haynes.(2001). *Principles of clinical research*, 3rd Edition-2012, Routledge Publications: New Delhi, ISBN-10: 0123821673 ,ISBN-13: 978-0123821676.
3. John, I. Gallin, Frederick P. Ognibene .(2012). *Principles and Practise of Clinical Research*, 4th Edition-2017, published by Academic press: U S, ISBN: 9780128499047, ISBN: 9780128499054

ELECTIVE – VI-B**Course Title: LABORATORY ANIMALS FOR PRE-CLINICAL STUDIES**

Course Code: 2126320 (B)	Credits : 03
L:T:P:S: 3:0:0:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 50

LEARNING OUTCOME:

This course concentrates more on hands on training in handling and monitoring animals for clinical trials undergoing with various microbial, toxicological and bioassay studies. This clarifies students to add about disposal of experimented animals and ethics of prevention against cruelty to animals.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Commentate various health monitoring programmes of animal in clinical studies.
CO2	Interpret and reveal the common bacterial and viral diseases in lab animals and decode various preventive and control measures involved.
CO3	Explore different experimental procedures for preclinical studies and resolve various animal inoculation procedures.
CO4	Analyse toxicological and bioassay studies of drugs and point out their mode of action.
CO5	Execute methods involved in disposal of dead animals, understand and implement ethics in animal welfare and prevention of PCA.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	1	3	3	3	3	1
CO2	2	1	2	3	3	2	3	3	3	3	3
CO3	3	2	1	2	3	3	3	1	3	2	2
CO4	3	1	3	1	3	3	2	2	2	1	1
CO5	3	2	1	2	3	3	2	3	3	3	3

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Animal in clinical studies: Rabbit, Mice, Rat, Guinea pigs: Health Monitoring Programmes - Requisite, Cleanliness, Diet, Feeding, Litter, Cages, Labeling of cages, Ventilation, Temperature and humidity, Handling, Breeding, Marking animals	9	CO1
2	Common diseases in Lab Animals: Salmonella typhimurium, Coccidiosis, Pseudo tuberculosis, Taenia pisiformis, abscess in lymph node (Streptococcus group C), haemorrhagic septicaemia (P. multocida), mouse pox, viral pneumonia and paralysis - prevention and control	9	CO2
3	Experimental Procedures: Selection of animals - Antisera – Anesthesia – Scarification - Subcutaneous inoculation - Intravenous inoculation - Intra peritoneal inoculation - intra cerebral inoculation - intra testicular ophthalmic - Collection of blood	9	CO3
4	Experimental Studies: Toxicological – teratogenicity – bioassay of insulin, screening of analgesic and anticonvulsant drugs - screening of chemotherapeutic agents - drug action on CNS	9	CO4
5	Disposal of Dead Animals and Ethics: Rendering, Burial, Composting, Incineration, Disposal; Ethics: Animal Rights, Animal Welfare; Prevention of Cruelty to animals (PCA) ACT , CPCSEA	9	CO5

TEXT BOOKS:

1. Sarah Wolfensohn and Maggie Lloyd (2003) Handbook of Laboratory Animal Management and Welfare (3rd ed.). Wiley-Blackwell; ISBN-10: 1405111593'
2. Jonathan David Ward (2008) A Manual for Laboratory Animal Management (1st ed.). ISBN: 978-981-277-959-5

3. National Research council (2011) Guide for the Care and Use of Laboratory Animals, (8th ed.). National Academies Press, Washington, United States, ISBN10 0309154006

REFERENCEBOOKS:

1. Madeleine Campbell (2019) Animals, Ethics and Us : A Veterinary's View of Human-Animal Interactions Sheffield, United Kingdom 5m Publishing ISBN10 178918049X
2. Jann Hau , Steven Jay Schapiro (2011) Handbook of Laboratory Animal Science, Volume II : Animal Models (3rd ed.). Bosa Roca, United States Taylor & Francis Inc



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Department: MICROBIOLOGY		Academic Semester: 2022 - 2023 (EVEN SEMESTER)	
Semester: IV	Section:	Course Code: 1926424	Course: Biosafety and Clinical Research
Course Instructor: Dr. P.Vidya		Contact Hours /week:	No. of credits: 3
CIA:50		ESE : 50	Exam Hours: 03

Prerequisites if any:			
Code No	Course Name	Description	Semester
1926424	Biosafety and Clinical Research		IV

Content delivery:	Chalk and Talk, Power Point Presentation, Quiz and Assignments
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COURSE DELIVERY PLAN - Biosafety and Clinical Research

Lecture #	Module #	Topics	Instruc tional Hours	Date of Completion	Faculty Sign	HOD Sign
1.	1	Introduction of Biosafety laboratory practices	9	08/02/2023	<i>[Signature]</i>	<i>[Signature]</i>
2.		Safety laboratory practices- handling & storage of chemicals & reagents,		10/02/2023		
3.		Safety laboratory practices - experiments with microorganisms		11/02/2023		
4.		Biosafety guidelines and regulations (National and International)		13/02/2023		
5.		Types of biosafety containments (level I, II, III)		15/02/2023		
6.		Segregation and disposal of non-		16/02/2023		

		infectious and infectious wastes				
7.		Bio medical waste management.		18/02/2023		
8.		Safety of personnel, protective equipment, emergency response		23/02/2023		
9.	2	Use of genetically modified organisms	9	24/02/2023	&ms.	&ms.
10.		GMO& their release in the environment		27/02/2023		
11.		Hazardous materials used in Biotechnology		02/03/2023		
12.		Handling of hazardous materials		04/03/2023		
13.		Disposals of hazardous materials		06/03/2023		
14.		Good Manufacturing Practices (GMP)		10/03/2023		
15.		Good Laboratory Practices (GLP)		13/03/2023		
16.	3	History and Principles of Clinical Research	9	01/04/2023	&ms.	&ms.
17.		Types of Clinical Research		05/04/2023		
18.		Scope of Clinical Research		06/04/2023		
19.		Issues in Clinical Research		07/04/2023		
20.		Guidelines and regulations in clinical research		10/04/2023		
21.		GCP for clinical practices		13/04/2023		
22.	4	Design and analysis of clinical trials	9	14/04/2023	&ms.	&ms.
23.		Conduct and operational Issues in clinical trials		17/04/2023		
24.		Phases of clinical trial		20/04/2023		
25.		Risks and benefits of clinical trials		20/04/2023		
26.		Trial management		21/04/2023		
27.		Clinical data management		24/04/2023		
28.		Regulatory affairs and systematic reviews		26/04/2023		

29.		Ethical issues in research involving human participants		26/04/2023		
30.	5	Introduction to Intellectual Property Rights	9	27/04/2023	&ms.	&ms.
31.		Types of IPR- Patents		28/04/2023		
32.		Types of IPR- copy rights, trade mark		02/05/2023		
33.		Types of IPR- geographical indications		03/05/2023		
34.		Types of IPR- industrial designs and trade secret		03/05/2023		
35.		International organizations and Intellectual property rights		04/05/2023		
36.		Procedures and process involved in patenting		05/05/2023		

TEXT BOOKS:

1. Richard Prince *Microbiology in Pharmaceutical Manufacturing*, First Edition – 2001, published by PDA/DHI, ISBN-10: 193011432X, ISBN-13: 978-1930114326.
2. Usharani .B, S Anbazhagi , C K Vidya, *Biosafety in Microbiological Laboratories* , First Edition – 2019, published by Notion Press, ISBN-10: 1645878856, ISBN-13: 978-1645878858
3. Satheesh.M.K. *Bioethics and Biosafety*. First edition-2009, published by J. K International Publishing House Pvt.Ltd: Delhi. ISBN:9788190675703.
4. Deepa Goel and Shomini Parashar. *IPR, Biosafety and Bioethics*. 1st Edition-2013 published by Pearson education: Chennai, ISBN 10: 8131774708 / ISBN 13: 9788131774700

REFERENCE BOOKS:

1. David Machin, Simon Day and Sylvan green. *Textbook of clinical trials*, 2nd Edition-2002. Published by Wiley Publications: New York, ISBN: 978-0-470-01014-3
2. Giovanna di ignazio., Di Giovanna and Haynes.(2001). *Principles of clinical research*, 3rd Edition-2012, Routledge Publications: New Delhi, ISBN-10: 0123821673 , ISBN-13: 978-0123821676.

3. John, I. Gallin, Frederick P. Ognibene (2012). *Principles and Practice of Clinical Research*, 4 th Edition-2017, published by Academic press: U S,ISBN: 9780128499047, ISBN: 9780128499054



Course Instructor



Dept. IQAC Coordinator



HOD



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CRITERION 1 – CURRICULAR ASPECTS

Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability, and Human Values into the curriculum SDG / NEP -2020

Name of the Programme with Code: B.Sc. PHYSICS (09)

List & Description of courses related

S. No.	Course code	Course Title	Course Description
1.	2209101	Mechanics and Properties of Matter	I-form girder in construction of bridges.
2.	2209206	Thermal Physics and Acoustics	Linde's method of liquefying air
3.	2109411	Atomic Physics	photo electric cell – photodetectors- sensor pixels- photovoltaic cell - photo conducting cell – photomultiplier-solar cells-solar panel. Lasers Basic principles of Laser-absorption-spontaneous emission-stimulated emission-population inversion-Einstein coefficients-condition for light amplification-construction of laser-lasing medium-pumping-optical resonator-threshold condition-types of lasers-solid state laser-Ruby laser-gas laser-He-Ne and CO2 laser-construction, working and uses-applications -laser in DRDO-DURGA, ophthalmic lasers, Laser marking(UID), laser cutting, drilling, pasteurization, ultrafast laser spectroscopy



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4.	2109310	Allied Physics I - (for B.Sc chemistry students)	Ultrasound- production – piezoelectric method – Application of ultrasonics : In Medical field- lithotripsy, ultrasonography- ultrasonoimaging- ultrasonics in dentistry, physiotherapy, ophthalmology – advantages of noninvasive surgery – Ultrasonics in green chemistry. Surface tension: definition – Molecular Theory behind Human saliva Droplets formation– shape, size and lifetime- Physics behind COVID transmission through droplets- drop weight method – interfacial surface tension. Smart wifi switches
5.	2209102	Allied Physics I - (for B.Sc Maths students)	Ultrasound- production – piezoelectric method – Application of ultrasonics : In Medical field- lithotripsy, ultrasonography- ultrasonoimaging- ultrasonics in dentistry, physiotherapy, ophthalmology – advantages of noninvasive surgery – Ultrasonics in green chemistry. Surface tension: definition – Molecular Theory behind Human saliva Droplets formation– shape, size and lifetime- Physics behind COVID transmission through droplets- drop weight method – interfacial surface tension. Smart wifi switches



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Affiliated to University of Madras

Arumbakkam, Chennai – 600 106

6.	2209103	PHYSICS IN EVERYDAY LIFE – I	Energy – different forms of energy – Law of conservation of energy. Principle Behind Electric bulb-tube light-CFL bulbs. Reason Behind 1) Electric bulb adds to global warming. 2) Electric bulbs are replaced by CFL. 3) TV flickers when cell phone nearby rings? 4) Why tube light does not give shadow unlike an electric bulb? 5) Why are LED arrays used for illuminating in these days instead of fluorescent tubes?
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SEMESTER – IV
ENVIRONMENTAL STUDIES
 For Undergraduate Courses of all Branches

UNIT I

The Multidisciplinary nature of environmental studies.
 Definition, Scope and Importance
 Need for public awareness.

UNIT II

Natural Resources

Renewable and non-renewable resources

Natural resources and associated problems

- a) **FOREST RESOURCES**; Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **WATER RESOURCES** : Use and over-utilization of surface and ground water, floods, drought, Conflicts over water, dams benefits and problems.
- c) **MINERAL RESOURCES** : Use and exploitation, environmental effects of extracting and using mineral resources, Case studies.
- d) **FOOD RESOURCES** : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging salinity, case studies.
- e) **ENERGY RESOURCES** : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, case studies.
- f) **LAND RESOURCES** : Land as a resource. Land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources
 Equitable use of resources for sustainable lifestyles.

UNIT III

Ecosystems

Concept of ecosystem

Structure and function of an ecosystem

Producers, consumers and decomposers

Energy flow in the ecosystem

Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types characteristic features, structure and function of the following ecosystems:

Forest ecosystem Grassland ecosystem Desert ecosystem

Aquatic ecosystems (Ponds, Streams, Lakes, Rivers, Oceans, Estuaries)

UNIT IV

Biodiversity and its conservation

Introduction : Definition: genetic, species and ecosystem diversity

DGVC-Botany

Biogeographical classification of India
 Value of biodiversity: Consumptive use, productive use, social, ethical, aesthetic and option values
 Biodiversity at global, national and local levels
 India as a mega-diversity nation
 Hotspots of biodiversity
 Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
 Endangered and endemic species of India
 Conservation of biodiversity: In situ and Ex situ conservation of biodiversity.

Unit V

Environmental Pollution

Definition Causes, effects and control measures of:

- a. Air pollution
- b. Water Pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

Solid waste management: causes, effects and control measures of urban and industrial wastes.
 Role of an individual in prevention of pollution
 Pollution case studies

Disaster management: floods, earthquakes, cyclones and landslides.

UNIT VI

Social Issues and the Environment

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, Case studies.

Environmental ethics: Issues and possible solutions
 Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation.
 Consumerism and waste products

Environment protection Act

Air (Prevention and control of pollution) Act

Water (Prevention and control of pollution) Act

Wildlife protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

UNIT VII

Human Population and the Environment

Population growth, variation among nations

DGVC-Botany

Population explosion – Family Welfare programme
Environment and human health
Human Rights
Value Education
HIV/ AIDS
Women and Child welfare
Role of information Technology in Environment and human health
Case studies

UNIT VIII

Field work

Visit to a local area to document environmental assets – river / forest/ grassland / hill/
mountain
Visit to a local polluted site – Urban/Rural/ Industrial/ Agricultural
Study of common plants, insects, birds
Study of simple ecosystems – pond ,river, hill slopes, etc.

Classes should be conducted throughout the year

Examination will be conducted at the end of IVth semester.

Theory - 60 marks

Project - 40 marks.

Theory Question Paper as per our college pattern

Max.marks 100 marks

NOTE ;

Bilingual pattern of (English and Tamil) question paper should be given to EVS.