



St. Joseph's College of Arts & Science (Autonomous)
Cuddalore – 607 001, Tamil Nadu.

E-mail : joseco127998@gmail.com
Website: www.sjctnc.edu.in

7.1.9 PROFESSIONAL ETHICS IN CURRICULUM





Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability and other value framework enshrined in Sustainable Development Goals and National Education Policy – 2020 into the Curriculum

COURSES FOCUS PROFESSIONAL ETHICS

| Programme Name | Course Code | Name of the Course | Activities/Content with a direct bearing on Professional Ethics/ Gender/ Human Values / Environment and Sustainability |
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| B.B.A. | 17BB101 | Business Organisation | Ethics and Social Responsibility of Business |
| B.B.A. | 19BB301 | Production Management | Work Study - Production Planning - Quality Control |
| B.B.A. | 19GBM31 | Marketing Management | Marketing - Product Innovation-New Product Development - Pricing - Distribution Channels - Promotion |
| B.B.A. | BB401A | Digital and Social Media Marketing | Digital Marketing- Definition, Importance, Benefits, Challenges - Digital Vs Traditional Marketing - Digital Marketing Trends - Web Marketing - Search Engines - Social Media Marketing |
| B.B.A. | ABB405A | Financial Accounting and Analysis | Book Keeping - Final Accounts - Ration Analysis - Budgetary Control |
| B.B.A. | 19GCM42B | Retail Marketing Management | Product Retailing Vs Service Retailing – Retailing environment - Merchandise Management- Promotion of Retail Outlets-Information Technology in Retailing |



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| B.B.A. | 17BB502 | Research Methodology | Research and Methods - Research Designs - Sampling Design and Data Collection - Data analysis - Report writing |
| B.B.A. | 19BB503 | Legal Aspects of Business | Contract Act - Special Contract |
| B.B.A. | 19EBB51A | Investment Management | Introduction to Investment - Security Investment - Non Security Investment - Risk and Return - Fundamental and Technical Analysis |
| B.B.A. | 17EBB51B | Retail Marketing Management | Product Retailing Vs service Retailing – Retailing environment -Merchandise Management-Promotion of Retail Outlets - Information Technology in Retailing |
| B.B.A. | EBB51C | Export Import Management | Policy - Government Authorities - Significance of Export Documents - Export procedure - GST |
| B.B.A. | 19EBB63A | Financial and Capital Markets | Indian Financial System - Capital Market - Secondary Market - Money Market- SEBI |
| B.B.A. | 17EBB63B | Industrial relations | Trade Unions - Employee Counselling- Discipline and Grievance Redressal Machinery -Collective Bargaining |
| B.B.A. | EBB63C | Compensation Management | Compensation Responsibilities - The Wage Curve – Pay Grades – Salary Matrix - Theories of Wages - Methods of Rewarding of Sales Personnel - |
| B.A. Tamil | 17TA618 | Thagaval Thodarbiyal | Data and Information Management |
| B.A. Tamil | 17ETA621 | Padaippilakiyam | Novel Ideas and Development Skills |
| B.A. Tamil | 17ATA33 | Ithazhiyal | Seithigalai Sepaniduthal- Nutpangal- Seithiyin Kootamaippu- Pinpatrathaka Nerigal- Pathirikai Sattangal-Vazhimuraigal |



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| B.A. Tamil | 17ATA44 | Kalvetiyal | Nadukal matrum Kalvettugal Sirappugal, Manidha Vizhumangal-Aaraivu Nerigal |
| B.A. Tamil | 17AOT401 | Mozhi Peyarpu | Verification of Vocabulary, Multi Language Skill, Challenges of Translator and Training |
| B.A. Tamil | 19TA408 | Tamil Elakiya Varalaaru | Bakthi Ilakkiyangal- Vazhviyal Koorugal Naaval, Naadagam, Kathai, Kavithai Valarchi |
| B.A. Tamil | 19ATA305 | Sithar Ilakkiyam | Sithargal Aruliya Maruthuvam |
| B.A. Tamil | 19ATA101 | Tamizhaga Varalaarum Makkal Panpaadam | Sindhuveli Agazhvaraichi- Pandaya Thamizharin Ayal Naattu Thoderbugal, Pandaya Thamizharin Vazhkkai Nerigal, Perarusugalin Valarchi -Veezhchi |
| B.A. Tamil | 17ETA512 | Naaturaviyal | Panbaatu Kalaigal, Thozhilsaar Nerigal |
| B.A. Tamil | 19TA101 | Ikaala Ilakkiyangal | Bharathiyarin Pen Vidudhalai, Penmai Vazhga, Arivumathiyin Natpu Kaalam- Aan Pen Thozhamai |
| B.A. Tamil | VET101T | Ulaviyal - Vizhuma Kalvi | Value Based Education, Importance of Value Education- Gender Equity |
| B.A. Tamil | 17TA617 | Sanga Ilakkiyam | Sanga Ilakkiyangalil Makkalin Vazhviyal Matrum Nerimuraigal |
| B.A. Tamil | TA102 | Nanool - Eluthathigaram | Eluthiyal, Pathaviyal, Urubaniyal |
| B.A. Tamil | TA204 | Nanool - Solathigaram | Payariyal, Vinaiyal, Pothuviyal, |
| B.A. Tamil | 19TA306 | Yaperungalakarigai | Urupiyal, Saiyuliyal, Vangipa Marutpa |



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| B.C.A. | CA101S | Programming in C | Understand the concepts of procedure oriented language, functions and files |
| B.C.A. | CA102T | Digital Logic Fundamentals | Enables to understand how the digital information are represented and manipulated. |
| B.C.A. | CA203Q | Object Oriented Programming using C++ | Study and Validate the use of various OOP's concepts with help of programs |
| B.C.A. | CA306A | Computer Algorithm | Helps to learn the procedure used for solving a problem and performing computation. |
| B.C.A. | ECA511 | Data Communication Network | Enables to understand , how data are exchanged between any two devices in the world without and issues |
| B.C.A. | 19GCA52A | Organization Behaviour | Acquire and apply the knowledge on handling the human resources through different psychological perspectives and attitudes |
| B.C.A. | 19GCA52B | Entrepreneurial Development | Imparting knowledge on entrepreneurs and the various schemes available to be a successful entrepreneur. |
| B.C.A. | CA615A | Operating System | Learn to manage the resources like CPU, memory, I/O devices and network connections. |
| B.C.A. | ECA616T | Software Engineering | Acquiring the basic terminologies and concepts required for software development. |
| B.C.A. | JCA601 | Mini Project | Implementing the basic terminologies and concepts required for software development in real time environment. |
| M.Sc. Biochemistry | 19PBC42 | Research Methodology & Biostatistics | Ethics in Food and Drug Safety. Patenting- Definition of Patent. Product and Process Patent. Procedure for Patent Drafting. |



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| NME | 19AOF31 | First Aid | Definition of First Aid, Objects of First Aid, Principles of First Aid-Responsibilities- Golden Rules of First Aid |
| B.Sc. Biochemistry | 19EBC64B | Medical Laboratory Technology | Code of Ethics of Laboratory Technician, Precautions taken to prevent Hazards, Handling and Storage of Chemicals. |
| M.A. English | PEN34A | Subaltern Literature | This course comprehends the problems of marginalized people and how to take care of indigenous people around the world. It helps to perceive complicatedness of Women and how they are suppressed doubly. Inculcates the students to raise their voice for Women and against Gender Discrimination. |
| B.A. English | EEN512A | Commonwealth Literature | The course contents helps to develop Human character, Emphasize the equal relationship as independent nations. |
| B.A. English | AEN404A | Journalism and Mass Communication | This course helps in knowing the usage of language and its benefits in the field of Journalism and Mass Communication which includes the mass media and journals. |
| B.A. English | EN615A | Literary Criticism | This course helps in critical analysis of a text and interpretation of a text under the rules applicable by various criticisms. This helps in reading, interpreting and analyzing a text through the guidelines. |
| B.A. English | EEN617A | An Introduction to Modern Linguistics | Linguistics helps in identifying and learning the right way to use the vocabularies and the right way of pronunciation that helps go promote the speaking skills. |
| M.A. English | 18PEN23 | Modern Linguistics and Stylistics | Linguistics helps to acquire the essentials of teaching English as a second foreign language. and to internalize the various methods of English |



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| | | | language teaching in imparting the teaching of study skills. |
| M.A. English | PEN24A | Literary Criticism | This course helps in critical analysis of a text and interpretation of a text under the rules applicable by various criticisms. This helps in reading, interpreting and analyzing a text through the guidelines. |
| M.A. English | 18EPEN25 | English Language Teaching | This course delves into the enhancement of knowledge to develop the teaching ability in Listening, Speaking, Reading and Writing skills in English. |
| Language | 19AEC101 | English Communication - I | This course focuses on the development of communicative skills that helps with the improvement of enriched language and vocabularies. |
| Language | 19AEC202 | English Communication- II | This course focus on the integral acquisition of language skills through the designed activities and exercises. |
| B.A., B.Sc., B.C.A., B.Com., B.B.A. | 20PEAS01 | Professional English for Arts & Social Sciences -I | Professional English focuses on the usage of English language in the professional way in order to fulfill the career requirements of the students in the area of language and communication. |
| B.A., B.Sc., B.C.A., B.Com., B.B.A. | 20PEAS02 | Professional English for Arts & Social Sciences -II | Professional English enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace. It also helps to develop the competence and competitiveness and thereby improve their employability skills. |
| M.A. English | PEN31A | Feminist Theory and Practice | All the contents of the course helps to understand feminist theories and get familiar with the major concepts and theories of gender studies. Also to Develop a critical understanding of gender inequalities |



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| | | | and social injustice. This course relates theory and practice through deep insight that frame a new outlook and skill for a better change in the society. |
| M.A. English | EPEN44A | Advanced Academic Writing | This course helps the students to know about research ethics and techniques in research writing. It also trains the students to gather, interpret, analyze and synthesize data or information in areas of research. |



Principal

Dr. M. ARUMAI SELVAM, M.Sc., M.Phil., Ph.D.,
PRINCIPAL
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