



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
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



B.B.A.	17BB501	Financial Management	Profit maximization and Wealth maximization - Financing Decisions - Cash management - Capital Budgeting
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



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B.A. Tamil	17ATA33	Ithazhiyal	Seithigalai Sepaniduthal- Nutpangal- Seithiyin Kootamaippu- Pinpatrathaka Nerigal- Pathirikai Sattangal-Vazhimuraigal
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 Panpaadum	Sindhuveli Agazhvaraichi- Pandaya Thamizharin Ayal Naattu Thoderbugal, Pandaya Thamizharin Vazhkkai Nerigal, Perarusugalin Valarchi -Veezhchi
B.A. Tamil	17ETA512	Naatupuraviyal	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, Vinaiyial, Pothuviyal,
B.A. Tamil	19TA306	Yaperungalakarigai	Urupiyal, Saiyuliyal, Vangipa Marutpa
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.



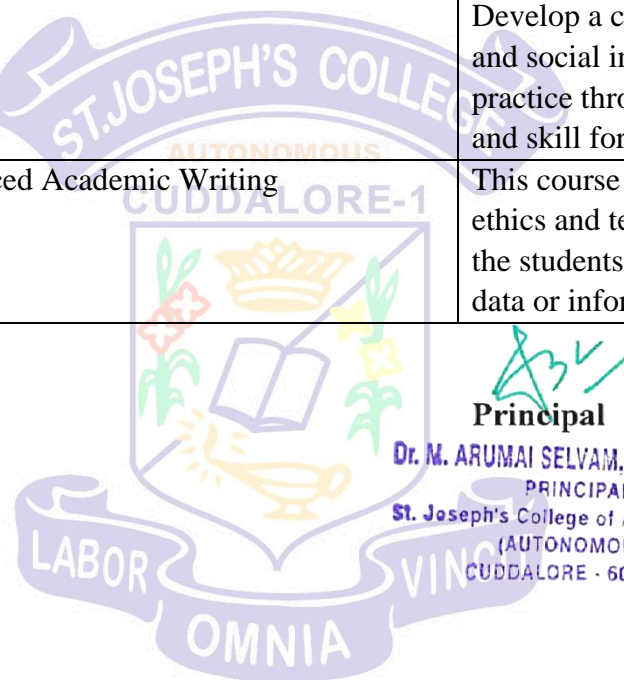
M.Sc. Biochemistry	19PBC42	Research Methodology & Biostatistics	Ethics in Food and Drug Safety. Patenting- Definition of Patent. Product and Process Patent. Procedure for Patent Drafting.
NME	19AOFA31	First Aid	Definition of First Aid, Objects of First Aid, Principles of First Aid-Responsibilities- Golden 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 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 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

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