

UNIVERSITY OF MADRAS
B.COM. (GENERAL) DEGREE PROGRAMME
 SYLLABUS WITH EFFECT FROM 2023-2024

FIRST YEAR – SEMESTER – I
FOUNDATION COURSE – PROFESSIONAL ETHICS

(Common to BCom-AF, BM, CA, MM & ISM)

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
146B1A	2				2	2	40	60	100
Unit	Contents								No. of Hrs.
I	Concept and Theories of Business Ethics: Definition of Ethics – Personal Ethics and Business Ethics – Morality and Law – How are moral standards are formed? - Religion and Morality – Morality, Etiquette and - Professional Codes – Indian Ethical Traditions.								6
II	Business Ethics: Principles of Personal Ethics – Principles of Professional Ethics – Evaluation of Ethics over the Years – Honesty, Integrity and Transparency – Distinction between Values and Ethics – Roots of Unethical Behaviour – Ethical Decision-making.								6
III	Ethical Dilemmas, Sources and their Resolutions: What is an Ethical Dilemma? – Sources of Ethical Behaviour – Code of Personal Ethics for Employees – How to resolve an Ethical problem? – How to resolve Ethical Dilemmas?								6
IV	Ethical Decision-making in Business: Ethical Models that guide Decision-making – Which approach to use? – Ethical Decision-making with cross-holder Conflicts and Competition – Applying Moral Philosophy to Ethical Decision-making – Kohlberg’s Model of Cognitive Moral Development – Influences on Ethical Decision-making – Personal values and Ethical Decision-making.								6
V	Human Values for Indian Managers: Lessons from Ancient Indian Education System – The Law of Karma – Quality of Work Life – Ethics of Vivekananda, Gandihiji, Aurobindo and Tagore.								6
Total								30	
Textbooks									
1	Tom L. Beauchamp and Norman E. Bowie, “Ethical Theory and Business”, Prentice Hall, New Jersey								
2	Manual Vela Squez, “Business Ethics Concepts and Cases”, Prentice Hall, New Jersey								
3	Kenneth Blanchard and Norman Vincent Peale, “The Power of Ethical Management”, New York, William Morrow & Co								
4	Dr.S.S.Khanka, “Business Ethics and Corporate Governance”,S Chand and Company Ltd,NewDelhi.								
5	R.S.Naagarazan, “A Textbook on Professional Ethics and Human Values”, New Age International(P) Limited.								
6	A.C.Fernando, “Business Ethics and Corporate Governance”, Pearson.								
7	A.C.Fernando,K.P.Muraleedharan, E.K.Satheesh, “Business Ethics - An Indian Perspective”,Pearson India Education Service Pvt Ltd.								



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B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
150B1A	Managerial Communication	Part-IV	Y	-	-	-	2	2	25	75	100	
Course Objectives												
CLO1	To educate students role & importance of communication skills											
CLO2	To build their listening, reading, writing & speaking communication skills.											
CLO3	To introduce the modern communication for managers.											
CLO4	To understand the skills required for facing interview											
CLO5	To facilitate the students to understand the concept of Communication.											
UNIT	Details							No. of Hours	Course Objectives			
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							6	CLO1			
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							6	CLO2			
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3			
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							6	CLO4			
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							6	CLO5			
Total							30					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8				
CO2	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6				
CO3	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7				
CO4	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8				
CO5	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8				



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Reading List		
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008	
2.	Mallika Nawal –Business Communication – CENGAGE	
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.	
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
References Books		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.html	
2.	https://studiousguy.com/business-communication/	
3.	https://www.oercommons.org/curated-collections/469	
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5.	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks




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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	M	S	S	S
CO 2	S	S	S	S	S	S	M	M
CO 3	M	S	S	S	S	S	S	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	S	S	S	S	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0



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UNIVERSITY OF MADRAS
BACHELOR OF SOCIAL WORK DEGREE PROGRAMME
 SYLLABUS WITH EFFECT FROM 2023-2024

SELF AWARENESS AND POSITIVITY

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hrs	Marks		
									CIA	External	Total
119B1A	Self Awareness And Positivity	SKILL LAB 1	30				2	2	25	75	100
YEAR		I									
SEMESTER		I									
PRE-REQUISITE		A basic idea on self awareness and motivation.									
Learning Objectives											
1	Realize the significance and essence of a wide range of softs skills.										
2	Learn how to apply soft skills in a wider range of routine social and professional settings.										
3	Reflect upon her/his own strengths and weaknesses for personal leadership and responsible citizenship										
4	Demonstrate critical thinking about concepts relevant to self-development and management of social skills										
5	Demonstrate consciousness of self, others and context										
Course Outcomes											
On the successful completion of the course, students will be able:											
									Taxonomy Levels		
CO1: facilitate students' self-awareness.									K1, K2, K3		
CO2: exploration of values, beliefs, and socio-cognitive skills for active participation as responsible citizens.									K2, K3, K4		
CO3: To be mindfulness and positivity.									K3, K4		
CO4: fostering effective self-evaluation, networking, group work, social responsibility and service leadership.									K1, K4, K5		
CO5: to become responsible leaders in the local community and globally.									K3, K4, K5		

UNIT I

(6 Hours)

Self - Awareness: Meaning, Levels, and Types of self-awareness. Need and Importance of understanding self, ways to improve self-awareness.

UNIT II

(6 Hours)


Self-Discovery: Discovering the Self; the importance of self-discovery, Steps in discovering self, Setting Goals; Beliefs, Values, Attitude, Virtue.

UNIT III

(6 Hours)

Self Management: Understanding the importance of managing self, skills in managing self, SWOT analysis.




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UNIT IV

(6 Hours)

Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity, Enhancing Motivation Levels.

UNIT V

(6 Hours)

Self-Image: Meaning, the importance of a positive self-image and self-image-building techniques.

Learning Resources:

Text Books:

1. Vikas. 2010. Life Skill Manual. Government of Karnataka. Karnataka Jnana Aayoga.
2. Manika Gosh. 2009. Positivity- A way of life. Orient blackswanpvt.ltd.
3. Swami Vivekananda.2011. Personality Development. Published by Ramakrishna Math.
4. Ishitha V. Chirrimar. 2003.The Power Of Positive Thinking. Clever fox publishing, Chennai.
5. Mangal.S.K. 2017. Introduction to Psychology. Sterling Publishers. New Delhi.

Books for References:

1. Amit Goswami. 1995. The Self-Aware Universe: How Consciousness Creates the Material World. Published by TarcherPerigee.
2. Travis Bradberry. 2009. Self-Awareness: The Hidden Driver of Success and Satisfaction. Published by TarcherPerigee.
3. Stephen R. Covey. 2013. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change. Simon & Schuster
4. Tom Rath. 2011. StrengthsFinder 2.0. Gallup Press. Newyork.
5. Veronika Tugaleva. 2017. The Art of Talking to Yourself. Soulux press.

Web Resources:

1. <https://www.verywellmind.com/what-is-self-awareness-2795023>
2. <https://alifeoutstanding.com/self-discovery/>
3. <https://asana.com/resources/self-management>
4. <https://larrysanger.org/2018/06/positivity-and-motivation/>
5. <https://positivepsychology.com/self-image/>

MAPPING WITH PROGRAMME-SPECIFIC OUTCOME


	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M
CO2	S	S	S	M	S
CO3	S	M	S	S	S
CO4	S	S	S	S	S
CO5	S	S	M	S	S
CO6	S	S	S	S	S

S – Strong

M – Medium

L - Low




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UNIVERSITY OF MADRAS
B.Sc. DEGREE PROGRAMME IN COMPUTER SCIENCE
 SYLLABUS WITH EFFECT FROM 2023-2024

Year: I

Semester: I

Foundation Course: Fundamentals of Computers (Common to B.Sc.-CS with AI, CS with DS, Software Appl. & BCA)	125B1A
Credits 2	Lecture Hours: 2 per week
<p>Learning Objectives: (for teachers: what they have to do in the class/lab/field)</p> <ul style="list-style-type: none"> to understand fundamentally the general scope of the computer system to interact effectively with the computer to know the uses of the basic components of the computer to manage the system to some extent before involving an expert to know some basic things about the computer and the world 	
<p>Course Outcomes: (for students: To know what they are going to learn)</p> <p>CO1: Fundamental concepts of computer</p> <p>CO2: Fundamental mathematical techniques and how they relate to computer</p> <p>CO3: The architecture of processing and file storage in a computer system</p> <p>CO4: Basic operations of operating systems</p> <p>CO5: A variety of software packages applicable to an academic, software development and business environment</p>	

Units	Contents
I	<p>Understanding the Computer: - Introduction - Evolution of Computers - Generations of Computers - Classification of Computers - Computing Concepts - The Computer System - Applications of Computers. Computer Organisation and Architecture: - Introduction - Central Processing Unit - Internal Communications - Machine Cycle - The Bus - Instruction Set. Memory and Storage Systems: - Introduction - Memory Representation - Random Access Memory - Read Only Memory - Storage Systems - Magnetic Storage Systems - Optical Storage Systems - Magneto Optical Systems - Solid-state Storage Devices - Storage Evaluation Criteria. Input Devices: - Introduction - Keyboard - Pointing Devices - Scanning Devices - Optical Recognition Devices - Digital Camera - Voice Recognition System - Data Acquisition Sensors - Media Input Devices. Output Devices: - Introduction - Display Monitors - Printers - Impact Printers - Non-impact Printers - Plotters - Voice Output - Systems - Projectors - Terminals</p>
II	<p>Computer Codes: - Introduction - Decimal System - Binary System - Hexadecimal System - Octal System - Binary Coded Decimal (BCD) Systems – Unicode. Computer Arithmetic: - Introduction - Binary Addition - Binary Multiplication - Binary Subtraction - Binary Division - Signed/unsigned Numbers - Complements of Binary Numbers - Binary Subtraction Using Complements - Representing Numbers - Integer Arithmetic - Floating-point Arithmetic</p>




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III	Boolean Algebra of Switching Circuits: - Introduction - Elements of Boolean Algebra - Basic Postulates of Boolean Algebra - Boolean Operations - Principle of Duality - Basic Laws of Boolean Algebra - De Morgan's Theorem - Boolean Expressions. Logic Gates and Digital Circuits: - Introduction - Basic Logic Gates - Derived Logic Gates - Conversion of Boolean Functions - Adder Circuits - Flip-flop Circuits - Application of Flip-flops. Computer Software: - Introduction - Types of Computer Software - System Management Programs - System Development Programs - Standard Application Programs - Unique Application Programs - Problem Solving - Structuring the Logic - Using the Computer
IV	Operating Systems: - Introduction - History of Operating Systems - Functions of Operating Systems - Process Management - Memory Management - File Management - Device Management - Security Management - Types of Operating Systems - Providing User Interface - Popular Operating Systems. Programming Languages: - Introduction - History of Programming Languages - Generations of Programming Languages - Characteristics of a Good Programming Language - Categorisation of High-level Languages - Popular High-level Languages - Factors Affecting the Choice of a Language - Developing a Program - Running a Program
V	Data Communications and Networks: - Introduction - Data Communication Using Modem - Computer Network - Network Topologies - Network - Protocols and Software - Applications of Network. The Internet and World Wide Web: - Introduction - History of Internet - Internet Applications - Understanding the World Wide Web - Web Browsers - Browsing the internet - Using a Search Engine - Email Service - Protocols Used for the Internet

Learning Resources:

Recommended Texts

1. E Balagurusamy. Fundamentals Of Computers, Tata McGraw Hill Publishing Company Limited
2. Fundamentals of Computers (Paperback), 2019, Manaulah Abid, Mohammad Amjad, Dreamtech Press




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