



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

1.1 Curriculum Design and Development

**1.1.1 Curriculum and its relevance to Local /Regional/National/
Global Needs of the various programmes offered by
the institution**




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1.1.1 Curriculum and its relevance to Local/ Regional/ National/ Global needs

List of Courses that have relevance to Local/ Regional/ National/ Global needs

NAME OF THE COURSE	COURSE CODE	FOCUS				DESCRIPTION
		Local	Regional	National	Global	
B.COM ACCOUNTING & FINANCE						
PERSONAL PORTFOLIO I & II	10UNME410A & 10UNME410B	✓	✓	✓	✓	The course seeks to promote an understanding of one's self image in order to help individuals achieve self-development with a clear frame work.
MARKETING RESEARCH AND ANALYSIS	19UCOM302	✓	✓	✓	✓	A comprehensive capsule for conducting market research across geographical boundaries and present precise business information to management using appropriate methodologies and techniques.
HOSPITALITY MANAGEMENT	11UELE302J	✓	✓	✓	✓	The course gives a 360 degree perspective on management of hospitality operations. The course has been framed keeping in view the global trends and best practices concerning the respective sectors, with special focus on Finance, HR, marketing and performance review.
PERSONAL INVESTMENT PLANNING	11UELE302O	✓	✓	✓	✓	The course is designed as a tool kit to develop and manage a diversified investment portfolio by an individual based on personal objectives for tax planning, safety, growth and wealth creation
COMPANY LAW	15UCOM323	✓	✓	✓		The course comprehensively addresses the legal provisions applicable to body corporates incorporated in India as per the Companies Act, 2013 - in all aspects in different stages right from the stage of formation and incorporation until the final winding up of the business enterprise.


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STOCK AND COMMODITY TRADING	15UCOM311	✓	✓	✓	✓	The course introduces the concepts of primary and secondary financial markets that are active and present at all levels. Understanding the mechanisms of stock trade on the exchange and analysis of price pattern charts are international analytical tools used to execute buy or sell decisions.
B.COM MARKETING MANAGEMENT						
DIGITAL MARKETING	15UCOM312	✓	✓	✓	✓	The Digital Marketing course encourages the adoption and application of digital technology to transform business models from the rural to the global level. With the Government of India striving to upgrade the online infrastructure of the country from the grass root level through the Digital India campaign, it is inevitable for the students to know the applications of digital marketing that would make them digitally literate and competent.
CREATIVE ADVERTISING	19UMED301	✓	✓	✓	✓	The Creative Advertising course will enable students to understand the fundamental theoretical framework of advertising and to develop, execute, implement and evaluate advertising campaigns at all levels. Students learn the nuances of creating relevant national and global advertising themes, creative strategies, and ad copies that reinforce a brand's appeal to global consumers.

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INTEGRATED MARKETING COMMUNICATION	14UCOM354	✓	✓	✓	✓	The course on Integrated Marketing Communication will equip students to manage and coordinate an organisations communication mix from the local to the global level across countries and promotion disciplines. It is essential for marketers to link and integrate together the communication content that targets consumers across the globe to standardize the marketing strategy that is employed.
BRAND MANAGEMENT	17UMAN304	✓	✓	✓	✓	Brand Management concepts, theories and applications have relevance at all levels. The course equips students to apply branding tools that will aid brands to balance between their local level aspirations and international strategic vision. In a world of globalisation, multinational collaborations and expansion in the digital interaction, brand management has evolved into a complex and ever-changing discipline.
INTERNATIONAL MARKETING	17UCOM327			✓	✓	The International Marketing course provides a comprehensive understanding of the functionality of global corporations that undertake international trade. The course will enable students to understand and develop international marketing strategies to respond effectively to different market conditions like cultural differences and emerging new technologies that are rapidly changing the global business environment.


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SERVICES MARKETING	14UMAN322	✓	✓	✓	✓	The Service Marketing course will enable students to understand the functionality of the service industry in India and its role in economic development. The growth of the service sector has long been considered as an indicator of India's economic progress.
RURAL MARKETING	17UCOM326	✓	✓	✓		The course on Rural Marketing has been curated to equip students with the skills to develop sustainable marketing plans to empower rural marketers and rural consumers.
SALES AND DISTRIBUTION MANAGEMENT	17UCOM313	✓	✓	✓		The course familiarizes students with the tools and strategies necessary for designing, motivating and evaluating sales and distribution management systems for Indian organisations.
ENTERTAINMENT MANAGEMENT I & ENTERTAINMENT MANAGEMENT II	19UNME404A & 19UNME404B	✓	✓	✓	✓	The course will equip students with the knowledge, skills and required attitude for managing entertainment industry related activities at all levels. The Government of India has hailed the Indian Entertainment Industry as the 'sunrise sector' for paving way for economic growth and it is expected to grow at a much faster rate than the global average rate. This requires effective management of the entertainment industry at all levels by qualified professionals.
TOURISM MANAGEMENT	18UELE302C	✓	✓	✓	✓	The course on Tourism Management will familiarize students with the concepts, theories and management issues involved in managing a destination for the overall economic development of India. The course focuses on the Incredible India Campaign launched by the Government of India to promote Indian tourism to a global audience.

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B.COM CORPORATE SECRETARYSHIP						
EMOTIONAL INTELLIGENCE	11UELE302F	✓	✓	✓		The course encourages to understand and apply emotional intelligence through self-consciousness, control of feelings, relationship systems and enlightened communication which pave the way to concord and harmony between mind, emotion and behaviour.
DRAFTING AND CONVEYANCING	14UCOM340	✓	✓	✓		The legal Advocacy course encourages the ability to express abstract concepts, investigative instincts and ability to foresee future, and organizational skills
CORPORATE DUE DILIGENCE	21UCOM321	✓	✓	✓	✓	The course enables students to understand the regulatory framework of global depository receipts and its due diligence.
MANAGEMENT AND ADMINISTRATION OF COMPANIES	19UCOM304	✓	✓	✓		The course covers all important aspects for the efficient administration of a company in a national/global environment.
INSTITUTIONAL TRAINING	15UCOM 328	✓	✓	✓		The course equips students with the necessary skills needed for employment nationally/globally.

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B.COM HONOURS						
BUSINESS LAWS	15UCOM302	✓	✓	✓		This course covers extensively the provisions of the Indian Contract Act's.
INTRODUCTORY ACCOUNTING	20UCOM301	✓	✓	✓	✓	IFRS Standards address the challenge of international applicability of AS by providing a high quality,internationally recognized set of accounting standards that bring transparency and accountability This coursehighlights the applicability of these standards
TAXATION I	17UCOM309	✓	✓	✓	✓	As per article 265 of the constitution, in conjunction with the Rules mandated by the Central Board of Direct taxes (CBDT), the provisions of theIndian Income tax Act command applicability to the whole of India. This course extensively covers the provisions of the said Act
TAXATION II	17UCOM310	✓	✓	✓		As per article 265 of the constitution, in conjunction with the Rules mandated by the Central Board of Direct taxes (CBDT), the provisions of the Indian Incom Tax Act command applicability to the whole of India.

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INSURANCE AND RISK MANAGEMENT	15UCOM332	✓	✓	✓	✓	With the passing of the Insurance Development and Regulatory Act in 2000, the insurance regulatory authority has become a statutory authority extending its functions to protecting consumer interest and offering standardization through the application of universal principles.
MANAGEMENT ACCOUNTING	17UCOM301	✓	✓	✓	✓	Management accounting is closely related and concerned with providing financial information that helps in managerial decision making.
BUSINESS ACCOUNTING	17UCOM302	✓	✓	✓		The Accounting Standards play a very crucial role in bringing uniformity to the whole accounting system, provide for transparency and easy comparability of the financial statements, help in the prevention of fraud thereby making the Financial statements reliable for end users.

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COST ACCOUNTING	17UCOM303	✓	✓	✓	✓	For developing an effective cost management system, executives apply several techniques like standard costing, activity based costing and just in time techniques that will assist in the operations of the organization.
INDUSTRIAL LAWS	17UCOM304	✓	✓	✓		The International Labor Organization (ILO) has, in conjunction with the Indian Government conceded that labour laws protect the well-being of both employers and workers 9 of such Acts and the statutes and interpretative rules in the Constitution are included in this course to make the students aware of its increasing importance in the international arena.
ACCOUNTING FOR COMPANIES	17UCOM308	✓	✓	✓	✓	The Institute of Chartered Accountants of India (ICAI) has announced its decision to adopt IFRS in India. Keeping in par with this decision, the course has integrated IFRS in its course to cater to the need and interest among students to understand the subject.
INDIRECT TAXATION	20UCOM303	✓	✓	✓	✓	In conjunction with Article 246 of the Constitution and the Central Board for Excise and Customs (CBEC) the recent GST Act was enacted in July 2017. It has since been the highest revenue grosser to the GOI and this One nation - One tax has been part of this program since 2018. This course also highlights the international classification of goods based on the HSN.

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CORPORATE LAW	20UCOM304	✓	✓	✓		With increasing emphasis on adherence to norms of good corporate governance, Corporate Law course adds importance in the corporate legislative milieu, as it deals with structure, management, administration and conduct of affairs of Companies.
ADVANCED ACCOUNTING I	17UCOM316	✓	✓	✓	✓	The course is designed with the objective to formulate accounting standards to establish a sound and robust financial reporting standards framework in India.
INTRODUCTION TO AUDITING	17UCOM318	✓	✓	✓	✓	The implementation of the Auditing Standards has gained limelight in the recent times. These crucial standards that are extensively covered in this course hand out real time knowledge applicability to the aspiring professionals of this program.
STRATEGIC FINANCIAL MANAGEMENT	17UCOM319	✓	✓	✓	✓	This course discusses the theories, policies and techniques in strategic financial management to equip the students with a adequate decision making abilities.
ADVANCED ACCOUNTING-II	17UCOM322	✓	✓	✓		This course is designed to augment the basic as well as advanced understanding of students in the related aspects of Corporate accounting with special reference to special events and forms of organization.

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ECONOMICS FOR FINANCE	17UCOM323			✓	✓	Topics like fiscal policy, monetary policy, FDI have both global and national relevance.
AUDITING AND ASSURANCE	17UCOM324		✓			The reporting requirements that have been prescribed under the Companies (Auditor's Report) Order, 2015 ("CARO, 2015") issued by the MCA on 10th April, 2015 on the basis of recommendation of Committee set up by MCA, to curb corporate fraud & scams are significantly important in the study of this course on Auditing and Assurance.
BUSINESS ECONOMICS	18UECO302				✓	The concepts, theories and laws in Business Economics are universal in nature, e.g. Law of Demand, Supply, competition etc. have global relevance.
B.B.A						
BUSINESS POLICY AND STRATEGIC MANAGEMENT	14UMAN312	✓	✓	✓	✓	Environment scanning techniques and industry profiling provides an understanding of the local, regional and national environment. Strategic alternatives and choice of strategy is always undertaken to provide a globally competitive edge
INTRODUCTION TO E-COMMERCE	17UCSC302			✓	✓	E-commerce enables borderless trade and hence is global in perspective but within the regulatory framework prevalent in India.
ADVERTISING AND BRAND MANAGEMENT	14UMAN318			✓	✓	The impact of advertising on the entire population is understood. Students are also given insights on how to build global brands

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COST AND MANAGEMENT ACCOUNTING	18UCOM301	✓		✓		The elements of cost and cost sheet preparation help in pricing decisions. Break even analysis and budgeting facilitate managerial decision making of a firm. Analysis and interpretation of financial statements provide a holistic understanding of the financial performance of an organisation.
QUANTITATIVE APTITUDE	15UMAN304	✓	✓	✓	✓	The course develops problem solving, logical and reasoning skills needed to excel in professional/competitive exams at the national and global level.
NEW BUSINESS DEVELOPMENT	11UELE302N	✓	✓	✓		Channelising ideas and resources to set up businesses contribute to Aatmanirbhar national policy and goals.
EFFECTIVE LEADERSHIP - THINKING AND WORKING SMARTER	16UELE302A			✓	✓	Exemplary leadership in the corporate is a national as well as a global need. This course provides leadership training to occupy various strategic positions.
BUSINESS ENVIRONMENT	19UMAN301		✓	✓	✓	Students are taught to analyze various aspects of different environments in which a business functions to achieve the target.
TAX AND INVESTMENT PLANNING	17UCOM320			✓		Channelizing savings into investments can result in economic growth and development of the country. Besides proper investment and tax planning can improve the per capita income of a country.

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BUSINESS STATISTICS AND OPERATIONS RESEARCH (THEORY & PRACTICAL)	19UMAT301 & 19UMAT301P			✓	✓	The course content has applications that can be used in construction, aerospace, research projects, product development, and engineering.
PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS	17UMAN302			✓	✓	Human capital is a national asset and hence must be utilised to the fullest to fulfil the national goals as well as provide talent worldwide. The course illustrates legal compliances that upholds labour rights and protection available at workplace.
OPERATIONS MANAGEMENT	17UMAN308	✓	✓			An understanding of production systems and processes ensures proper utilisation of locally available resources to ensure balanced regional development.
CONSUMER PSYCHOLOGY	19UMAN303				✓	An understanding of consumer psychology impacts the marketing strategies of a business and enables growth of market share.
BUSINESS REGULATORY FRAMEWORK	17UMAN305			✓		This course provides a holistic understanding of all the laws pertaining to business. It also provides guidelines to conduct business within the nation.
COURSES COMMON TO B.COM ACCOUNTING & FINANCE, B.COM CORPORATE SECRETARYSHIP, B.COM MARKETING MANAGEMENT, B.COM HONOURS, B.B.A						
INTERNATIONAL TRADE	15UCOM333			✓	✓	India's foreign trade policy and the role of international institutions have been included in the syllabus to enable understanding of role of foreign trade in the development of the country. This also aligns to the UN goal of reducing inequality within and among nations.

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MARKETING MANAGEMENT	21UMAN301	✓	✓	✓	✓	Marketing Management concepts and marketing mix elements are relevant at all levels and has global relevance. Emerging marketing concepts like Green Marketing, Digital Marketing and interactive television introduces students to the future of marketing.
ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT	15UMAN306	✓	✓	✓		The course enables the harmonizing of vocational and skills ecosystem to encourage young entrepreneurs to start sustainable business ventures in the state of Tamil Nadu and India. The course introduces students to the Atmanirbhar Bharat campaign that serves as a launchpad to boost entrepreneurship, nurture innovation and develop an environment for rural-urban symbiotic development.
MANAGERIAL ECONOMICS	15UCOM308	✓	✓	✓	✓	The concepts, theories and laws in Managerial Economics are universal in nature, e.g. Theory of Firm, Law of Demand, Production and cost functions etc. have global relevance.
COMMON COURSES TO, B.B.A,B.COM ACCOUNTING & FINANCE,B.COM CORPORATE SECRETARYSHIP,B.COM MARKETING MANAGEMENT,B.SC FOOD SCIENCE & MANAGEMENT						
PRINCIPLES OF MANAGEMENT	14UMAN303	✓	✓	✓	✓	Management principles have applications are relevant to all kinds of organizations at all levels. The course highlights the universally applicable principles, techniques and concepts required for managerial analysis and decision-making. It emphasizes the need for effective management related to the internal and external environment and issues of ethics and social responsibility.

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CORPORATE ACCOUNTING	14UCOM320	✓	✓	✓		The course is designed for a comprehensive understanding of the system of Corporate Accounting and to facilitate the understanding of the format of Profit & Loss account and Balance Sheet of the companies as per new schedule with reference as per Indian Accounting Standards.
LEGAL SYSTEM OF BUSINESS	15UCOM310	✓	✓	✓		The course covers aspects of Commercial and Labour Acts in force in India to promote sound understanding of the law and its application.
PRACTICAL AUDITING	14UCOM333	✓	✓	✓	✓	The course emphasizes on application of global techniques of auditing to authorize the financial statements (vouching, verification, tests of controls etc.) The Standards of Auditing that govern Indian entities have been framed with International standards as a reference.
ELEMENTS OF COST ACCOUNTING (THEORY & PRACTICAL)	17UCOM321	✓	✓	✓		The course enables students to understand how cost accounting is used for decision making and performance evaluation.
ELEMENTS OF MANAGEMENT ACCOUNTING	16UCOM302	✓	✓	✓	✓	The focal point of this course is Performance Management, using internationally accepted metrics such as Ratio Analysis, Cash Flow and Fund Flow statements and comparative financials. An interpretation of these metrics can be executed by any investor/stakeholder from across the globe.

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BUSINESS TAXATION	15UCOM331	✓	✓	✓		The course aims at imparting the concepts of National indirect Taxation guidelines to the students. The levy and computation of Excise duty/service tax/VAT is the focal point of this programme and these are governed by the respective National Acts in India
ADVANCED CORPORATE ACCOUNTING	15UCOM335	✓	✓	✓		The course provides a sound understanding and application of accounting principles in the preparation and presentation of Corporate Accounting Statements as per Statutes laid down in India.
COURSE COMMON TO B.COM ACCOUNTING & FINANCE, B.COM CORPORATE SECRETARYSHIP, B.B.A						
FINANCIAL MANAGEMENT	17UCOM314	✓	✓	✓	✓	Procuring and managing finances; decisions regarding capital structure, dividends are all supported by theories proposed by international economists and experts. Integration of this course syllabus with professional course has assisted in yielding globally adaptable finance professionals
COURSES COMMON TO B.COM ACCOUNTING & FINANCE, B.COM CORPORATE SECRETARYSHIP, B.COM MARKETING MANAGEMENT						
ADVANCED FINANCIAL ACCOUNTING	21UCOM302	✓	✓	✓		The course is designed to provide a foundation for specialized accounting careers. It incorporates the preparation and presentation of accounts as per Indian Accounting Standards.

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COURSES COMMON TO B.COM ACCOUNTING & FINANCE, B.COM HONOURS						
OPERATIONS RESERACH WITH SOFTWARE APPLICATION (THEORY & PRACTICAL)	14UMAT328 & 14UMAT328P				✓	Operations Research has applications in production scheduling, inventory policies, investment portfolio, allocation of advertising budget, construction of ware houses etc., The Practical course integrates domain specific knowledge with Programming skills needed for employment nationally/globally.
FINANCIAL REPORTING	16UCOM301	✓	✓	✓	✓	The course aims to impart skills in preparation and presentation of Financial Statements in a uniform and nationally accepted manner. The course also incorporates IFRS and US GAAP requirements so that any global investor can interpret the results and take decisions for an Indian entity.
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	15UCOM334	✓	✓	✓	✓	The art of valuation of equity and debt instruments using globally accepted theories and formulate are the focal point of this course .
COURSES COMMON TO B.COM ACCOUNTING & FINANCE, B.COM CORPORATE SECRETARYSHIP						
INCOME TAX LAW AND PRACTICE-I	14UCOM328	✓	✓	✓		The course pertains provisions of Income Tax Act applicable to all individuals with respect to salary, house property, Income from other sources and deductions claimable U/S 80's.

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INCOME TAX LAW AND PRACTICE-II	14UCOM329	✓	✓	✓		The course pertains to provisions of Income Tax Act applicable to all individuals and forms of organisations in India
FINANCIAL ACCOUNTING (THEORY & PRACTICAL)	21UCOM301, 21UCOM301P	✓	✓	✓	✓	The course covers globally followed accounting principles, conventions and practices in the preparation, presentation of financial statements and gives an insight about Accounting in compliance with accounting standards in India. Similarly, presentation of financial statements is dealt with as per statutory requirements for Sole proprietorship and Non-profit organisations in India. The practical course gives an hands on training in preparation of statutory reports as per Accounting standard in India using Tally software.
COURSES COMMON TO B.COM MARKETING MANAGEMENT & B.COM CORPORATE SECRETARYSHIP						
CORPORATE SOCIAL RESPONSIBILITY	20UCOM302	✓	✓	✓		This course aims to give the student a thorough understanding of the societal context in which the concept of Corporate Social Responsibility (CSR) has emerged. It will debate different approaches to understanding CSR, evaluate the limits and potentials of CSR as a device for promoting sustainable development.
COURSES COMMON TO B.COM ACCOUNTING & FINANCE, B.B.A						
DATABASE MANAGEMENT AND ANALYSIS USING SPREADSHEETS	17UCOM307	✓	✓	✓	✓	MS Excel is an international business management tool that is used for performance review and decision making. Students get a hands-on training experience for what is now considered a mandatory employability skill.

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		Local	Regional	National	Global	
COURSES COMMON TO B.COM HONOURS, B.B.A						
ORGANISATIONAL BEHAVIOUR	15UMAN305	✓				An understanding of the determinants of individual and group behaviour enables a manger to create positive workplaces and decent work for all in line with UN goals for employment.
COURSES COMMON TO B.COM MARKETING MANAGEMENT, B.B.A						
RETAIL MARKETING	14UCOM365			✓	✓	With the advent of liberalisation of the retail sector,the industry has become highly dynamic and competitive,an understanding of Indian and worldwide retail scenario helps in strategising sustainable production and consumption patterns.
COURSES COMMON TO B.BA, B.A SOCIOLOGY, B.SC PSYCHOLOGY,B.COM HONOURS						
RESEARCH METHODS	17UMAN307	✓	✓	✓		Research problems are identified from the immediate society or at a national level. These problems when formulated into a research study result in findings and suggestions for the improvement of society.
COURSES COMMON TO B.B.A ,B.Sc COMPUTER SCIENCE,B.Sc FOOD SCIENCE MANAGEMENT						
PROJECT	14UMIP301	✓	✓			Students are encouraged to take up projects in association with local and regional industries or carry out research projects based on issues in the immediate community.

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B.Sc COMPUTER SCIENCE						
PROGRAM DESIGN WITH C (THEORY & PRACTICAL)	15UCSC302 & 15UCSC302P				✓	Despite the prevalence of higher-level languages, C continues to empower the world. Microsoft's Windows kernel, Linux Kernel, OS X kernel, iOS, Android and Windows Phone kernels are written in C. The world's most popular databases are coded in C. Databases are used in all kind of systems: financial, government, media, entertainment, telecommunications, health, education, retail, social networks, web, and the like.
DIGITAL LOGIC FUNDAMENTALS	14UCSC303				✓	Digital logic deals with the building blocks on which most topics in Computer Organization and Architecture are based: combinational and sequential circuits, gates, decoders, multiplexers, etc.
STATISTICS	14UMAT307				✓	Statistics is used in monitoring and improving the quality of products and processes within a business organization. Statistical analysis is essential for the development of social science theories, being used to test their validity through a robust analysis of real-world data.
COMPUTER ARCHITECTURE AND MICROPROCESSOR	14UCSC306/ 18UCSC305				✓	Computer architecture forms the bridge between application needs and the capabilities of the underlying technologies. As application demands change and technologies across various thresholds, computer architects must continue innovating to produce systems that can deliver needed performance and cost effectiveness.

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PROGRAMMING IN C++ AND DATA STRUCTURES	14UCSC317				✓	C++ is used in operating systems because of the speed and strongly typed nature. C++ powers modern technologies as modern browsers such as chrome, firefox are written using C++. Data structures has a wide and diverse scope of usage across the fields of Computer Science and Software Engineering.
DISCRETE MATHEMATICS FOR COMPUTER SCIENCE	14UMAT313				✓	Discrete mathematics is the mathematical language of computer science. Concepts and notations from discrete mathematics are useful in studying and describing objects and problems in all branches of computer science, such as computer algorithms, programming languages, cryptography, automated theorem proving, and software development.
PROGRAMMING IN JAVA (THEORY & PRACTICAL)	15UCSC304 & 15UCSC304P				✓	Java is a programming language, touching every field of software development. It can be used according to business needs. These applications indicates the need for Java in the real-world. Java is used to build applications and platforms for a number of devices, including computers, laptops, gaming consoles, Blu-ray players, car navigation systems, medical monitoring devices, parking meters, lottery terminals and smartphones.


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WEB TECHNOLOGY (THEORY & PRACTICAL)	16UCSC305 & 16UCSC305P				✓	Web technology has diffused globally as it is an umbrella of technologies such as HTML, Scripting to create websites and applications. It can range from developing a simple single static page of plain text to complex web applications, electronic businesses, and social network services. Web Technologies are widely used in business applications that are customized for specific execution of tasks on a network. Web Applications have become more powerful and can fully replace desktop applications in all the situations.
DATA MINING	14UCSC326				✓	Data Mining and Data Warehousing are business intelligence tools that are used to turn information or data into actionable knowledge. Data mining can help spot sales trends, develop smarter marketing campaigns and accurately predict customer loyalty.
DESIGN AND ANALYSIS OF ALGORITHMS	14UCSC327				✓	Algorithm design techniques in data structures help to build scalable systems to solve real-world problems. When algorithms are responsibly designed, they may avoid the unfortunate consequences of amplified systemic discrimination and unethical applications. Python Programming is an in-demand skill that's required across all kinds of industries.
COMPUTER NETWORKS	14UCSC334	✓	✓	✓	✓	Computer networking is a type of engineering that requires skilled people who study, analyze and resolve issues regarding how computing devices communicate with one another.

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OBJECT ORIENTED SOFTWARE ENGINEERING (THEORY & PRACTICAL)	14UCSC337 & 14UCSC337P	✓	✓	✓	✓	Software plays a vital and underpinning role in almost all aspects of daily life like communications, government, manufacturing, banking and finance, education, transportation, entertainment, medicine, agriculture, and law.
WEB DESIGN USING OPEN SOURCE TECHNOLOGY	17UELE302B				✓	Web design using open source technology is a complete web authoring system which is used across the globe to create efficient and elegant websites for business, medicine, healthcare, Education, Social networking etc on the fly. It provides an efficient way to incorporate quick and flexible ways to update to the websites.
ADVANCED JAVA PROGRAMMING (THEORY & PRACTICAL)	15UCSC307 & 15UCSC307P				✓	The Enterprise edition of Java shows global trends in software design and development. This comprises of web based development, serverless architecture, Java is the most popular programming language among embedded software developers all around the world.
DIGITAL LOGIC FUNDAMENTALS	18UCSC302				✓	Digital logic deals with the building blocks on which most topics in Computer Organization and Architecture are based: combinational and sequential circuits, gates, decoders, multiplexers, etc. It is imperative that students are exposed to digital logic topics and master the basic concepts of digital design.

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JAVA AND JSP PROGRAMMING (THEORY & PRACTICAL)	16UCSC304& 16UCSC304P				✓	The J2SE and J2EE implement global trends in software design and development. This comprises of reactive development, serverless architecture, and data science. Java is the most popular programming language among embedded software developers for IoT devices all around the world.
DATA MINING AND DATA WAREHOUSING (THEORY & PRACTICAL)	16UCSC303 & 16UCSC303P				✓	Data Mining and Data Warehousing are business intelligence tools that are used across the globe to turn information or data into actionable knowledge. Data Warehouse & Data Mining technologies have become a hit with various industries like sales & marketing, healthcare organization, financial institutions. Data mining is used to make better business decisions. Data mining can help spot sales trends, develop smarter marketing campaigns and accurately predict customer loyalty.
DIGITAL FORENSICS	16UCSC308			✓		The importance of Digital Security in today's world plays a major role in people's life. Cybersecurity is becoming one of the greatest challenges of the modern digital era with an unparalleled increase in the usage of internet through teleworking, online shopping, and distance education. The most serious and far-reaching consequences will occur from information infrastructure disruptions at the global and regional level.

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PUBLISHING SOFTWARE I & II	10UNME411A 10UNME411B	✓				Microsoft Publisher is a desktop publishing program that can be used to create a wide range of publications. The features are drag and drop, mailmerge features and can adopt to the organisations printing media.
DESIGN AND ANALYSIS OF ALGORITHM WITH PYTHON (THEORY & PRACTICAL)	17UCSC305 & 17UCSC305P					Algorithms play a vital role in programming and are used to improve the speed at which a program executes a problem. Python Programming is an in-demand skill that's required across all kinds of industries.
MATHEMATICS FOR COMPUTER SCIENCE (THEORY & PRACTICAL)	18UMAT309 & 18UMAT309P	✓	✓	✓	✓	Mathematics is the foundation upon which Computer Science is built. It depicts how to use abstract language, work with algorithms, self-analyse the computational thinking, and represent real-world solutions accurately.
AGILE SOFTWARE ENGINEERING AND DEVELOPMENT (THEORY & PRACTICAL)	17UCSC306 & 17UCSC306P				✓	Software plays a vital and underpinning role in almost all aspects of daily life like communications, government, manufacturing, banking and finance, education, transportation, entertainment, medicine, agriculture, and law.
INTERNET OF THINGS	18UCSC309	✓	✓	✓	✓	Internet of things has been gaining importance globally, both for industrial and everyday use. It makes lives better with smart homes, predictive maintenance with comfortable and safe driving experience, smart wear and so on. IoT allows companies to automate processes and save money on labour.

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		Local	Regional	National	Global	
B.C.A						
BASICS OF DIGITAL LOGIC AND COMPUTER ARCHITECTURE DIGITAL AND MICROPROCESSOR-PRACTICAL	15UCSC301 & 15UCSC301P				✓	Implement digital projects fulfilling global standards and universally accepted laws and theorems
DATA STRUCTURES	14UCSC311				✓	Data Structures and Algorithm implementation is used to test analytical skills as it is useful tool to pick out the underlying algorithm in real world and solve them efficiently.
MATHEMATICS FOR COMPUTER APPLICATIONS	19UMAT302				✓	Use mathematical components to provide solution in computational sciences.
FUNDAMENTALS OF FINANCIAL ACCOUNTING AND ACCOUNTING SOFTWARE- I	14UCOM327 & 14UCOM327P	✓	✓	✓		The course imparts a wider knowledge on fundamentals of accounting which will be adopted in accounting system of an Indian Company. The course imparts a wider knowledge on fundamentals of accounting which will be adopted in accounting system of an Indian Company.
SOFTWARE ENGINEERING WITH UML UNIFIED MODELING LANGUAGE - PRACTICAL	17UCSC301 & 17UCSC301P				✓	Software Engineering principles and design tool UML can be applied to any real time projects at global level.
PROGRAMMING IN PYTHON-(THEORY & PRACTICAL)	18UCSC306 & 18UCSC306P				✓	Python language helps to do analytics for global businesses and present results using visualizations for real datasets

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		Local	Regional	National	Global	
FUNDAMENTALS OF COST AND MANAGEMENT ACCOUNTING ACCOUNTING SOFTWARE - II	14UCOM342 & 14UCOM342P	✓	✓	✓		The course provides a comprehensive knowledge on the fundamentals of costing and management accounting that to be adopted in the Indian organization. Students will have an insight on how managerial decisions are made.
BUSINESS INTELLIGENCE DATA ANALYTICS USING OPENSOURCE TOOL	17UCSC303 & 17UCSC303P				✓	Dashboard and storytelling created for datasets helps to visualize organization's performance in one sight. These concepts help organizations at global level to present their reports in a better way.
ARTIFICIAL INTELLIGENCE	18UCSC308				✓	Artificial intelligence is an effective tool used to automate manual and repetitive tasks.
XML AND ITS APPLICATIONS XML AND ITS APPLICATIONS - PRACTICAL	14UCSC340 & 14UCSC340P				✓	The concepts learnt can be applied to any e-commerce transactions
ADVANCED JAVA PROGRAMMING - THEORY ADVANCED JAVA PROGRAMMING - PRACTICAL	16UCSC307 & 16UCSC307P				✓	Software Projects developed using Java servlet is helpful for generating dynamic content on the web.
CYBER SECURITY	16UCSC306			✓	✓	Concepts of cyber crime are global in nature and the laws and policies learnt are suited to National jurisdiction

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		Local	Regional	National	Global	
COURSES COMMON TO B.Sc COMPUTER SCIENCE,B.C.A.						
PROGRAMMING IN C (THEORY & PRACTICAL)	18UCSC303 & 18UCSC303P				✓	C programming language continues to empower the world. Embedded systems are most commonly programmed in the C language, due to the language's features of flexibility, efficiency, performance, portability and closeness to the hardware. All of these features allow C to have applications across every domain in the world of programming. C is used in almost all the desktop operating systems , mobile OS and even in programming robots.
STATISTICS USING R (THEORY & PRACTICAL)	18UMAT303	✓	✓	✓	✓	Statistical analysis using R is one of the most widely used application in the world today and is used in almost every industry, ranging from finance, banking to medicine and manufacturing, Banking, Healthcare, Social Media, E-Commerce and Manufacturing. . It is also used in analyzing and interpreting various Indian Government projects, schemes and laws by extracting the data from social networks,
DATABASE MANAGEMENT SYSTEMS (THEORY & PRACTICAL)	14UCSC312 & 14UCSC312P				✓	Database Management Systems identifies the needs by examining the process of scientific discovery in the context of global change research, and associate with it the implications in database technology for managing all aspects of the process.

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HYPERTEXT PREPROCESSOR AND MYSQL	15UCSC303			✓		PHP coding language is ranked among the best and most popular programming tools for web development. Two of the most famous examples of software written on PHP are Facebook and WordPress. MySQL is globally renowned for being the most secure and reliable database management system used in popular web applications including WordPress, Facebook and Twitter. MySQL is the most widely adopted open source relational database and serves as the primary relational data store for many popular websites, applications, and commercial products.
SOFTWARE TESTING	15UCSC306	✓				The increase in the importance of software quality and enterprise needs testers. The need for training students to become qualified testers is an arduous task all over the world. The goal is to enable students to understand the important role of software testing in the software development process through practical sessions and training

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DATA COMMUNICATION AND COMPUTER NETWORKS	17UCSC304				✓	Computer networking is a type of engineering that requires skilled people who study, analyze and resolve issues regarding how computing devices communicate with one another. Having a strong understanding of computer networking can help students to demonstrate knowledge that makes them stronger candidate to be Systems administrators, network administrators, network technicians and network engineers. Wireless networking is one of the most popular and fastest growing technologies on the market today. From home networks to enterprise-level wireless networks, people are eager to take advantage of the freedom and convenience that wireless networking promises.
OPERATING SYSTEMS WITH UNIX (THEORY & PRACTICAL)	14UCSC320 & 14UCSC320P				✓	Unix is a powerful, multi-user environment that has been implemented on a variety of platforms. Unix has greater built-in security and permissions features. Unix is the leader in serving the web. About 90% of the internet relies on Unix operating systems running Apache, the world's most widely used web server.

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		Local	Regional	National	Global	
WEB TECHNOLOGY (THEORY & PRACTICAL)	16UCSC305& 16UCSC305P				✓	Web technology has diffused globally as it is an umbrella of technologies such as HTML, Scripting to create websites and applications. It can range from developing a simple single static page of plain text to complex web applications, electronic businesses, and social network services. The much-discussed Internet of Things is another popular web development technique.
CLOUD COMPUTING	14UCSC325				✓	Cloud infrastructures support environmental proactivity, powering virtual services rather than physical products and hardware, and cutting down on paper waste, improving energy efficiency, and (access from anywhere with an internet connection) reducing commuter-related emissions. Hosting on the cloud is more environmentally friendly and results in less of a carbon footprint.
RESOURCE MANAGEMENT TECHNIQUES	14UMAT329				✓	Resource Management is a complex process, especially in an enterprise with shared, geographically dispersed resources. Resource management is centered around optimization and efficiency. Implementing Resource Management's best practices can lead to significant improvements in any organization.

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B.Sc DATA SCIENCE						
BASICS OF DATA SCIENCE (Theory) and PYTHON (Practical)	21UCSC301/ 21UCSC301P	✓	✓	✓	✓	Data Science deals with exploring data in meaningful ways which is the key for unlocking and understanding the problems faced in many real-world scenarios.
DATABASE MANAGEMENT SYSTEMS (Theory) and MySQL (Practical)	21UCSC302/ 21UCSC302P	✓	✓	✓	✓	Organizing data can increase the accessibility and help end users to share and analyze.
PROBABILITY AND STATISTICS (Theory)	21UMAT301	✓	✓	✓	✓	Statistics used to gather, review, analyze, and draw conclusions from data. Students apply quantified mathematical models for the implementation of solving business analytics problems.
OBJECT ORIENTED PROGRAMMING WITH JAVA (Theory and Practical)	21UCSC303 /21UCSC303P	✓	✓	✓	✓	Java is a high-level, class-based, object-oriented and internet programming language. Students are able to develop applications embedding other latest tools for real problems at local, regional, national and global levels.
DATA STRUCTURES AND ANALYSIS OF ALGORITHMS (Theory and Practical)	21UCSC304/ 21UCSC304P	✓	✓	✓	✓	Knowledge of data structure and algorithms will help to become a better programmer who can develop applications for analyzing and solving various domain specific problems.
MATHEMATICS FOR DATA SCIENCE (Theory and Practical)	21UMAT304 / 21UMAT304P	✓	✓	✓	✓	Mathematics is an integral part of data science. A significant portion of the ability to translate data science skills into real-world scenarios depends on understanding mathematics and generating solutions.

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B. Sc. MATHEMATICS						
ALGEBRA AND TRIGONOMETRY	18UMAT301	✓	✓	✓	✓	Concepts of Eigenvalues taught in the course are applied in the design and construction of bridges in the local/regional/national/global scenario.
DIFFERENTIAL CALCULUS	18UMAT302	✓	✓	✓	✓	Credit card companies use differential Calculus to set the minimum payments due on credit card statements at the exact time.
C PROGRAMMING (THEORY & PRACTICAL)	18UCSC301 & 18UCSC301P			✓	✓	'C' language is the basis for all programming languages widely used all over the world.
INTEGRAL CALCULUS	21UMAT303	✓	✓	✓	✓	Multiple integrals are widely used in determination of properties of plane(2D), solid (3D) bodies-mass,volume, centre of gravity, moment of inertia and in static problems analysing the reaction of beams when subjected to loads.
DIFFERENTIAL EQUATIONS AND APPLICATIONS	15UMAT302	✓	✓	✓	✓	Differential equations are used to model practical situations in any national/global environment and obtain the desired solution.
COMPUTER ORIENTED NUMERICAL METHODS(THEORY & PRACTICAL)	18UMAT307 & 18UMAT307P	✓	✓	✓	✓	Numerical methods has wide application in science, engineering and technology.

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VECTOR ANALYSIS AND CO-ORDINATE GEOMETRY OF 3 DIMENSIONS	14UMAT315	✓	✓	✓	✓	Concepts of vector analysis-Surface integrals are used to determine pressure and gravitational force.
MATHEMATICAL STATISTICS (THEORY & PRACTICAL)	17UMAT303 & 17UMAT303P			✓	✓	The course caters to the needs of biologists, economists and psychologists nationally and globally.
FINANCIAL MATHEMATICS	17UMAT302	✓	✓	✓	✓	Concepts of financial mathematics-Annuities are used mainly to supplement more traditional sources of retirement income such as Social Security and pension plans.
MECHANICS	16UMAT302	✓	✓	✓	✓	Principles of mechanics- Projectile motion and the path of its trajectory find applications in sports. (Regional/national/global)
MATHEMATICS FOR LIFE INSURANCE	14UMAT327	✓	✓	✓	✓	The course content provides an opportunity to save money in a disciplined way to fulfil the future financial needs.
FUNCTIONAL MATHEMATICS	11UELE302I	✓	✓	✓	✓	The course develops aptitude skills needed to compete in professional/competitive examinations nationally and globally.
MODERN ALGEBRA	19UMAT303	✓	✓	✓	✓	In modern cryptography rings and group theory plays a vital role in key generation that cannot be broken using quantum computers.
REAL ANALYSIS	16UMAT304	✓	✓	✓	✓	Topic in real analysis- Metric space has been employed in various applications, such as internet search engines, image classification, or protein classification.

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List of Courses that have relevance to Local/ Regional/ National/ Global needs

NAME OF THE COURSE	COURSE CODE	FOCUS				DESCRIPTION
		Local	Regional	National	Global	
NUMBER THEORY AND CRYPTOGRAPHY	18UMAT310	✓	✓	✓	✓	Authentication and digital signatures are a very important application of public-key cryptography.
DISCRETE MATHEMATICS	15UMAT306	✓	✓	✓	✓	Concepts of discrete mathematics-Integer lattices are powerful mathematical objects that have found applications in many diverse facets of computer science, cryptography and combinatorial optimization.
LINEAR ALGEBRA	19UMAT304	✓	✓	✓	✓	Linear transformation plays a major role in modelling 2D and 3D animations when objects size and shape need to be changed from one viewing angle to another.
COMPLEX ANALYSIS	16UMAT305	✓	✓	✓	✓	Topics of complex analysis-Harmonic functions are used to solve problems involving steady state temperatures, two-dimensional electrostatics, and ideal fluid flow.
GRAPH THEORY	14UMAT326	✓	✓	✓	✓	Graphs are used to represent networks of communication, in designing of circuit connections, in network security, assigning at most four different frequencies for any GSM (Grouped Special Mobile) mobile phone networks.
INTEGRAL TRANSFORMS AND APPLICATIONS	16UMAT307	✓	✓	✓	✓	Integral transforms are used in a wide range of applications such as image analysis ,image filtering, image reconstruction and image compression.

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OPTIMISATION TECHNIQUES	16UMAT308	✓	✓	✓	✓	Optimisation techniques are applied in varied fields to obtain the optimal solution to complex problems under uncertainty
MATHEMATICAL MODELLING	16UMAT306	✓	✓	✓	✓	Mathematical modelling is a valuable tool to help the investor and policy-maker to understand the effect of environmental and economic policy on desired outcomes.
B.Sc. FOOD SCIENCE MANAGEMENT						
BASICS OF FOOD PREPARATION	14UFSC301	✓	✓	✓	✓	The concepts and principles dealt in Basics of Food Preparation have universal application.
PHYSICAL SCIENCES OF FOOD	16UFSC301	✓	✓	✓	✓	Definitions and descriptions of the basics of physical chemistry of foods lays strong foundation for analysis of foods that plays universal role in food sector ensuring good quality.
FOOD SCIENCE - I	16UFSC304	✓	✓	✓	✓	Knowledge on different categories of food available locally and globally paves way for quality food product development.
EXPERIMENTAL FOODS	16UFSC302	✓	✓	✓	✓	This course focuses on how variations in ingredients or processing impacts the quality of food and, how this knowledge can be employed to innovate or improve the quality of food products.
FOOD CHEMISTRY	16UFSC303	✓	✓	✓	✓	The constituents of food and their interactions, properties and changes during processing has a direct implication in the functioning of food processing sector.

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FOOD MICROBIOLOGY	14UFSC306	✓	✓	✓	✓	The knowledge about identification and effects of different microorganisms having pathogenic and beneficial implications in foods followed by control measures is used at all levels of food production.
FOOD MERCHANDISING	14UFSC309	✓	✓	✓	✓	The food business management practices and principles have application in all food industries globally.
BIOCHEMISTRY OF FOOD PROCESSING	14UFSC305	✓	✓	✓	✓	The constituents of food and their interaction, properties and changes during processing has a direct implication on food production management.
INTRODUCTORY NUTRITION	14UFSC307	✓	✓	✓	✓	Comprehension of sources, functions and deficiency symptoms of macro and micro nutrients plays a pivotal role in food and health industry.
BAKING SCIENCES AND TECHNIQUES	15UFSC301	✓	✓	✓	✓	Baking remains a fundamental skill and comprehensive learning about the various aspects of baking science and product development is a universal requirement of the baking industry.
FOOD SANITATION AND QUALITY CONTROL	14UFSC310	✓	✓	✓	✓	Food quality parameters and control systems, food standards, regulations and specifications have compliance with food and trade laws.
FOOD ANALYSIS	14UFSC308	✓	✓	✓	✓	Skills in food analytical procedures is a fundamental requirement of the food quality control sector globally.

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		Local	Regional	National	Global	
NUTRITIONAL BIOCHEMISTRY	14UFSC311	✓	✓	✓	✓	Principles underlying biochemical process in the human body have global implications in health and wellness sector.
NUTRITION THROUGH LIFE CYCLE	15UELE302C	✓	✓	✓	✓	Understanding nutritional requirements for all age groups and their association with menu development is paramount for building a healthy society.
DIET AND PHYSICAL FITNESS	11UELE302E	✓	✓	✓	✓	It is a universally accepted fact that an active lifestyle and exercise routine, along with eating well, is the best way to stay healthy.
THERAPEUTIC NUTRITION	19UFSC308	✓	✓	✓	✓	Principles of menu planning based on nutritional requirements for therapeutic conditions and their association with dietary management is universal to holistic healing of all types of population
NUTRITION AND MENU DEVELOPMENT	19UFSC309	✓	✓	✓	✓	Principles of menu planning based on nutritional requirements for therapeutic conditions and their application in menu development is universal to holistic healing of all types of population
FOOD PACKAGING	14UFSC313	✓	✓	✓	✓	Knowledge on different types of food packaging is an essential requisite for all types of processed foods in terms of safety and sustained availability of foods everywhere.
FOOD DESIGN	14UFSC312	✓	✓	✓	✓	An overview of all types of local, national and global cuisines offers a road map for food product development.

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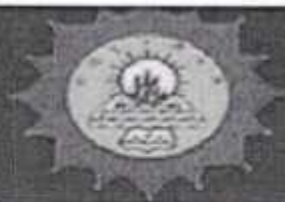
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PRINCIPLES OF FOOD PROCESSING AND PRESERVATION	19UFSC311	✓	✓	✓	✓	The principles of different techniques used in processing and preservation of foods have universal application.
POST-HARVEST TECHNOLOGY	14UFSC317	✓	✓	✓	✓	Post-harvest handling and practices is key to success for all food processing sectors in terms of sustained availability of food products.
FOOD SUPPLY CHAIN MANAGEMENT	14UFSC316	✓	✓	✓	✓	A well-organized food supply chain ensures sustainable distribution of food products all over the world.
DIET COUNSELLING	19UFSC310	✓	✓	✓	✓	Diet Counselling of clients based on therapeutic needs keeping in mind the personal likes and dislikes of individuals assures improved lifestyle in all corners of societies
FOOD ENTREPRENEURSHIP	15UFSC303	✓	✓	✓	✓	Development of entrepreneurial skills empowers all kinds of nationalities to gather the knowledge and courage to start and run food business initiatives in any part of the world.
B.Sc PSYCHOLOGY						
GENERAL PSYCHOLOGY I	19UPSY301	✓	✓	✓	✓	Research based studies on sensation, perception and memory propose the need for local, regional, national and global domains

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		Local	Regional	National	Global	
STATISTICAL METHODS	18UMAT308	✓	✓	✓	✓	Data analysis and data interpretation using computational properties of data handling strengthens the local, regional, national and global needs.
GENERAL PSYCHOLOGY II	19UPSY303	✓	✓	✓	✓	Research based studies on motivation, emotions and intelligence establishes the demand for local, regional, national and global needs
INTRODUCTION TO CYBER PSYCHOLOGY	19UPSY305	✓	✓	✓	✓	The topics such as Human-computer interaction, cybercrimes, digital technology, online gaming, e-therapy generates needs that fulfills local, regional, national and global requirements.
DEVELOPMENTAL PSYCHOLOGY I	18UPSY302	✓	✓	✓	✓	Cognitive development, learning, psychosocial development, language and intelligence posits the need for local, regional, national and global needs
EXPERIMENTAL PSYCHOLOGY - PRACTICAL	18UPSY303	✓	✓	✓	✓	Handling experiments on sensations, perceptions, intelligence, creativity, attention and memory aims at the local, regional, national and global needs
HUMAN RESOURCE MANAGEMENT	18UMAN305	✓	✓	✓	✓	Strategies targetting Job analysis, training process, appraisal techniques cater to local, regional, national and global needs

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		Local	Regional	National	Global	
DEVELOPMENTAL PSYCHOLOGY II	18UPSY305	✓	✓	✓	✓	Developmental processes of early adult life leading to late adulthood covers topics that fulfills local, regional, national and global perspectives.
PSYCHOLOGY OF INTERPERSONAL RELATIONS	18UELE302A	✓	✓	✓	✓	Relationship building, enhancing communication skills, building resilience and introspecting self caters to local, regional, national and global needs
SOCIAL PSYCHOLOGY I	17UPSY303	✓	✓	✓	✓	The course focuses on behaviours and attitudes, conformity principles and persuasion theories that reflects the needs and goals at local, regional, national and global levels.
POSITIVE PSYCHOLOGY	17UPSY304	✓	✓	✓	✓	The course promotes happiness, positive emotions, well-being to meet the standards of local, national, regional and global needs
COUNSELLING PSYCHOLOGY	17UPSY305	✓	✓	✓	✓	Counseling process based on different theories and application strategies fulfills the course needs focusing on local, national, regional and global outlooks.
HEALTH PSYCHOLOGY	17UPSY302	✓	✓	✓	✓	Intervening health compromising behaviors and enhancing health promoting behaviours fulfills local, national, regional and global need perspectives.
SOCIAL PSYCHOLOGY II	17UPSY308	✓	✓	✓	✓	Relationship building through empathy and care, peace making to alleviate conflicts and to build sustainable environment relates to local, national, regional and global needs.

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		Local	Regional	National	Global	
ORGANIZATIONAL PSYCHOLOGY	17UPSY309	✓	✓	✓	✓	The course aims in inculcating work ethics, organizational culture, leadership goals and communication skill development on par with local, national, regional and global needs.
PROJECT – SURVEY	16UPSY321	✓	✓	✓	✓	Survey techniques, Data analysis, Report Writing strategy provides focus on local, regional, national and global relevance.
B.A SOCIOLOGY						
PRINCIPLES OF SOCIOLOGY-I	14USOC301				✓	The course introduces the students to origin of society, importance of the relationship between individual and society and the need for man to live in groups and inculcate the human values at the global level.
SOCIOLOGY OF INDIAN SOCIETY	21USOC301			✓		The course presents a comprehensive picture of Indian society and provides the roots of Hindu social organisations and an insight into the fabric of Indian Society.
PRINCIPLES OF SOCIOLOGY- II	14USOC304	✓		✓	✓	The course sensitizes the students on topics such as forms of stratification in society, social mobility, role of education, law and policing as formal means of control, cultural practices and its impact on social life across the world.
RURAL SOCIOLOGY	15USOC302			✓		The course focuses on the forms of villages, land tenure systems, rural economy, agrarian unrest, Panchayat Raj system and the contemporary rural development programs in India

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		Local	Regional	National	Global	
SOCIAL ANTHROPOLOGY	21USOC303			✓	✓	The course plays a central role in an era when global understanding and recognition of diverse ways of seeing the world are of critical and social importance. It focuses on areas like cultural integration, kinship usages, religious practitioners and magic.
SOCIAL PATHOLOGY	14USOC306	✓	✓	✓		The course content includes topics on important national social issues namely communalism and Regionalism. The course also analyzes the causes for social exclusion like gender issues and the problem of elderly. The syllabus also focuses on social deviances like crime, terrorism and corruption.
SOCIAL DEMOGRAPHY	15USOC305	✓	✓			The study of the population can play a crucial role in understanding past trends and in preparing for future development policies at the regional and national level
ENVIRONMENT AND SOCIETY	15USOC308	✓	✓	✓		The course studies the social process of environmental problems. Studies in this area tackles issues such as the social consequences of natural disasters and the inequitable distribution of environmental disasters along socio-economic lines at the local, regional and national levels.
SOCIAL MOVEMENTS IN INDIA	14USOC314	✓	✓	✓		This course is of great relevance at national level, which provides knowledge on various social movements in India from National Freedom movements to that of New social movements like, Women, Environment and Dalit movements. 20% of the syllabus sensitizes the students on social reform movements like, self-respect and Mahar movement. The other thrust area is Peasant and Tribal Movements.

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		Local	Regional	National	Global	
SOCIOLOGY OF DEVELOPMENT	17USOC301	✓	✓	✓		The course attempts to explore the linkages between social, cultural and institutional spheres and the levels of economic development and its consequences at the national level.
URBAN SOCIOLOGY	15USOC306	✓	✓	✓		The course focuses on process of urbanisation and urban development. It also sensitizes the students on urban social problems like, housing, slums, health and sanitation. The importance of urban planning and urban renewal programs on garden cities and satellite town are also part of the course.
PROJECT	16UMIP301			✓		Research processes such as problem identification, understanding research gap, formulating hypothesis, conducting qualitative/quantitative research and report writing to enable the students to conduct study at the national and global level
POLITICAL SOCIOLOGY	14USOC319	✓	✓	✓		The course is designed to acquaint the students on the functioning of political system. Topics on Bureaucracy, distribution of power and also role of intellectuals are also sensitized. 50% weight age on political process role of political parties in India is discussed.

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GLOBALIZATION AND SOCIETY	15USOC309				✓	The course studies interconnected changes in the economic, cultural, social and political spheres of society. It involves the ever increasing integration of these aspects between nations, regions , communities and even seemingly isolated places
SOCIAL LEGISLATION IN INDIA	20USOC301			✓		The concepts of constitutional safeguards of cross-sections, human rights and social security is described to develop critical and analytical skills to contribute to nation building and predict changes of the future.
BASICS OF SOCIAL PSYCHOLOGY	21USOC302			✓	✓	The course sensitize the students on topics such as Social perception ,Personality ,Leadership styles and qualities,Aggression and prejudice
NON MAJOR ELECTIVE –II- TRIBAL STUDEIS IN INDIA I	20UNME401A		✓	✓		The course briefs the students on the geographic distribution of tribal societies in India and elaborate the functions and importance of south Indian tribes.
NON MAJOR ELECTIVE –II- TRIBAL STUDEIS IN INDIA II	20UNME401B		✓	✓		Discuss the sociocultural life of tribals and also explain the major governmental policies to safeguard the tribal life

B. Sc. VISUAL COMMUNICATION

BASICS OF HUMAN COMMUNICATION	15UMED305	✓	✓	✓	✓	The areas of human communication are vividly addressed so as to equip self and produce meaningful and relevant messages to audience at all levels.
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ADVERTISING STRATEGY - I	19UNME402A			✓		Course instills skills for sensitizing and promoting national level campaigns.
ADVERTISING STRATEGY - II	19UNME402B	✓	✓	✓	✓	Course includes IMC Strategies used by companies in Indian and Global Scenario to ensure awareness of the latest national and international developments in IMC.
ADVERTISING	15UMED307	✓	✓	✓	✓	Advertising course addresses Global & Indian scenario at all stages and levels, provide an in-depth understanding on the functions and practices of advertising industry at local, regional, national, and global level.
PRINTING AND PUBLICATION DESIGN	15UMED311	✓	✓	✓	✓	Latest global trends in publication design develops awareness on the national and international trends.
DIGITAL GRAPHIC DESIGN	16UMED305			✓		Course instills Design skills to industry standards, with due consideration to national and global needs.
ADVANCED PHOTOGRAPHY	15UMED314	✓	✓	✓	✓	The course includes exploring local/Regional/National territories via Photography field trips and documenting the essence of local and national communities. POSITIVES - Photography exhibition establishes cultural connection with national and global audiences.


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SCRIPT WRITING	15UMED317	✓	✓	✓	✓	Script Writing exercises for Fictional and Non-Fictional programmes for national/ global audiences. Scripts based on medium and genre. Web Writing, Web Audience.
PRODUCTION DESIGN	15UMED316	✓	✓	✓	✓	The course addresses trends in Production Design with due consideration to the dynamics of local, regional, national, global media industry.
2D ANIMATION AND WEB DESIGNING	16UMED306	✓	✓	✓	✓	Course instills critical thinking skills to produce design content of local and global relevance to commercial and non-commercial organisations.
PRODUCTION TECHNIQUES	15UMED324	✓	✓	✓	✓	Writing and producing PSAs, Short films and Documentaries appealing to local, regional, national, and global needs. Addressing themes and issues relevant to the society at large are an essential part of Production projects.
FILM STUDIES	15UMED325	✓	✓	✓	✓	The Film Studies Course facilitates an in-depth understanding of Indian Cinema, Major Schools of Filmmaking, Cinema in the third world, non-Classical approach to Narrative Film, Parallel Cinema, bringing film to Audience, and instills critical approach and a frame of reference on national and global perspectives.

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FISCAL ECONOMICS - I	19UECO309	✓	✓	✓	✓	Theories of Fiscal economics are universal in nature, e.g., Peacock-Wiseman's hypotheses, Wagner hypothesis etc.have global relevance.
INTERNATIONAL ECONOMICS	19UECO310	✓	✓	✓	✓	Concepts and theories of International economics are universal in nature, e.g., Heckscher Ohlin models, Ricardian theory of comparative cost, Balance of Payments, Tariffs etc. have global relevance.
MONETARY ECONOMICS	19UECO311	✓	✓	✓	✓	Concepts and theories of Monetary economics are universal in nature, e.g., Fisher's equation, monetary standards, etc.have global relevance. Indian currency system is of national relevance.
RESEARCH METHODS (THEORY AND PRACTICAL)	17UMAN307/ 17UMAN307P	✓	✓	✓	✓	Research problems are identified from the immediate society or at a national level. These problems when formulated into a research study result in findings and suggestions for the improvement of society.
ENVIRONMENTAL ECONOMICS AND SUSTAINABLE DEVELOPMENT	19UECO312	✓	✓	✓	✓	Topics like Material balance, Recycling and climate change have local, national and global relevance.
FISCAL ECONOMICS II	19UECO316	✓	✓	✓	✓	Concepts of Fiscal economics are universal in nature, e.g., burden of public debt, Deficit Financing, zero based budgeting etc.have global relevance. Budgetary procedures of India and local Governments are of national relevance

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3D MODELLING AND ANIMATION	15UMED328	✓	✓	✓	✓	The course nurtures technical skills in producing 3D models and animations for national and international brands and organizations.
MEDIA, CULTURE AND SOCIETY	15UMED326	✓	✓	✓	✓	The course establishes a strong foundation in understanding themes and issues of Media and Society and Media and Culture, the power of media in social integration and change, and media's role in addressing global issues.
ADVERTISING STRATEGY AND CAMPAIGN	15UMED323	✓	✓	✓	✓	As advertising is an important element of economic growth at every level of the economy, skills taught in this course contribute to the local, regional, national and global need of integrity in advertising communication.
VISUAL SOCIOLOGY	15UMED330	✓	✓	✓	✓	The course focusses on addressing Social Institutions and Social Issues - Patterns, Variations, Trends, Gender issues, opportunities and inequalities through research and visual representation which widens scope to approach situations at local or global levels.
MEDIA LAWS	16UMED307	✓	✓	✓	✓	The Course includes Fundamental Rights & Fundamental Duties. Media related IPC sections. Intellectual Property Rights. Right to Privacy. Film Censorship. Advertising and Social Responsibility. New Media - IT Act (2000) and its amendments which facilitate applying relevant media laws and regulations in work, for national and global needs.

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		Local	Regional	National	Global	
SPECIALISATION - VIDEO PRODUCTION	15UMED331	✓	✓	✓	✓	The course includes writing and producing PSAs, Short films and Documentaries concentrating on social themes to make the outcomes appealing to a global audience.
SPECIALISATION - ADVERTISING PHOTOGRAPHY	15UMED332	✓	✓	✓	✓	The course equips students with adequate skill sets to evolve as competent media professional, producing relevant outputs to national and international levels.
SPECIALISATION - WEB DESIGNING	15UMED333	✓	✓	✓	✓	Creating websites of professional standard and design solutions that appeal to the web users worldwide.
SPECIALISATION - MULTIMEDIA	15UMED334	✓	✓	✓	✓	Plan and create models, animations and design solutions that are of industry standard, local /global.
INTRODUCTION TO VISUAL COMMUNICATION	21UMED301	✓	✓	✓	✓	The Course nurtures the tools of visual communication to enable strategic communication across a range of media, to a diverse audience, nationally and internationally.
BASICS OF FINE ARTS	21UMED302		✓	✓		The course includes Visit to Art Exhibitions in the city to understand the regional and national trends and opportunities in the creative industry.

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		Local	Regional	National	Global	
GRAPHIC DESIGN - I	21UMED303	✓	✓	✓	✓	The course curriculum includes designing of logos for national and international brands. Creating pattern designs for textiles that represent local and regional culture.
APPLICATION OF FINE ARTS	21UMED305	✓	✓	✓	✓	The Course curriculum includes Visit to Art Exhibitions hosted by International and National artists in city which helps the students to assess current industry trends locally, nationally, regionally, and globally.
GRAPHIC DESIGN -II	21UMED306	✓	✓	✓	✓	Course includes designing creatives representing Global, National, regional, and local culture, monuments and landscapes and aids students to identify the heterogeneity and inculcate designs across regions.
BASICS OF HUMAN COMMUNICATION	21UMED304	✓	✓	✓	✓	The areas of human communication are vividly addressed so as to equip self and produce meaningful and relevant messages to audience at all levels.

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B.SC ELECTRONIC MEDIA						
DEVELOPMENT OF ELECTRONIC MEDIA	16UMED301				✓	The evolution of global media communication applies to the technologies that have been used across the world globally to study the development of electronic media communications.
RADIO PRODUCTION	16UMED304	✓				Creation of radio programmes for community radio serves the needs of the local communities by using media as a tool for social change.
MEDIA & AUDIENCE STUDIES	18UMED 302			✓		Role of technology in media content and reflection of Indian society throws light upon the social change in India.
MEDIA ANCHORING AND PRESENTATION	16UMED303			✓		Media anchoring performance and Indian dance forms can be used to host shows in TV shows at a national arena.
BROADCAST LAW AND ETHICS	14UMED316				✓	The course provides an insight on the ethics of photo and video journalism to be followed by journalists and media professionals.
APPRECIATION AND ANALYTICAL STUDY OF MEDIA	10UMED354				✓	Analysing film content and the various approaches to film analysis can be used for any international film.

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COURSES COMMON TO B.Sc ELECTRONIC MEDIA, B.Sc VISUAL COMMUNICATION						
PHOTOGRAPHY	15UMED309	✓	✓	✓		The course course focuses on local and regional field trips to facilitate hands-on learning experience in capturing and documenting the local, regional, national ethos.
MEDIA MANAGEMENT	15UMED329	✓	✓	✓	✓	The course addresses facets of a globally important media domain of management, thereby contributing to understanding of National/international media organizations, strategies and opportunities.
B.A. JOURNALISM						
BASICS OF JOURNALISM	15UMED301	✓	✓	✓	✓	Skills taught are globally accepted techniques of reporting, writing and editing, which meet the requirements of the journalistic practice at local, regional, national and global levels.
REPORTING AND WRITING	15UMED304	✓	✓	✓	✓	Skills developed are globally accepted techniques of reporting, writing and editing, which meet the requirements of the journalistic practice at local, regional, national and global levels.
PUBLICATION DESIGN AND DTP	10UMED315	✓	✓	✓	✓	Through thoughtful news selection with consideration for proportionality and appropriateness of headlines, visuals, etc., students engage with the public service motive of journalism, a global need.

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PHOTO JOURNALISM	10UMED324	✓	✓	✓	✓	The skills and principles learnt can be used to cover social issues pertaining to regional, national and global needs and will cover political, economical, social and cultural aspects of human life across geographical boundaries.
SOCIAL ISSUES IN INDIA	14UMED308	✓	✓	✓		The course aims to throw light on all prevailing social issues in India, ranging from issues peculiar to one part of the country to issues of national concern and global needs.
INTRODUCTION TO INDIAN CONSTITUTION	14UMED310	✓	✓	✓		The concepts of judiciary, parliamentary proceedings and political parties in India are used in news reporting at the local, regional and national levels.
REPORTING FOR RADIO	15UMED313	✓	✓	✓	✓	With no geographical boundaries holding back delivery of audio content to global audiences, the technical skills developed in this course, combined with universal journalistic principles, meet the global need for accurate, thought-provoking information delivered through convenient modes.
BUSINESS REPORTING	14UMED317	✓	✓	✓		The course emphasis on report preparation about Indian economy, local economy, government policies, Union budget, etc to get an overall perspective of national economy.

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ECONOMIC ISSUES IN INDIA	20UMED301	✓	✓	✓	✓	Issues such as RBI repo rate have implications from the local to the national level, and indirectly at the global level. Students are also exposed to foreign trade policy, including topics such as FDI, WTO and IMF, which have global implications.
MEDIA RELATIONS	15UELE302E	✓	✓	✓	✓	This course gives an overview of the importance of communication, with a focus on media relations in today's corporate world. Students get trained on effective media writing.
MEDIA RESEARCH	15UMED321	✓	✓	✓	✓	Research skills are applied to study local, regional, national and global trends in the media industry and media audience, including social media.
CURRENT AFFAIRS I & CURRENT AFFAIRS II	14UMED324	✓	✓	✓	✓	Local, regional, national and global issues are discussed on a day-to-day-basis. This course helps in critically analysing the news from all angles. Also gains familiarity with geopolitical perspective. Serious, burning issues that need immediate attention are analysed and discussed thoroughly.
PRINT JOURNAL	10UMED347	✓	✓	✓	✓	The different types of news stories, the students contribute for their journals include all the varieties of stories from local to global issues.
INTERNATIONAL RELATIONS	15UMED320	✓	✓	✓	✓	Students get a detailed perspective on the scope, nature of International politics, current affairs, defense, security, foreign policy, regionalization, transnational social and political issues, international political economy, international regulation, environmental issues, immigration and development, and the nation's relations with her neighbours.

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REPORTING FOR TELEVISION	15UMED322	✓	✓	✓	✓	Through this course, students get trained in techniques of script writing (news) for various audiences for the visual medium, meeting global standards. Students apply this knowledge and be able to write and shoot news scripts for television.
MEDIA LAW AND ETHICS	14UMED312	✓	✓	✓		Students get exposed to Indian legal system, IPC (Indian penal code) and other provisions of Media laws. This course addresses ethical provisions available for journalists at the national level.
MEDIA AND SOCIETY	14UMED332	✓	✓	✓	✓	Media influence on society and vice versa are universal, as can be seen in global attempts to tackle online social media effects. This course addresses the global need for better-informed media consumers and responsible media providers.
SPECIALISATION-SPORTS REPORTING/DEVELOPMENT REPORTING/LIFESTYLE REPORTING	10UMED358/ 10UMED359/ 10UMED360	✓	✓	✓	✓	Global, national and regional issues of importance are addressed and covered at the ground (local) level using journalistic skills learnt.
NEW MEDIA JOURNALISM	10UMED357	✓	✓	✓	✓	Analytical stories that the students contribute for their websites throw light on local, regional, national and global needs.

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B. A. ECONOMICS						
INTRODUCTORY MICROECONOMICS	20UECO301				✓	Microeconomics theories and laws are universal in nature, e.g. Law of Demand, Supply, competition etc. and have global relevance.
INDIAN ECONOMY I	20UECO302			✓		Issues of the Indian Economy like National Income, Poverty, Agriculture, Inequality etc have national, economic and social relevance.
QUANTITATIVE TECHNIQUES FOR ECONOMICS I (THEORY & PRACTICAL)	20UECO303 & 20UECO303P			✓	✓	Quantitative Techniques for Economics I involves the application of mathematics with theoretical aspects of economic analysis nationally and globally.
INTERMEDIATE MICROECONOMICS	20UECO304				✓	Microeconomics theories are universal in nature, e.g., competition, game theory, factor pricing etc have global relevance.
INDIAN ECONOMY II	20UECO306			✓		Issues of the Indian Economy like Industries, Social Security, Government Budget etc have national and socio-economic relevance.
QUANTITATIVE TECHNIQUES FOR ECONOMICS II (THEORY & PRACTICAL)	20UECO305 & 20UECO305P				✓	The losses and gains from taxes and subsidies to the consumers in national/global environment can be analyzed using market demand curve and the concepts learnt in the course .

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INTRODUCTORY MACROECONOMICS	19UECO304				✓	Macroeconomics theories are universal in nature, e.g., Aggregate demand, Consumption function, Investment etc. have global relevance.
PRINCIPLES OF FINANCE	19UECO305			✓	✓	Students get to learn that finance decisions have their effect over a long time span and inevitably affects the company's future cost structure & growth as a result due attention is required in the selection of right projects which results in the employment opportunity, economic growth and increase in per capita income at the national level.
SOCIO ECONOMIC POLICY	19UECO306			✓		National policies governing Health, education etc have national relevance and have direct bearing on socio-economic development of the country.
INTERMEDIATE MACROECONOMICS	19UECO308				✓	Macroeconomics theories are universal in nature, e.g., IS-LM analysis, business cycles, Phillips Curve etc. have global relevance.
DEMOGRAPHY	19UECO307			✓	✓	Principles and indices of demography are universal in nature, e.g., Life table, age pyramids, ratios relating to birth, death, fertility etc. have global relevance. India's population policy is relevant at the national level.

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FISCAL ECONOMICS - I	19UECO309	✓	✓	✓	✓	Theories of Fiscal economics are universal in nature, e.g., Peacock-Wiseman's hypotheses, Wagner hypothesis etc. have global relevance.
INTERNATIONAL ECONOMICS	19UECO310	✓	✓	✓	✓	Concepts and theories of International economics are universal in nature, e.g., Heckscher Ohlin models, Ricardian theory of comparative cost, Balance of Payments, Tariffs etc. have global relevance.
MONETARY ECONOMICS	19UECO311	✓	✓	✓	✓	Concepts and theories of Monetary economics are universal in nature, e.g., Fisher's equation, monetary standards, etc. have global relevance. Indian currency system is of national relevance.
RESEARCH METHODS (THEORY AND PRACTICAL)	17UMAN307/ 17UMAN307P	✓	✓	✓	✓	Research problems are identified from the immediate society or at a national level. These problems when formulated into a research study result in findings and suggestions for the improvement of society.
ENVIRONMENTAL ECONOMICS AND SUSTAINABLE DEVELOPMENT	19UECO312	✓	✓	✓	✓	Topics like Material balance, Recycling and climate change have local, national and global relevance.
FISCAL ECONOMICS II	19UECO316	✓	✓	✓	✓	Concepts of Fiscal economics are universal in nature, e.g., burden of public debt, Deficit Financing, zero based budgeting etc. have global relevance. Budgetary procedures of India and local Governments are of national relevance.

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		Local	Regional	National	Global	
DEVELOPMENT ECONOMICS	19UECO314	✓	✓	✓	✓	Concepts like Comparative development analysis, Development policy making and development finance have local, national and global relevance.
HISTORY OF ECONOMIC THOUGHT	19UECO317	✓	✓	✓	✓	Thoughts, ideas, theories propounded by various economic philosophers and thinkers for eg., Kautilya, Adam Smith, Karl Marx, Marshall, J.M Keynes, etc, have global relevance.
ECONOMETRICS	19UECO313	✓	✓	✓	✓	Knowledge of econometrics is useful in research and policy making at local, national and global level.
PROJECT	19UMIP301	✓	✓	✓	✓	Projects in the domain of Economics relevant to local, national and global importance
M.COM						
ADVANCED FINANCIAL ACCOUNTING	15PCOM301	✓	✓	✓	✓	Accounting plays a vital role in running a business because it helps to track income and expenditures, ensure statutory compliance, and provide investors, management, and government with quantitative financial information which can be used in making business decisions both at the firm level and collectively at a higher plane.

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CORPORATE ACCOUNTING	21PCOM302	✓	✓	✓	✓	Corporate Accounting is a Special Branch of Accounting that deals with the accounting for companies, preparation of their Final Accounts and cash flow statements, analysis and interpretation of financial figures of companies and provides a Sector-agnostic career to the students as concepts that they study in this is universally applicable across the sectors and throughout the country
ADVANCED FINANCIAL MANAGEMENT	21PCOM301		✓	✓	✓	This course deals with how Financial professionals can uphold professional standards in finance by balancing ethical dilemmas and situations in such a way to take care of the company's as well as the stakeholders interests. The role of the Finance Manager in the governance of a company and the decisions he takes care to give a global reach to the company is highlighted in this course

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CORPORATE AND INDUSTRIAL LAW	21PCOM303	✓	✓	✓	✓	Corporate Laws deal with forming, owning, operating and managing of a corporation and knowledge regarding the regulations of a company with respect to how, investors, employees, shareholders, directors, creditors and other stakeholders like the community, consumers and the environment in a country is dealt with in this course. The state level and pan India laws with respect to promotion of welfare activities and providing social security to the labour force both in the organised and unorganised sectors gives the students an heads up on Compliances with labour and industrial Laws.
ADVANCED CORPORATE ACCOUNTING	21PCOM305	✓	✓	✓	✓	This course helps the students to assimilate the Accounting procedures, statutory requirement of Company Law rules and regulations to be adopted during the important events associated with the company, such as the amalgamation, absorption, or preparation of consolidated accounting statements. It also provides an exposure to new global trends in Accounting like forensic Accounting, brand valuation.
QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS WITH SOFTWARE APPLICATIONS (THEORY & PRACTICAL)	15PCOM309 & 15PCOM309P			✓	✓	The techniques of Operations research can be applied in resource allocation, scheduling, Urban and agricultural planning. Enterprise resource planning (ERP) and supply chain management, Many day to day, national and universal problems can be solved using quantitative techniques

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LOGISTICS AND SUPPLY CHAIN MANAGEMENT	21PCOM308	✓	✓	✓	✓	Logistics & Supply Chain Management course throws light on ways to focus on managing systems of people, resources and information connected to delivering products or services from supplier to customer while minimizing costs and help students gain an in-depth understanding of supply chain strategy & sustainability, the role of warehousing, inventory, freight transport, foreign exchange, international trade in modern supply chains placing a huge emphasis on real-world challenges and enable them to make a significant difference in the global market place.
DIRECT TAX LAWS - I	21PCOM306	✓	✓	✓	✓	Direct Tax Laws – I course enable the students to have deep insights into the basic concepts, rules & regulations related to taxation and is designed to impart in-depth knowledge of computation of income tax & professional skills for handling taxation related activities of individuals, business entities and corporate enterprises to have edge over others at the national level as the Indian tax legislative and judicial environment is constantly evolving, along with globalization, economic shifts and operational adjustments
DIRECT TAX LAWS - II	21PCOM307	✓	✓	✓		Direct taxes play a huge role in sustaining price levels and to prevent inflation with the aim of establishing a more equitable, effective and efficient tax system in the economy. The income tax is one of the most prominent taxes that impact an individual. The knowledge gained on computation of Capital Gains, Income from other Sources, Aggregation of income, deductions from Total Income, Filing of Income Returns, Assessment of various entities will help the students understand how tax payment contributes towards the country's administration and resources required for its economic progress.

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INDIRECT TAXATION	21PCOM310	✓	✓	✓	✓	Indirect taxes consists of various laws at Central and State level including VAT, Excise, Service Tax etc. Indirect Taxation is a course where Students gain knowledge on sales tax, service tax, VAT, Central Excise, ethical issues associated with taxation, learn state & federal taxes, identify industry tax intricacies and will know how tax works concerning the national and global economy
ADVANCED COST AND MANAGEMENT ACCOUNTING	21PCOM309	✓	✓	✓	✓	The basic requirement of any business is to find actionable data on the finances so as to help the management to take more informed financial decisions. A robust automated analysis of the various element of costing will help in optimum utilisation of resources which is equally applicable irrespective of the size of the business and area of operation. The CAS compliances make it uniformly acceptable
INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	15PMAN311	✓	✓	✓	✓	This course helps students to understand the powerful relationships between stock prices, returns, and risk. Quantify and measure the investment risk involved in all types of Investment possibilities including cross-border investments. Helps students decipher the role of the portfolio manager in identifying, evaluating, revising a portfolio which will consist of a varying combination of global as well as internal investments

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TAX PLANNING AND MANAGEMENT	21PCOM311	✓	✓	✓	✓	Tax Planning & Management is the practice of using effective strategies to delay or avoid taxes. It reduces tax liability by employing effective strategies that explore ways that not only decrease taxes but secure a more solid future as businesses are faced with a tax regime with greater complexities and challenges, nonetheless moving towards a globally cohesive tax world.
COURSES COMMON TO M.COM., M.B.A, M.A. HUMAN RESOURCES MANAGEMENT, M.Sc. FOOD TECHNOLOGY AND MANAGEMENT, M.A PUBLIC POLICY						
RESEARCH METHODOLOGY	14PMAN324	✓	✓	✓	✓	Research an invaluable tool for building on crucial knowledge, understand the complexities of various issues, and serve as the seed for analysing unexplored possibilities. Focus on the process of research, choosing a suitable research design etc. enables young researchers to improve the research intensity quotient of the country. Students are trained to publish articles focusing on global and national issues.
COURSES COMMON TO M.COM. , M.B.A, M.A. HUMAN RESOURCE MANAGEMENT						
ORGANISATIONAL BEHAVIOUR	14PMAN309		✓	✓	✓	Understanding Organisational Behaviour in light of the challenges and opportunities thrown open by Globalization and the application of behavioural science in managing the resources effectively so as to improve quality, customer service through innovation and change is the fulcrum of this course

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ENTREPRENEURSHIP AND FAMILY BUSINESS MANAGEMENT	17PMAN304	✓	✓	✓	✓	Entrepreneurship & Family Business Management reflects the reality of the global business environment & its need for proven innovation managers. It throws light on Innovation in the Digital Age, Ethics, Law, communication in decision-making as well as creative thinking & practice enabling the students to make sound managerial decisions, instill professional ethics, manage strategic and innovative business opportunities as future innovators in their own start-ups.
COURSES COMMON TO M.COM, M.B.A						
MANAGERIAL ECONOMICS	19PMAN303	✓	✓	✓	✓	Concepts relating to optimizing investment and maximizing profit by solving the problem of choice arises because resources are limited and the firm has to make the most profitable use of these resources-these are applicable to every single business in its decision making process. The concepts, theories and laws in Managerial Economics are universal in nature, e.g. Theory of Firm, Break-even analysis, Optimization techniques; , etc. have global relevance while MRTP Act the first legislation in India regulating the market at the national Level
MARKETING MANAGEMENT	14PMAN315	✓	✓	✓	✓	Globally relevant products and solutions can be provided by an in-depth understanding of a gamut of activities ranging from Research, Strategic planning, Product development and management, Pricing, Distribution, Consumer behaviour, advertising and promotion. Strategies to adopt these concepts as per the local ethos and the national requirements make it very robust


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		Local	Regional	National	Global	
MERCHANT BANKING AND FINANCIAL SERVICES	10PMANF02	✓	✓	✓	✓	Merchant Banking & Financial Services course enable the students develop an understanding of financial services from a strategic perspective & gain knowledge on the overview of the Indian Financial System, concept of Merchant Banking its functions, Legal & Regulatory Framework, Issue Management, Underwriting & Brokerage, Depository System in India, Mutual Funds & AMCs, Credit Rating, Securitization of Debts and prepares them for a variety of well-paying careers in the challenging BFSI sector as there is a consistent increase in the demand for BF& Insurance Management Professionals at the global Level.
INTERNATIONAL BUSINESS	12PMANF01	✓	✓	✓	✓	Globalization has made international business an important and in-demand field. International business course focus on the global reach of business giving students a nuanced understanding of issues like, creating and managing companies in foreign markets, developing and deciphering contracts that let companies use services and products from other countries strategies for global marketing and global financial system and an unique integrative learning experience to manage international companies with an exciting career travelling around the world

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M.B.A.						
ACCOUNTS FOR BUSINESS DECISION MAKING	14PMAN301			✓		Analysis and interpretation of financial statements for managerial decision making in an Indian context.
MANAGEMENT INFORMATION SYSTEMS	14PMAN305				✓	Role of technology in processing data and integrating across functional systems to make timely, relevant decisions in a complex global business environment.
LEGAL FRAMEWORK OF BUSINESS	19PMAN302			✓		Exposure to the regulatory framework for operating business in an Indian context.
FINANCIAL MANAGEMENT	14PMAN312				✓	Analysing the capital structure and different financial models for profit and wealth maximisation is a global concept
QUANTITATIVE TECHNIQUES FOR MANAGEMENT	14PMAN318				✓	Concepts of statistics and Operations research play a vital role in problem solving and managerial decision making in a global business environment.

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STRATEGIC MANAGEMENT	14PMAN320				✓	Present the growth strategies and develop business models to create sustainable business practices in a volatile global environment.
PRODUCTION AND OPERATIONS MANAGEMENT	15PMAN308				✓	Illustrate the production techniques and analyse the dimensions of quality in a manufacturing setup in a global workplace.
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	10PMANF03				✓	Analyse the risk return of various financial products and design a portfolio of securities applicable for global markets.
ADVERTISING AND SALES PROMOTION MANAGEMENT	10PMANM01				✓	Examine the nuances of advertising and formulating successful ad campaigns and sales promotion strategies for Multinational companies.
SERVICES MARKETING	10PMANM02				✓	Equip the students with a career in the service industry through creation of end-to-end service matrix for a specific offering.
RETAIL MARKETING	10PMANM03				✓	Identifying and classifying retail customers and enhance the overall customer experience is a global concept.
HOSPITAL MANAGEMENT	12PMANC02				✓	To be cognizant of the changing expectations of the patients and raise the service quality through practical training in managing the day-to-day operations of a hospital.

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INDUSTRIAL AND LABOUR RELATIONS	12PMANH01			✓		Illustrating industry laws relevant for managers to handle employee grievances and resolve conflicts to create work place harmony in an Indian context.
MARKET RESEARCH AND CONSUMER BEHAVIOUR	12PMANM01				✓	Indicate market research to predict consumer behaviour and target the right market segment is a universal concept.
PROJECT MANAGEMENT	14PMAN317				✓	Optimise the usage of resources – men, money and material and make calculated decisions in effectively realising the project goals
HOTEL AND TOURISM MANAGEMENT	19PMANC01				✓	Appreciate the varied dimensions and strategies practiced in hospitality industry and aid in creating customised packages.
COURSES COMMON TO M.B.A. , M.A. MEDIA MANAGEMENT						
MANAGEMENT PRINCIPLES	14PMAN307				✓	The application of management concepts across industries, its nature and importance is a global concept.
HUMAN RESOURCE MANAGEMENT	14PMAN313				✓	Applying the theories of HRM for recruitment and framing HR policies for an organisation has global relevance.

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COURSES COMMON TO M.B.A., M.A. HUMAN RESOURCE MANAGEMENT						
TRAINING AND DEVELOPMENT	10PMANH02				✓	Identifying the key focus areas of training and implement appropriate training methods to suit the needs of the dynamic business environment is renowned worldwide
HUMAN RESOURCES DEVELOPMENT	10PMANH03				✓	Practices of HRD, developing Human Capacity, Evaluating HRD, Recent trends in HRD are discussed at the International level for development of Human Resource
M.A. HUMAN RESOURCE MANAGEMENT						
LABOUR LEGISLATIONS	15PCOM305			✓	✓	Labour Laws relating to working conditions, Industrial Relations, Wages, Social Security are discussed in the Indian Context for creating awareness on workforce management legal compliances
ACCOUNTING FOR MANAGERS	15PMAN301			✓	✓	Preparation and Analysis of financial statements as per Indian Accounting Standards for management decision making
MANAGERIAL CONCEPTS AND BUSINESS ETHICS	15PMAN302			✓	✓	Managerial planning process, decision making techniques, organizational structures, business ethics and CSR are concepts discussed at the global level for effective functioning of business
PERSONNEL MANAGEMENT	15PMAN303			✓	✓	Human Resource Planning and framing policies, hiring developing and retaining strategies in the international context are discussed for maximizing the utilization of human resource

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WORK PSYCHOLOGY	17PPSY301			✓	✓	Application of Psychology at the work place, creating a positive environment, organizational justice, Human attributes and Assessment methods are universal in nature which facilitates understanding of employee's wellbeing
COMPENSATION MANAGEMENT	15PMAN304			✓	✓	Formulating & Designing Compensation strategy for ensuring Internally Alignment and External Competitiveness
PERFORMANCE MANAGEMENT SYSTEM	15PMAN307			✓	✓	Identifying KRAs and KPIs for Managing Individual and team performance for ensuring fairness and employee motivation
TALENT MANAGEMENT	15PMAN309			✓	✓	Talent management process – Recruitment, Engagement, Development & Retention techniques are universal and are applicable at the global level for retaining effective talent workforce
TOTAL QUALITY MANAGEMENT	15PMAN310			✓	✓	Quality orientation, cost considerations, application of statistics in QC, ABC Analysis, Value Engineering, Defect Diagnosis, Sampling & Inspection methods and Application of ISO and EMS are global in nature for ensuring cost effectiveness and quality consciousness
EMPLOYEE COUNSELLING	21PMAN304			✓	✓	Important schools and models of counselling, Integrative model of Employee Counselling & Industrial Counselling are discussed in the Global context to enhance the morale and well-being of the employees for better performance

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INDUSTRIAL RELATIONS AND LABOUR WELFARE	17PMAN302			✓	✓	Application of psychology to Industrial relations, trade Unions, Collective bargaining are discussed for building a harmonious relationship in the organisation
INTERNATIONAL HUMAN RESOURCE MANAGEMENT	15PMAN313			✓	✓	Concepts about Cultural Dimensions, Complexities in Global Recruitment, Compensation, Training, Performance Management, Influence of Trade Unions in International business, Innovative practices in Japan, HRM practices in USA and Europe are discussed for Global orientation of HR practices
STRATEGIC HUMAN RESOURCE MANAGEMENT	15PMAN314			✓	✓	Strategies relating to Succession management, Mergers & Acquisition, HR Outsourcing and Evaluation of HR programmes and policies at the global level are discussed for devising effective strategies for managing Human Resource
CHANGE MANAGEMENT	15PMAN315				✓	Initiating, Leading, Implementing and Sustaining organizational change at the global level for Employee's adaption to changing needs of the business
HUMAN RESOURCE INFORMATION SYSTEM	16PMAN303				✓	Designing & Implementing HRIS, Introduction to HR Analytics and conducting HR Audit to enhance Organizational effectiveness and decision making

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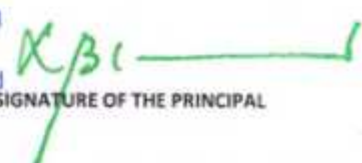
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LABOUR LEGISLATIONS - I	21PCOM304			✓	✓	Labor Laws relating to working conditions, Industrial relations, wages, social security are discussed in the context for creating awareness on workforce manage legal compliances
LABOUR LEGISLATIONS - II	21PCOM312			✓	✓	Labor Laws relating to working conditions, Industrial relations, wages, social security are discussed in the context for creating awareness on workforce manage legal compliances.
M.Sc. INFORMATION TECHNOLOGY						
DATA STRUCTURES AND ALGORITHMS	14PCSC301				✓	Data Structure is a way of collecting and organising data in such a way that we can perform operations on these data in an effective way.
PYTHON PROGRAMMING	14PCSC305				✓	Python is an open-source, high-level, general-purpose programming language that incorporates the features of object-oriented, structural, and functional programming. Python is now one of the most popular and widely used programming languages in the world.

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DISTRIBUTED OPERATING SYSTEMS	18PCSC302				✓	A distributed system should easily connect users to resources, it should hide the fact that resources are distributed across a network, must be open, and must be scalable. Multiple central processors are used by Distributed systems to serve multiple real-time applications and multiple users. The performance of such system has a global impact. A distributed system should easily connect users to resources, it should hide the fact that resources are distributed across a network, must be open, and must be scalable. Multiple central processors are used by Distributed systems to serve multiple real-time applications and multiple users. The performance of such system has a global impact.
JAVA TECHNOLOGIES (THEORY & PRACTICAL)	18PCSC303 & 18PCSC303P				✓	Java is a programming language, touching every field of software development. Java is used to build applications and platforms for a number of devices, including computers, laptops, gaming consoles, Blu-ray players, car navigation systems, medical monitoring devices, parking meters, lottery terminals and smartphones.
OBJECT ORIENTED SYSTEMS DEVELOPMENT & UNIFIED MODELING LANGUAGE - PRACTICAL	18PCSC304 & 18PCSC304P				✓	Object oriented design patterns and frameworks make the Information System robust, scalable and extensible. The security of information assets of an organisation can only be ensured if security measures are implemented from requirement modelling of software systems.
ADVANCED DATABASE MANAGEMENT SYSTEMS & RDBMS - PRACTICAL	19PCSC301 & 19PCSC301P				✓	The course serves as a platform through which developers can organize, update, and control large databases. Given the business world's growing focus on big data and data analytics, knowledge of SQL programming languages has become an important asset for software developers around the world.

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J2EE - PRACTICAL	11PCSC311				✓	The J2EE platform provides choices for graphical user interfaces across a company's intranet or on the World Wide Web. Clients can run on desktops, laptops, PDAs, cell phones, and other devices. Pure client-side user interfaces can use standard HTML and Java applets.
SHELL PROGRAMMING (THEORY & PRACTICAL)	15PCSC303 & 15PCSC303P				✓	Linux offers security at a minimal cost. With wide variety of return on investment, Linux not only accelerates technology but also economic and social development around the Globe.
ADVANCED JAVA TECHNOLOGIES	18PCSC305				✓	The advanced Java technologies implement global trends in software design and development. This comprises of reactive development, serverless architecture, and data science. Java is the most popular programming language among embedded software developers for IoT devices all around the world.
DATA MINING USING R (THEORY & PRACTICAL)	18PCSC307 & 18PCSC307P				✓	Exponential increase in data has led to the rise in demand for specialized data scientists. This calls for advanced data analytics tools that can help in developing insights from the data. R is an important tool for Data Science. R is a popular choice in data analytics and data science for statistical computing and graphical techniques.
CRYPTOGRAPHY AND NETWORK SECURITY	19PCSC302				✓	Cryptography is an information security tactic used to protect enterprise information and communication from cyber threats through the use of codes. Cryptography involves the use of mathematical concepts and a set of rule-based calculations, called algorithms, to transform messages in ways that are hard to decipher. Cryptography achieves several information security-related objectives including confidentiality, integrity, and authentication, and non-repudiation

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SOFTWARE PROJECT MANAGEMENT AND QUALITY ASSURANCE	19PCSC303				✓	Software quality assurance is important as it defines and measures the adequacy of the software (SW) process, providing evidence that establishes confidence to produce SW products of suitable quality for their intended purposes.
MINI PROJECT	10PMIP307	✓				Mini-projects are helpful that they provide employers a chance to distinguish between students with related backgrounds. They also support students to showcase their skillsets and knowledge in their respective domain.
OPTIMIZATION TECHNIQUES	14PMAT301				✓	The classical optimization techniques are useful in finding the optimum solution or unconstrained maxima or minima of continuous and differentiable functions globally.
CLOUD TECHNOLOGIES	17PCSC301				✓	Cloud Computing refers to on-demand availability of computer resources without actual management of these by users, from hardware, storage, networking to software, analytics and intelligence cloud computing provides various service. The advanced development of internet services and virtualization has made the world move towards Cloud Technologies.
RUBY ON RAILS PROGRAMMING	18PCSC308				✓	MySQL, open-source database, the most popular relational databases are a critical part of today's portals and Web-based applications. They facilitate the management of both user data and system data. They allow easy searches and easy manipulation.

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C# AND .NET (THEORY & PRACTICAL)	18PCSC309 & 18PCSC309P				✓	Being powerful, flexible, and well-supported has meant C# has quickly become one of the most popular programming languages available. Today, it is the 4th most popular programming language, with approximately 31% of all developers using it regularly. It is also the 3rd largest community on Stack Overflow (which was built using C#) with more than 1.1 million topics.
CYBER SECURITY AND COMPUTER FORENSICS	18PCSC310				✓	The importance of Cyber Security in today's world plays a major role in people's life. Cybersecurity is becoming one of the greatest challenges of the modern digital era with an unparalleled increase in the usage of internet through teleworking, online shopping, and distance education. The most serious and far-reaching consequences will occur from information infrastructure disruptions at the global and regional level.
SOFTWARE TESTING (THEORY & PRACTICAL)	18PCSC311 & 18PCSC311P				✓	In today's business world, software is everywhere. Testing the software is important as it discovers defects/bugs before the delivery to the client, which guarantees the quality of the software. It makes the software more reliable and easy to use. Thoroughly tested software ensures reliable and high-performance software operation.
HYPERTEXT PREPROCESSOR - PRACTICAL	15PCSC304			✓	✓	PHP is a Fast, flexible general-purpose scripting language that is suited to web development. The largest tech leaders in the global economy like Facebook, Wikipedia, Word, Press make use of PHP. PHP allows software developers to directly integrate logic into the creation of web page content and efficiently manage data returned from a web browser.

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MYSQL - PRACTICAL	15PCSC305				✓	MySQL is globally renowned for being the most secure and reliable database management system used in popular web applications including WordPress, Drupal, Joomla, Facebook and Twitter. The data security and support for transactional processing that accompany the recent version of MySQL can greatly benefit any business, especially if it is an eCommerce business that involves frequent money transfers.
M.Sc. FOOD TECHNOLOGY AND MANAGEMENT						
MANAGEMENT PRACTICES FOR FOOD INDUSTRIES	14PMAN306	✓	✓	✓	✓	The management practices and principles have application in all food industries globally.
FOOD CHEMISTRY AND NUTRITION (THEORY & PRACTICAL)	16PFSC301 & 16PFSC301P	✓	✓	✓	✓	The constituents of food and their interaction, properties and changes during processing has a direct implication in the functioning of food processing sector. Comprehension on sources, functions and deficiency symptoms of macro and micro nutrients plays a pivotal role in food and health industry.
FOOD AND INDUSTRIAL MICROBIOLOGY (THEORY & PRACTICAL)	16PFSC302 & 16PFSC302P	✓	✓	✓	✓	The knowledge of industrial microbiology in production of microbial food products; food spoilage and control has wide application globally.
FOOD QUALITY SYSTEMS	18PFSC301	✓	✓	✓	✓	Food quality parameters and control systems, food standards, regulations and specifications have compliance with food and trade laws.

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PRINCIPLES OF FOOD PROCESSING - I	19PFSC301	✓	✓	✓	✓	The principles of different techniques used in processing and preservation of foods puts to use locally grown produce to value added products and have universal application.
FOOD BIOTECHNOLOGY	19PFSC302	✓	✓	✓	✓	Biotechnology promises to bring important changes in plant as well as livestock production. It affects all steps of the production chain, from agrochemical inputs and breeding to final food processing. Principles of biotechnology thus meets the needs across all levels.
MARKETING AND ADVERTISING	14PMAN314	✓	✓	✓	✓	The knowledge of marketing and advertising is crucial in the success and promotion of new products launched at all levels.
NUTRITIONAL BIOCHEMISTRY (THEORY & PRACTICAL)	16PFSC306 & 16PFSC306P	✓	✓	✓	✓	Principles underlying biochemical process in the human body have global implications in health and wellness sector.
TECHNIQUES IN FOOD ANALYSIS (THEORY & PRACTICAL)	18PFSC303 & 18PFSC303P	✓	✓	✓	✓	Food analysis is a prerequisite for ascertaining product quality, implementing regulatory enforcements, checking compliance with national and international food standards, contracting specifications and nutrient labeling requirements. Food analysis is widely used in major sectors of the food industry including food manufacturers, ingredient suppliers, analytical service laboratories, government laboratories, and University research laboratories.

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FRUIT AND VEGETABLE TECHNOLOGY (THEORY & PRACTICAL)	18PFSC304 & 18PFSC304P	✓	✓	✓	✓	The understanding of the fruits and vegetables processing have implications in the production of value-added products especially utilizing locally grown produce.
PRINCIPLES OF FOOD PROCESSING - II	19PFSC303	✓	✓	✓	✓	The principles of different food processing techniques are used globally in processing and preservation of foods.
FOOD ADDITIVES AND INGREDIENTS	19PFSC304	✓	✓	✓	✓	Food Additives and Ingredients have global market and importance in the context of processed and packaged foods.
MINI PROJECT	10PMIP301	✓	✓	✓	✓	Research has global applications across all fields, finding solutions to scientific and social problems through objective and systematic analysis and new product development.
CEREALS, PULSES AND OILSEEDS TECHNOLOGY	14PFSC311	✓	✓	✓	✓	Cereal based processed products have huge global need and market as it the staple food worldwide. The course will acquaint students with production trends, structure, composition, quality evaluation and processing technologies for product development and value addition of various cereals, pulses and oilseeds.
MEAT, POULTRY AND FISH TECHNOLOGY	14PFSC313	✓	✓	✓	✓	Principles and technological procedures of meat processing has universal application.

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MILK AND MILK PRODUCTS TECHNOLOGY	14PFSC314	✓	✓	✓	✓	Processing and quality evaluation of milk and milk products has implications at all levels in dairy sector.
BAKERY AND CONFECTIONARY TECHNOLOGY (THEORY & PRACTICAL)	14PFSC316 & 14PFSC316P	✓	✓	✓	✓	Comprehension of quality parameters of raw ingredients and evaluating their rheological properties is a pre-requisite in designing various baked products and confectionary.
FOOD PRODUCT DEVELOPMENT (THEORY & PRACTICAL)	14PFSC317 & 14PFSC317P	✓	✓	✓	✓	Understanding the process and factors influencing product development gives a competitive advantage and long term enterprise success in the market. Innovations open new market for small enterprises.
BEVERAGE TECHNOLOGY	14PFSC310	✓	✓	✓	✓	Formulation of innovative and functional beverages and their quality evaluation maps to the emerging trends in the beverage industry.
PLANTATION CROPS AND SPICES TECHNOLOGY	14PFSC315	✓	✓	✓	✓	Insights into chemistry and technology of plantation crops and spices have global implications in beverage and spice sector.

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		Local	Regional	National	Global	
M.A. COMMUNICATION						
DEVELOPMENT COMMUNICATION	16PMED304	✓	✓	✓	✓	The concept of communication ranges from intra to mass and hence it can be applied to all the categories including local, regional, national and global.
MEDIA MANAGEMENT AND LAW	16PMED305	✓	✓	✓	✓	Understanding of Media Functioning is clear with explanation of National Acts and Laws
ADVERTISING	16PMED306	✓	✓	✓	✓	Advertising has to be taught in the context from local to global for content and audience segmentation. One has to understand the local as well as international players in the perspectives of Mergers and Acquisitions of agency.
FILM STUDIES	14PMED324	✓	✓	✓	✓	Focus on film language, form, genre from local to global perspective. Film concepts and theories are universally appealing.
INFORMATION AND COMMUNICATION TECHNOLOGIES	15PMED307	✓	✓	✓	✓	ICT addresses issues from local grass root level to a national development. Understanding of national growth in the context of agriculture, technology, education etc., is widely taught.
AUDIO VISUAL PRODUCTION II	15PMED308	✓	✓	✓	✓	Production projects are undertaken addressing the local needs by applying concepts and theories that are suited to any film audience.
PRINT JOURNAL	15PMED309	✓	✓	✓	✓	The academic journal produced by Media students, they conduct research and write articles in the perspective of local, regional, national and global appeal

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List of Courses that have relevance to Local/ Regional/ National/ Global needs

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		Local	Regional	National	Global	
ONLINE JOURNAL	15PMED310	✓	✓	✓	✓	All research articles are made to appeal to a global audience (audience inclusive of local, regional and national levels)
PR CAMPAIGN / MINI PROJECT	15PMED311	✓				Campaigns are planned in the capacity of outreach activities reaching to local communities
COURSES COMMON TO M.A. COMMUNICATION, M.A. MEDIA MANAGEMENT						
COMMUNICATION RESEARCH METHODS	16PMED311	✓	✓	✓	✓	Examine global Milestones in communication research taking into consideration the national, regional and local challenges in conducting media research.
SPECIALIZATION / PROJECT	10PINT301	✓	✓	✓	✓	A three-month intensive training is undertaken in a field relevant to Media Management, in any organization situated either globally, nationally, regionally or locally, thereby getting prepared for employment in any geographic region upon completion of the programme.
M.A. MEDIA MANAGEMENT						
ORGANIZATIONAL COMMUNICATION	14PMAN310	✓	✓	✓	✓	Perspectives of organizational communication are universal. However, organizational structure and culture related issues such as employer employee relationships, discrimination and sexual harassment are taught with national, regional and sometimes local examples.

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		Local	Regional	National	Global	
MASS MEDIA INDUSTRY	14PMED303	✓	✓	✓	✓	The characteristics of the Media are largely universal, but students are necessarily exposed to the functioning, marketing and mediation roles which are of national and regional significance through seminars, guest lectures and case study analysis.
EVENT MANAGEMENT	19PMAN301	✓				This practical course focusses on conducting events locally/nationally/globally.
PUBLIC RELATIONS	21PMED302		✓	✓	✓	The nature of PR is global but the manner in which PR and corporate communications function are taught at length taking into consideration case studies of national and regional significance.
MEDIA ENTREPRENEURSHIP	21PMED301	✓	✓	✓	✓	Students are exposed to the global principles of entrepreneurship but are prepared for the national, regional and local challenges in the Media Industry. They are also made aware of the national and regional government-initiated schemes by going through case studies.
MEDIA PLANNING	10PMED319	✓	✓	✓		Media Planning, Media Mapping and Media Tracking are done taking into consideration local, regional and national brands.
MEDIA POLICY AND REGULATION	16PMED307			✓	✓	Outlines the rules, policies and regulations that govern the functioning of Indian media organizations. The various provisions in the Indian Constitution, basic media laws, regulations and ethics are exemplified.

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		Local	Regional	National	Global	
ADVERTISING MANAGEMENT	19PMED303	✓	✓	✓	✓	Students are taught universal principles regarding Advertising Management along with consumer behaviour, market segmentation and target marketing. However they also evaluate regional and local cultural, social and behavioral influences along with the psychographics and geographics that affect the functioning of the industry.
INTEGRATED MARKETING COMMUNICATION	21PMED303	✓	✓	✓	✓	Gain knowledge on the various global IMC tools and its effectiveness in contemporary times. They also analyse national implications of this kind of marketing integration.
CELEBRITY MANAGEMENT	11PMED306		✓	✓		Students examine the relationship between Celebrities and the audience and practically conduct a study choosing a national or regional celebrity of their choice in order to understand Para social relationships, fandom, acquisition and transformation of popular culture.
BRAND MANAGEMENT	20PMED302	✓	✓	✓	✓	Global, national, regional and local Brand perspectives are taken into consideration along with the financial and social value of brands.

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		Local	Regional	National	Global	
CRISIS MANAGEMENT	20PMED301	✓	✓	✓	✓	This is a global challenge, but the manner in which it is handled, differs from place to place due to differences in PR functioning as well as varied legal implications.
BASICS OF MARKETING MANAGEMENT	16PMAN301	✓	✓	✓	✓	Students compare and contrast global marketing models, along with the differences in products and pricing in the national, regional and local marketing management systems.
CUSTOMER RELATIONSHIP MANAGEMENT	16PMAN302		✓	✓	✓	Customer relation relationship management is a global phenomenon but students are taught the nuances of fulfilling customer needs in the national and regional scenarios as well.
SOCIAL MEDIA MANAGEMENT	16PMED310	✓	✓	✓	✓	Social media management is global in nature but students are guided into adapting the techniques to national, regional and local needs keeping in mind the recommended ethics, guidelines and regulations
PUBLIC RELATIONS CAMPAIGN	10PMIP302	✓	✓	✓		This practical course gives an excellent platform to conduct a PR campaign to create awareness on a relevant contemporary social cause which by and large is of regional or local significance.

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		Local	Regional	National	Global	
M.A. PUBLIC POLICY						
INTRODUCTION TO PUBLIC POLICY	20PPPY301			✓		Public policy is a significant element of a democratic government as it is based on the public and its problems.
FUNDAMENTALS OF LAW AND JUDICIARY	20PPPY302			✓		Judiciary plays a fundamental role of upholding social order and resolving conflicts within a national jurisdiction.
PUBLIC ADMINISTRATION AND GOVERNANCE	20PPPY303			✓		Public administration and governance ensures economic and cultural progress as well as the protection of life and property of the citizens in a state.
WRITING AND COMMUNICATION SKILLS FOR PUBLIC POLICY	20PPPY304				✓	Well-written policies and proposals that are communicated effectively holds global relevance in both the public and private spheres.
QUANTITATIVE TECHNIQUES FOR PUBLIC POLICY	20PPPY305				✓	Quantitative techniques have been used in a number of other decision-making contexts including risk assessment, service planning and capacity modelling -all important facets of policy making.
ENVIRONMENT AND PUBLIC POLICY	20PPPY306				✓	Human-induced damage to the environment affects all states in varying degrees. Formulation and implementation of international policies, agreements and negotiations with respect to climate emergency at a global stage calls for more accountability from the state actors.
BUREAUCRACY AND CIVIL SOCIETY	20PPPY307			✓		Effective government policies are implemented as the outcome of thorough articulation of between the state and non-state actors and several echelons of beauty.

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		Local	Regional	National	Global	
E-GOVERNANCE	20PPPY308					E-Governance facilitates federalism by increasing the interaction among governments and its various stakeholders (citizens, businesses, employees, governments etc.)
GENDER AND PUBLIC POLICY	20PPPY309				✓	Implementation of policies that promote gender equality is essential to achieve full human potential, sustainable development and peaceful societies.
MEDIA STRATEGY FOR PUBLIC POLICY	20PPPY310			✓		Media acts as the watchdog for political transparency and against corruption and helps shapes development and nation-building.
PUBLIC POLICY ANALYSIS	20PPPY311				✓	Analysis in meeting the stakeholder's requirements and also helps in understanding institutional constraints thereby helping in policy reversals.
URBAN PLANNING POLICY	20PPPY312	✓				Good urban planning policy affects the layout of the cities, infrastructure, public service systems, allocation of resources etc. that influences the lives of the citizens and progress of the entire society.
ETHICS AND PUBLIC POLICY	20PPPY313			✓	✓	The paper introduces students to the role of ethics In policy making at a national and global level.
BEHAVIOURAL SCIENCES AND PUBLIC POLICY	20PPPY314				✓	The students through this paper understand the significance of human behaviour and its impact on policy making at regional, national and global level.

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NAME OF THE COURSE	COURSE CODE	FOCUS				DESCRIPTION
		Local	Regional	National	Global	
DEVELOPMENT STUDIES	20PPPY315		✓	✓	✓	The paper introduces the baics of development economics to supplement policy making.
FOREIGN POLICY	20PPPY316			✓	✓	The paper gives an overview of the significance of foreign policy and the changing trends in India's foreign policy in the global scenario.
RURAL DEVELOPMENT POLICY	20PPPY317	✓	✓	✓		The paper focuses on local goveranace of our country targetting grassroots politics.
WRITING A POLICY BRIEF AND POLICY ANALYSIS	20PPPY318		✓	✓	✓	The paper equips the students to understand policy writing at national level as well as global level.
INTERNATIONAL ECONOMICS AND PUBLIC POLICY	20PPPY319			✓	✓	The Paper exposes the students to the significance of international economics
PROJECT	20PMAP301	✓	✓	✓	✓	Students dp project on topics with local, regional, national and global relevance

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NAME OF THE COURSE	COURSE CODE	FOCUS				DESCRIPTION
		Local	Regional	National	Global	
ALL I YEAR UG PROGRAMMES FOUNDATION COURSE LANGUAGE - TAMIL						
TAMIL I	14ULAN101		✓			Sanga ilakkiyam & sangam maruviya ilakiyam are the ancient literatures and the regional history are learnt to get a deep understanding .
TAMIL II	14ULAN106		✓			The course provides an introduction to idaikala ilakiyam, varalatu pinnani, needhi ilakiyam and bhakthi ilakiyam of the region.
TAMIL III	15ULAN103				✓	Kanini Tamil, Penniyam, Padaipillakiyam and translation are learnt in a global perspective. This course focuses on bringing interests in the student's mind to be creative and it also focuses on bringing a deep understanding in the topics like feminism, kanini tamil and translation.
TAMIL IV	15ULAN105				✓	This course will focuses on the functions of media, thirakadhai, speaking skills in a global perspective. It aids students in understanding the strategies of media and using it as a right medium of portrayal to use it right for a right cause.

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		Local	Regional	National	Global	
ALL I YEAR UG PROGRAMMES FOUNDATION COURSE LANGUAGE -HINDI						
HINDI I	19ULAN101			✓	✓	The course enhances skills in written and spoken Hindi with knowledge of Hindi Literature, Grammar and Functional Hindi nationally and globally.
HINDI II	19ULAN102			✓		Writing and speaking skills in Hindi are developed & students gain knowledge on history of Hindi literature, from Bhartendu Harishchandra era in a national environment .
HINDI III	18ULAN101			✓		The course improves skills in written and spoken Hindi and portrays the biographical profile of prominent Hindi Poets in national/global context.
HINDI IV	18ULAN102			✓		The course gives an introduction to Modern Hindi literature, Characteristics of Modern Hindi Poetry including Chhayavad, Pragativad & Hindi Gazals, modern short stories with the knowledge of Grammar, Rasas & Alankar in national scenario.

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		Local	Regional	National	Global	
ALL I YEAR UG PROGRAMMES FOUNDATION COURSE LANGUAGE - SANSKRIT						
SANSKRIT I	21ULAN102				✓	The values highlighted in the texts are not restricted towards a particular region and hence valued globally.
SANSKRIT II	21ULAN103				✓	The professional ethics that students learnt through various texts have applicability all around the globe
SANSKRIT III	15ULAN104			✓		The course content provided are extremely important in understanding India's culture, traditions and values. By learning these, students can understand and appreciate the nation more and will develop a sense of patriotism
SANSKRIT IV	15ULAN106			✓		
ALL I YEAR UG PROGRAMMES FOUNDATION COURSE LANGUAGE - FRENCH						
FRENCH I	21ULAN101				✓	Develop acquisition of communicative, linguistic and cultural knowledge of French
FRENCH II	21ULAN104				✓	Proficiency in French is essential for anyone considering a career in any international organisation.

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		Local	Regional	National	Global	
FRENCH III	20ULAN102				✓	A knowledge of French short stories offers access to great works of literature
FRENCH IV	20ULAN103				✓	Learning French opens the doors of French companies in France and other French-speaking parts of the world.
ALL I YEAR UG PROGRAMMES FOUNDATION COURSE - ENGLISH						
FOUNDATION COURSE- ENGLISH I	18UENG201	✓	✓	✓	✓	This syllabus improves their communicative, language and grammatical competence which will suit the global needs.
FOUNDATION COURSE- ENGLISH II	15UENG201	✓	✓	✓	✓	This curriculum helps students prepare for international assessment and qualifying tests while also exposing them to verbal and written communication in a variety of national and international contexts.
FOUNDATION COURSE- ENGLISH II- BUSINESS ENGLISH	14UENG202	✓	✓	✓	✓	The purpose of this syllabus is to help students strengthen their language and business communication abilities in order to help them advance in their careers globally. The students are tested through international assessment pattern which gives them a global outlook.
FOUNDATION COURSE- ENGLISH III	20UENG201	✓	✓	✓	✓	This syllabus helps in enhancing learner's language competence and writing abilities by exposing them to different forms of media.

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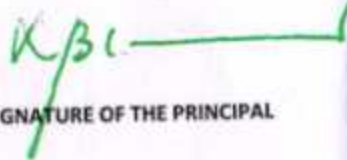
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		Local	Regional	National	Global	
FOUNDATION COURSE- ENGLISH IV	20UENG202	✓	✓	✓	✓	The aim of the paper is to give students a comprehensive approach by introducing them to literature from around the world that deals with a multitude of sociocultural topics.
ALL I YEAR UG PROGRAMMES FOUNDATION COURSE - VALUE EDUCATION						
VALUE EDUCATION	10UVED401				✓	The concepts of ethics and value based education has global relevance.
ALL I YEAR UG PROGRAMMES FOUNDATION COURSE - ENVIRONMENTAL STUDIES						
ENVIRONMENTAL STUDIES	10UEVS401				✓	Understand the heterogeneous character of environmental problems and ways of addressing them across global scales.

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