



SWAMI DAYANANDA

COLLEGE OF ARTS & SCIENCE

Affiliated to Bharathidasan University, Tiruchirappalli.
Accredited by NAAC–‘B++’ Grade (With CGPA 2.99)(First Cycle)
UGC Recognized u/s 2(f) & 12 (B)
Dayananda Campus, Manjakkudi –612 610. Tamilnadu, India.

HANDBOOK

DEPARTMENT OF BUSINESS ADMINISTRATION

INDEX

Sl. No	Particulars	Remarks
1.	DEPARTMENT PROFILE	
2.	SYLLABUS (CBCS)	
3.	CODE OF CONDUCT	

Profile of B.B.A.,

BBA is a 3-year professional undergraduate program which deals with Business Management. BBA syllabus aims to impart knowledge through practical experience in the form of - case studies, projects, presentations, industrial visits and interaction with experts from the industry. The course revolves around basic management and business subjects.

This suggests that BBA courses have major popularity among the students and their value will only increase in the near future. With professional courses like BBA in Digital Marketing, the opportunities for employment in the sales and marketing sector have skyrocketed in the past few years.

Career Prospects

- In terms of future scope, BBA not only serves its purpose in improving a student on professional but also on a personal level. After successful completion of BBA course, students can either opt for higher education or seek employment in the corporate industry. BBA helps a student in building a strong foundation for post grad.
- Some of the sectors which employ BBA degree holders are Marketing Executive, Financial Analyst, Executive Assistant, HR Generalist, Business Development Executive, Senior Business Analyst.

B.B.A.- BACHELOR OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM –
LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)
(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Sem.	Part	Courses	Title	Ins. Hrs.	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Language Course – 1 (Tamil\$/ Other Languages +#)		6	3	3	25	75	100
	II	English Course-I		6	3	3	25	75	100
	III	Core Course – I (CC)	Introduction to Management	6	5	3	25	75	100
		Core Course-II (CC)	Fundamentals of Accounting	6	5	3	25	75	100
		First Allied Course-I (AC)	Managerial Economics	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
		Total		30	21				600
II	I	Language Course - II (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-II		4	3	3	25	75	100
	III	Core Course – III (CC)	Marketing Management	6	5	3	25	75	100
		Core Course-IV (CC)	Business Mathematics and Statistics	6	5	3	25	75	100
		First Allied Course-II (AC)	Business Environment	4	3	3	25	75	100
		Add on Course- I ##	Professional English- I	6 *	4	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Language Proficiency for Employability - Effective English	2	2	3	25	75	100
		Total		30 +6 *	27				800

III	I	Language Course – III (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-III		6	3	3	25	75	100
	III	Core Course – V (CC)	Managerial Communication	6	5	3	25	75	100
		Core Course-VI (CC)	Computer Application in Business (Theory)	6	5	3	25	75	100
		Second Allied Course-I (AC)	Business Law	4	3	3	25	75	100
		Add on Course- II ##	Professional English- II	6*	4	3	25	75	100
	IV	@ Non-Major Elective Course-I Those who choose Tamil in Part - I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part- I must choose either a) Basic Tamil if Tamil language was not studied in school level (or) b) Special Tamil if Tamil language was studied upto 10 th & 12 th std.	1. E- Commerce (or) 2. Investment Management	2	2	3	25	75	100
		Total			30 +6 *	25			
IV	I	Language Course –IV (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-IV		6	3	3	25	75	100
	III	Core Course – VII (CC)	Organizational Behaviour	6	5	3	25	75	100
		Core Practical -I (CP)	Computer Application in Business (Practical)	6	5	3	40	60	100
		Second Allied Course-II (AC)	Operations Research	4	3	3	25	75	100
	IV	@ Non Major Elective Course-II (NME) Those who choose Tamil in Part- I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was not studied in school level (or) b) Special Tamil if Tamil Language was studied upto 10 th & 12 th Std.	1. Business Ethics (or) 2. Production and Materials Management	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Skills for Employability - Microsoft	2	2	3	25	75	100
		Total			30	23			

V	III	Core Course-VIII (CC)	Cost Accounting	5	5	3	25	75	100
		Core Course-IX (CC)	Financial Management	5	5	3	25	75	100
		Core Course-X(CC)	Company Law andPractice	5	5	3	25	75	100
		Core Course-XI (CC)	Research Methods in Business	5	5	3	25	75	100
		Major Based ElectiveCourse-I (MBE)	1. Strategic Management (or) 2.Supply Chain Management	5	5	3	25	75	100
	IV	Skill Based Elective Course-I	Services Marketing	3	2	3	25	75	100
	V	Soft Skills Development	Soft Skills Development	2	2	3	25	75	100
		Total			30	29			
VI	III	Core Course- XII (CC)	Human Resources Management	5	5	3	25	75	100
		Core Course –XIII(CC)	Management Accounting	6	5	3	25	75	100
		Core Course-XIV (CC)	Entrepreneurial Development	6	5	3	25	75	100
		Major Based Elective Course-II (MBE)	1. CustomerRelationship Management (or) 2. Banking Law and Practice	5	5	3	25	75	100
		Project	Project	4	3		20	80	100
	V	Skill Based Elective Course-II	Total Quality Management	3	2	3	25	75	100
		Gender Studies	Gender Studies	1	1	3	25	75	100
		Extension Activities		--	1*	--	--	--	--
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Banking, Logistics and Audit Essentials for employability	-	2	3	25	75	100
		Total			30	27		150	450
	Grand Total			192	154				4300

\$ For those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

Those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part- I should study special Tamil in Part -IV

The Professional English – Four Streams Course is offered in the 2nd and 3rd Semester (only for 2022-2023 Batch) in all UG Courses. It will be taught apart from the Existing hours of teaching/ additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his/her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020)

* The Extra 6 hrs/cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.

@ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.

** Extension Activities shall be outside instruction hours.

@@ Naan Mudhalvan Scheme: As per Naan Mudhalvan Scheme instruction

SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES – MANAGEMENT

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	14	70	1400
4.		Core Practical	01	5	100
5.		Allied Courses - I & II	4	12	400
6.		Major Based Elective Courses	2	10	200
7.		Professional English	2	8	200
8.		Project	1	3	100
9.	IV	Non Major Elective Courses	2	4	200
10.		Skill Based Elective Courses	2	4	200
11.		Soft Skills Development	1	2	100
12.		Value Education	1	2	100
13.		Environmental Science	1	2	100
14.	V	Gender Studies	1	1	100
15.		Extension Activities	1	1	---
16.	VI	Naan Mudhalvan Scheme (For All Arts Programmes Except Economics)	3	6	300
	Total		44	154	4300

PROGRAMME OBJECTIVES:

- To provide knowledge regarding the basic concepts, principles and functions of management.
- To develop business and entrepreneurial aptitude among the students.
- Identify and analyze relevant factors that influence decision-making in business.
- Develop viable alternatives and make effective decisions in an international business context.
- Effectively address important international and multicultural issues that impact business.

PROGRAMME OUTCOMES:

- Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
- Attain problem solving, decision making and critical thinking skills to provide viable solutions for business problems.
- Appreciate diversity to communicate effectively in international and cross-cultural contexts, and facilitate collaborative professional partnerships.
- Have the ability to work and collaborate as a team member and contribute to achieve team goals.
- Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

PROGRAMME SPECIFIC OUTCOMES:

- Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance and Human Resource.
- Demonstrate proficiency for Business Communication for effective and professional business management.
- Analyze and comprehend the applicability of management principles in solving complex business issues.
- Develop entrepreneurial skills to become an entrepreneur.
- Comprehend the applicability of management principles in the situations pertaining to global business world.

First Year

**CORE COURSE-I
INTRODUCTION TO MANAGEMENT**

Semester-I

Code:

(Theory)

Credit:5

OBJECTIVES:

- To develop competencies and knowledge of students to become effective management professionals.
- To help them acquire the skills needed to become a successful manager.
- To impart knowledge on contemporary issues and challenges in the field of management.

UNIT-I:

Definition and Meaning of Management – Nature of Management – Distinction between Administration and Management – Importance of Management – Management as a science, art or profession – Levels of Management – Scope of Management – Functions of Management – Role of a Manager – Contribution to Management thought by F.W. Taylor and Henry Fayol.

UNIT-II:

Meaning- Nature – Importance – Limitations of Planning – Steps to make Planning effective – Process of Planning – Methods of Planning – Objectives, Policies – Kinds of Policies – Strategies – Types of Strategies, Procedures, Rules, Programmes, Budget – Meaning and Definition of Decision Making – Characteristics and Importance of Decision Making – Problems in Decision Making – Guidelines for effective Decision Making – Process of Decision Making – Types of Decision – Techniques of Decision Making

UNIT-III:

Meaning – Importance and Process of Organization – Principles of Organization – Types of Organization – Line, Line and Staff Organization, Functional Organization, Committee Organization, Project Organization and Matrix Organization – Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

UNIT-IV:

Delegation – Elements and Types of Delegation – Principles of Delegation – Obstacles to Delegation – Centralization – Merits and Demerits – Decentralization - Merits and Demerits – Distinction between Delegation and Decentralization – Centralization Vs Decentralization.

UNIT-V:

Meaning – Nature and Importance of Control – Problems in Control – Process of Control – Techniques of Control – Co-ordination - Nature and importance of Co-ordination – Problems in Co-ordination – Principles of Co-ordination – Techniques of Co-ordination.

UNIT-VI CURRENT CONTORS (For Continuous Internal Assessment only):

Contemporary development related to -Expert Talk, Role Play, Group Discussion, ManagementGames and Webinar/Seminar

TEXT BOOK :

1. Principles and Practice of Management – L.M. PRASAD, Sultan Chand & Sons, 2020 Edition.
2. Management Principles – T.RAMASAMY, Himalaya Publishing House, 2019 Edition

REFERENCE:

1. Business Management – DINKAR PAGARE, Sultan Chand & Sons, 2018 Edition
2. Principles of Management – P.C TRIPATHI AND P.N REDDY, Tata Mcgraw Hill EducationPrivate Limited,2021 Edition
3. Principles of Management – J.JAYASANKAR, Margham Publications,2018 Edition

E - RESOURCES:

1. <https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/>
2. <https://www.lucidchart.com/blog/types-of-organizational-structures>
3. <https://theinvestorsbook.com/techniques-of-controlling.html>

COURSE OUTCOME: On the successful completion of the course, student will be able to

- Examine and explain the management evolution and how it will affect future managers.
- Enhance their managerial abilities and professional skills.
- Develop and make the students to know the organization hierarchy; authority and responsibilityrelationships associated with the different levels of Management.
- Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
- Apply the knowledge about management in the real life business situation.

First Year

CORE COURSE-II

Semester-II

FUNDAMENTALS OF ACCOUNTING

Code:

(Theory)

Credit:5

COURSE OBJECTIVES:

- To enable learners understand the fundamental concepts of Accounting
- To give them a basic knowledge of accounting principles
- Identify events that need to be recorded in the accounting records

UNIT – I:

Definition of Account – Nature of Accounting – Accounting Concepts and Postulates - Double Entry Vs single entry – Books of Accounts

UNIT – II:

Journal – Ledger - Subsidiary Books - Trial Balance.

UNIT – III:

Rectification of Errors – Meaning – Kinds of Accounting Errors and Methods. (Theory Only) - Bank Reconciliation Statement (BRS) - Final Accounts of Sole Trader – trading, Profit and Loss Account and Balance Sheet with simple adjustments.

UNIT – IV:

Methods of Depreciation – Straight Line Method, Written Down Value Method and Annuity Method.

UNIT – V:

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

(Theory 40% and Problems 60%)

UNIT – VI CURRENT CONTOURS (for Continuous Internal Assessment only):

Cotemporary development related to acquaint students with the accounting concepts, tools and techniques influencing business organizations.

TEXT BOOK:

1. Advanced Accountancy Vol. 1 Principles of Accounting (Including GST) – S.P.JAIN, K.L.NARANG, SIMMI AGRAWAL, MONIKA SEHGAL Kalyani Publishers. 2021 Edition.

2. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA Sultan Chand & Sons.2018Edition

REFERENCE:

1. Advanced Accountancy – R.L.GUPTA & RADHASAMY. Sultan Chand & Sons, 2022 Edition.
2. Financial Accounting - S Thothadri and S. Nafeesa ,McGraw Hill, 2018 Edition.
3. Financial Accounting - Hanif M, Mukharjee, Mcgraw-Hill Education India Pvt.Ltd - New Delhi,2015 Edition.

E - RESOURCES:

1. https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm
2. <https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf>
3. <http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf>

COURSE OUTCOME: On the successful completion of the course, student will be able to

- Identify events that need to be recorded in the accounting records
- Describe the need for adjustments while preparing the financial statements;
- To facilitate them to prepare final Accounts of business and non-trading concerns.
- Recognize circumstances providing for increased exposure to errors and frauds
- Along with the methods of depreciation, the accounts to be prepared by non-trading concerns.

First Year

**FIRST ALLIED COURSE- I
MANAGERIAL ECONOMICS
(Theory)**

Semester-I

Code:

Credit: 3

OBJECTIVES:

- To understand the application of managerial economics in managerial decision making analysis.
- To stress the need and relevance of studying Economical analysis at the postgraduate Level.
- To identify the market structure and price determination at different market conditions.

UNIT- I:

Nature and scope of managerial economics-definition of economics-important concepts of Economics - relationship between micro, macro, managerial economics

UNIT-II:

Objectives of business firms-Profit Maximization-Social responsibilities-Demand analysis-Law of Demand- Elasticity of demand.

UNIT-III:

Production function- Factors of production- Law of diminishing returns and Law of variable proportions. Cost and Revenue Curves-Break-even-point(BEP) analysis.

UNIT-IV:

Market structure and prices-Pricing under Perfect Competition- Pricing under Monopoly- Price discrimination – Pricing under Monopolistic competition- Oligopoly.

UNIT-V:

Profit-Theories and concepts- Government and Business-Performance of public enterprises in India and pricing in public utilities.

UNIT-VI CURRENT CONTOURS (for Continuous Internal Assessment only):

Contemporary development related to the course in setting firm's pricing strategies; Perceptual mapping of a firm's demand force and market force. To analyze the government's performance through the economic indicators.

TEXT BOOKS:

1. Managerial Economics Dominick Salvatore, Oxford Publishers 2e, 2016 Edition.
2. Managerial Economics Geethika, Ghosh&Choudhury McGraw Hill 2/e, 2011 Edition.

REFERENCE:

1. Managerial Economics R. Panneerselvam, P. Sivasankaran, P. Senthilkumar Cengage 2015 Edition
2. Managerial Economics H.L Ahuja Samuelson & Marks S.Chand 2014 Edition.
3. Managerial Economics by L.Varshney and K.L. Maheshwari, Sultan Chand and Sons. 2014 Edition

E - RESOURCES:

1. <https://www.taxmann.com/post/blog/law-of-demand-elasticity-of-demand-explained-via-examples-charts-tables/?amp>
2. <https://www.economicsdiscussion.net/advertising/types-of-advertising-media/31785>
3. <https://online.aurora.edu/types-of-market-structures/>

COURSE OUTCOMES:

- Apply the objectives of business firms, demand analysis and elasticity of demand.
- Identify the effective applications of factors of production.
- Analyze the break-even point in their business.
- Understand the determination of the Price, Market structure and competition.
- Evaluate the performance of public sector in India.

First Year

**CORE COURSE- III
MARKETING MANAGEMENT
(Theory)**

Semester-II

Code:

Credit: 5

COURSE OBJECTIVES:

- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behavior and market trends
- To make students realize the relationship between marketing channels and corresponding strategies.

UNIT- I:

Market and Marketing: Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance – Marketing Environment-Marketing Information System.

UNIT- II:

Market Segmentation : Criteria of effective segmentation–Benefits–Bases for market segmentation-Factors influencing consumer behavior–Buyer motives–Buying process.

UNIT-III:

Marketing Mix - Product planning and development – Product mix decisions – New product development–Product life cycle and strategies- Pricing–Meaning–Influencing factors – Objectives – Pricing methods.

UNIT-IV:

Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

UNIT-V:

Promotion mix- Personal selling–Process-Advertising–Objectives–Types-Sales promotion–Objectives–Sales promotion methods, publicity and public relations.

UNIT-VI CURRENT CONTOURS (for Continuous Internal Assessment only):

Practical - To sell the goods in their area(This Unit is only for CIA Evaluation)

TEXT BOOK:

1. Ramaswamy and Namakumari, Marketing Management 4th Edition MacMillan Education

REFERENCE:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler and Armstrong, Marketing Management
3. Rajan Nair, Marketing
4. Saxena, Marketing Management, Tata McGraw Hill Pub
5. Pillai & Bhagavathi, Modern Marketing
6. Sherlekar, Marketing Management
7. Varshney RL and Gupta SL, Marketing Management

E - RESOURCES:

1. <https://smallbusiness.chron.com/seven-functions-marketing-56980.html>
2. <https://www.economicsdiscussion.net/advertising/types-of-advertising-media/31785>

COURSE OUTCOME:

- Students gain knowledge about the basic concepts of marketing
- Students develop skills to tackle the challenges and latest development in Marketing Management
- Awareness of buyer's behavior becomes better among students
- Students gain the Practical Knowledge to sell the goods.

First Year

**CORE COURSE- IV
BUSINESS MATHEMATICS AND
STATISTICS**

Semester-II

Code:

(Theory)

Credit: 5

OBJECTIVES:

- To make students understand and the basic mathematical and statistical tools
- To promote the ability to appropriate statistical techniques in business
- To help students analyze management problems in research and decision making.

UNIT – I:

Differentiation - Derivation of standard Function, Addition, Difference and product Rule, Maxima and Minima –Application of Derivatives in Business.

UNIT – II:

Matrices and Determinants - Definition – Basic concepts - Addition, Subtraction and Multiplication of Matrices

Elementary Operations: Transpose of a Matrix, Inverse, and Solving equations by matrix method –Determinants and Solution of Simultaneous Linear Equations.

UNIT – III:

Statistics – Definition – Nature – Scope and Objectives – Diagrammatic representation – One, two and three dimensional diagrams – Graphic representation-Histogram, Frequency Polygon, Frequency Curve, Histogram and Pie diagram – Classification and tabulation.

UNIT – IV:

Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean – Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation and co-efficient of variation.

UNIT – V:

Simple Correlation - Karl Pearson's Co-efficient of Correlation and Spearman's Rank Correlation – Simple Regression Analysis.

(Theory 40 % and Problems 60%)

UNIT-VI CURRENT CONTOURS (for Continuous Internal Assessment only):

Contemporary Developments Related to the Course during the Semester concerned.
Practical: Studying and measuring matrix patterns in Petrol Bunks, ration shops.

TEXT BOOKS:

1. SAN CHETI D.C. & KAPOOR V. K. “Business Mathematics” , Sultan Chand & Sons Co. Ltd.,2019
2. R.S.N.PILLAI & BAGAVATHI, “Statistics” Sultan Chand & Sons Co. Ltd., New Delhi 2008
3. P.A.NAVNITHAM, “Business Mathematics and Statistics” Jai Publishers, Trichy, 2019

REFERENCES:

1. S.P.GUPTA, “Statistical Methods” Sultan Chand & Sons Co. Ltd., 46th Edition
2. S.L.AGGARWAL & S.L.BHARDWAJ, “Business Tools and decision Making”, KalyaniPublishers.

E - RESOURCES:

1. <https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e>
2. <https://link.springer.com/content/pdf/bbm%3A978-1-4615-5299-4%2F1.pdf>
3. <https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php>

COURSE OUTCOMES: At the end of this course students will be able to...

- Understand how differentiations are used as mathematical tools in Business.
- Understand how matrices and determinants are used as mathematical tools in Business.
- Able to use the appropriate statistical techniques in Business
- Able to develop a strategic approach to organize and analyze the data
- Analyze the management problems in research and decision making.

First Year

**FIRST ALLIED COURSE- II
BUSINESS ENVIRONMENT
(Theory)**

Semester-II

Code:

Credit: 3

OBJECTIVES:

- To promote basic understanding of the concepts of business environment.
- To provide broad knowledge on domestic and international environment
- To make learners the impact of environment on business.
- To understand the different environment in the business climate
- To know the minor and major factors affecting the business in various streams
- To know the different environment like, political, technological and economic environment in the business

UNIT – I:

Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types. Recent Development in New Economics Policy (1991) and its Impact on Business- Union Budget as an instrument of growth and its Impact on Business

UNIT – II:

Economic Environment- Concept – Factors-Basic Economic System - Economic Planning- Privatization – Nature and objectives.

UNIT – III:

Political Environment- Political Institutions- Legislature, Executives and Judiciary - Government in Business-Regulatory, Intervention and Participatory roles. -Constitutional Provisions affecting Business-An overview of major laws affecting business.

UNIT – IV:

Financial Environment - Financial System -RBI - Commercial banks– International Economic Institutions - World Bank – IMF– WTO.

UNIT – V:

Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Business and Work-Business and Society - Social responsibility of Business – CSR.- Changing age structure and its impact on business-Business and Society-Business and Culture.

UNIT-VI CURRENT CONTOURS (for Continuous Internal Assessment only) :

Expert lectures, online seminars – webinars.

TEXT BOOK:

1. Aswathappa, K, Essentials of Business Environment, Himalaya Publishing House, Mumbai. 2001Edition.
2. Francis Cherunilam - Business Environment, Himalaya Publishing House New Delhi. 2021Edition.

REFERENCE:

1. George Steiner & JohnF.Steiner- Business, Government and Society-Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Ishwar C.Dhingara.-Indian Economy-Sultan Chand &Company
4. Ruddan Datt and K.P.M. Sundharam -Indian Economy
5. Sundaram & Black - The International Business Environment - Prentice Hall, New Delhi.

E-RESOURCES:

1. <https://study.com/academy/lesson/what-is-the-economic-environment-in-business-definition-importance-factors.html>
2. <https://www.marketing91.com/political-environment/>
3. <https://opentext.wsu.edu/cpim/chapter/3-2-the-social-and-cultural-environment/>

COURSE OUTCOME:

- Develop an understanding on the gamut of the business activities.
- To analyze various categories that constitute the business environment and apply various approaches that is helpful to manage both the internal and external environment of the business.
- To apply the various types of policies in the economic environment, applying these policies change the structure of the economy and the transition there of from the past to the present scenario.
- Comprehend the environmental factors that are conducive /detrimental to the respective businesses
- Facilitating the learners understand, analyze and take decisions for a given international business environment.

**PART-IV VALUE EDUCATION COURSE****FOR ALL UG ARTS, SCIENCE, COMMERCE AND MANAGEMENT
CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED
CURRICULUM FRAMEWORK (CBCS - LOCF)****(Applicable to the candidates admitted from the academic year 2022-2023 onwards)**

First Year	PART-IV VALUE EDUCATION	Semester-I
Code:	(Theory)	Credit: 2

OBJECTIVES:

- To understand the philosophy of life and values through Thirukural
- To analyse the components of values education to attain the sense of citizenship
- To understand different types of values towards National Integration and international understanding
- To learn yoga as value education to promote mental and emotional health
- To understand human rights, women rights and other rights to promote peace and harmony

UNIT I : PHILOSOPHY OF LIFE AND SOCIAL VALUES:

Human Life on Earth (Kural 629) -Purpose of Life (Kural 46) -Meaning and Philosophy of Life (Kural 131, 226) -Family (Kural 45), Peace in Family (Kural 1025) Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) Five responsibilities / duties of Man (a) to himself (b) to his family (c) to his environment (d) to his society, (e) to the Universe in his lives (Kural 43, 981).

UNIT-II – HUMAN VALUES AND CITIZENSHIP

Aim of education and value education: Evolution of value oriented education, Concept of Human values: types of Values- Character Formation – Components of Value education- A P J Kalam's ten points for enlightened citizenship- The role of media in value building

UNIT-III VALUE EDUCATION TOWARDS NATIONAL AND GLOBAL DEVELOPMENT:

Constitutional or national values: Democracy, socialism, secularism, equality, Justice, liberty, freedom and fraternity - Social Values: Pity and probity, self-control, universal brotherhood - Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith -Religious Values: Tolerance, wisdom, character - Aesthetic Values- Love and appreciation of literature and fine arts and respect for the same- National Integration and International Understanding.

UNIT IV : YOGA AND HEALTH:

Definition, Meaning, Scope of Yoga - Aims and objectives of Yoga - Yoga Education with modern context - Different traditions and schools of Yoga - Yoga practices: Asanas, Pranayama and Meditation.

UNIT V : HUMAN RIGHTS:

Concept of Human Rights: Indian and international perspectives- Evolution of Human Rights- definitions under Indian and International documents -Broad classification of Human Rights and Relevant Constitutional Provisions: Right to Life, liberty and Dignity- Right to equality- Right against exploitation- Cultural and Educational Right- Economic Rights- Political Rights- Social Rights - Human Rights of Women and Children – Peace and harmony.

UNIT - VI: CURRENT CONTOURS: (for continuous internal assessment only):

BOOKS FOR REFERENCES:

1. Thirukkural with English Translation of Rev. Dr. G.U. Pope, Uma Publication, 156, Serfoji Nagar, Medical College Road, Thanjavur 613 004
2. திருக்குறள் - ஜி.யு.போப் - ஆங்கில மொழியாக்கத்துடன் உமா நூல், வெளியிட்டகம், தஞ்சாவூர்,
3. Leah Levin, Human Rights, NBT, 1998
4. V.R. Krishna Iyer, Dialectics and Dynamics of Human Rights in India, Tagore Law Lectures.
5. Yogic Therapy - Swami Kuvalayananda and Dr.S.L.Vinekar, Government of India, Ministry of Health, New Delhi.
6. SOUND HEALTH THROUGH YOGA - Dr.K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.
7. Grose. D. N - "A text book of Value Education' New Delhi (2005)
8. Gawande . EN - "Value Oriented Education" – Vision for better living. New Delhi (2002) Saruptsons
9. Brain Trust Aliyar- "Value Education for Health, Happiness and Harmony" Erode (2004) Vethathiri publications

COURSE OUTCOMES: After completion of the course, the student will be able to:

- Apply the values in thirukural to be peaceful, dutiful and responsible in family and society
- Develop character formation and sense of citizenship
- Be secular, self-control, sincere, respectful and moral.
- Master yoga, asana and meditation to promote mental health
- Be attitudinal to follow the constitutional rights

**PART-IV ENVIRONMENTAL STUDIES COURSE****FOR ALL UG ARTS, SCIENCE, COMMERCE AND MANAGEMENT
CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED
CURRICULUM FRAMEWORK (CBCS - LOCF)****(Applicable to the candidates admitted from the academic year 2022-2023 onwards)****First Year****PART-IV
ENVIRONMENTAL STUDIES
(Theory)****Semester-II****Code:****Credit: 2****COURSE OBJECTIVES:**

- To appreciate the scope of Environmental Studies, Community ecology and the interdisciplinary nature of environmental issues
- To have a basic knowledge of Natural resources its classification, concepts, and natural resources of India.
- The course designed to gain knowledge on values of biodiversity and conservation on global, national, and local scales
- To study about sources and effects of environmental pollution like air, water, soil, thermal, marine, nuclear and noise
- To understand the concerns related to Sustainable Development on environment and health
- To introduce the students in the field of Law and Policies and Acts both at the national and international level relating to environment.

UNIT-1: The Multidisciplinary nature of environmental studies
Definition, scope and importance. (2 lectures)
Need for public awareness

UNIT-2: Natural Resources:
Renewable and non-renewable resources:
Natural resources and associated problems.

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
 - f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 lectures)

Unit: 3 Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

(6 lectures)

Unit: 4 Biodiversity and its conservation

- Introduction – Definition : Genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Biological Diversity Act 2002/ BD Rules, 2004

(8 lectures)

Unit: 5 Environmental Pollution

Definition

Causes, effects and control measures of :

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

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides.
- Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

(8 lectures)

Unit: 6 Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns.

Case studies

- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness.

(7 lectures)

Unit: 7 Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education

- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case studies.

Unit: 8 Field Work

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
 2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
 3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
 4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
 5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
 6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
 7. Down to Earth, Centre for Science and Environment (R)
 8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
 9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay (R)
 10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press 1140 p.
 11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
 12. Mckinney, M.L. & Schoch R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition 639 p.
 13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
 14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
 15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
 16. Rao MN & Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
 17. Sharma B.K. 2001 Environmental chemistry Goel Publ House, Meerut.
 18. Survey of the Environment, The Hindu (M).
 19. Townsend C. Harper, J and Michael Begon, Essentials of Ecology, Blackwell science (TB)
 20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
 21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB).
 22. Wagner K.D. 1998 Environmental Management. W.B. Saunders Co. Philadelphia USA 499 p
- (M) Magazine (R) Reference (TB) Textbook
23. <http://nbaindia.org/uploaded/Biodiversityindia/Legal/33%20Biological%20Diversity%20>

COURSE OUTCOMES:

- Understand the environmental importance including interactions across local to global scales.
- The learners to update and analyze environmental relationships and interactions of environmental components
- The student to gain knowledge on importance of natural resources in a systematic way.
- The course content is introduce the concept of renewable and non-renewable energy resources and its scenario in India and at global level
- The students will know the relationship between biodiversity and ecosystem functions, direct and indirect values of biodiversity resources and their bioprospecting opportunities.
- The learners can gain awareness related on environmental pollution, causes and pollution control with case studies.
- Student to obtain the environmental ethics and gain knowledge about the sustainable development.
- Learners should realize the environmental legislation and policies of national and international regime and know the regulations applicable to industries and other organizations with significant Environmental aspects

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT-I

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

UNIT 1: COMMUNICATION

1. **Listening:** Listening to instructions
2. **Speaking:** Telephone etiquette and Official phone conversations
3. **Reading** short passages (3 passages selected from Commerce and Management)
5. **Writing:** Letters and Emails in professional context
6. **Grammar in Context:**
 - Wh and yes or no,
 - Q tags
 - Imperatives
7. **Vocabulary in Context:** Word formation - .
 - i) Creating antonyms using Prefixes
 - ii) Intensifying prefixes (E. g inflammable)

Changing words using suffixes

A) Noun Endings

B) Adjective Endings

C) Verb Endings

UNIT 2: DESCRIPTION

Listening – Listening to process description

Speaking - Role play

Formal: With faculty and mentors in academic environment, workplace communication

Informal: With peers in academic environment, workplace communication

Reading –Reading passages on trade/commerce/management

Writing – Writing sentence definitions (e.g. ledger) and extended definitions (e.g. accountancy)

Picture Description – Description of fashion and beauty products (a small write-up promoting the product/an objective review of the product in 150 to 200 words).

Grammar in Context: Connectives and linkers.

Vocabulary – Synonyms (register) - Compare & contrast expressions.

UNIT 3: NEGOTIATION STRATEGIES

Listening - Listening to interviews of specialists / inventors in fields (Subject specific)

Speaking – Brainstorming. (mind mapping). Small group discussions (subject-specific)

Reading – Longer Reading text. (Comprehensive passages)

Writing – Essay Writing (250 word essay on topics related to subject area, like recording business trans)

Grammar in Context: Active voice & Passive voice – If conditional –

Vocabulary: - Collocations

–Phrasal verbs

UNIT 4: PRESENTATION SKILLS

Listening - Listening to presentation. Listening to lectures. Watching – documentaries (discovery / history channel)

Speaking –Short speech

- Making formal presentations (PPT)

Reading – Reading a written speech by eminent personalities in the relevant field /Short poems / Short biography.

Writing - Writing Recommendations

Interpreting visuals - charts / tables/flow diagrams/charts

Grammar in Context – Modals

Vocabulary (register) - Single word substitution

UNIT 5: CRITICAL THINKING SKILLS

Listening - Listening to advertisements/news and brief documentary films (with subtitles)

Speaking – Simple problems and suggesting solutions.

Reading: Motivational stories on Professional Competence, Professional Ethics and Life Skills (subject-specific)

Writing Studying problem and finding solutions- (Essay in 200 words)

Grammar-Make simple sentences

Vocabulary -Fixed expressions

SUGGESTED ACTIVITIES

UNIT 1

Listening: Links for formal conversation can be given - Gap filling exercises – Multiple Choice questions – Making notes.

Speaking - Role play activity

Reading – Note making. Note-Taking.

Writing: Guided Writing (developing hints)

Email

Grammar: Vocabulary – Worksheets – Games.

UNIT 2

Listening-

Process Descriptions (like recording business transactions in chronological order in the journal/ a process from the field of logistics)

Speaking – Role Play

Reading – Multiple choice questions - Evaluative answers – Classifying and labeling

Writing - Picture description – Description of fashion and beauty products (a small write-up promoting the product/an objective review of the product in 150 to 200 words).

Vocabulary: Expansion of compound nouns

UNIT 3

Listening- Gap fill exercises – Listening comprehension

Speaking -Debates

Reading -Reading comprehension

Writing – Essay Writing

Grammar &Vocabulary: Activities, Worksheets & Games.

UNIT 4

Listening - Note taking (of listening & viewing items) - Filling a table based on the listening item.

Speaking – JAM, Presentations. (PPT-subject related)

Reading-Reading comprehension

Writing– Difference between recommendations and instructions

Questions/MCQs based on graphs/flow diagrams/charts

Grammar & Vocabulary: Activities, Worksheets & Games.

UNIT 5

Listening – Radio News/ TV-News telecast /

Speaking - Watch or listen to documentaries and ask questions

Reading - Reading motivational stories (success stories in subject area)

Writing - Essay writing.

Grammar&Vocabulary: Activities, Worksheets & Games

Second Year

CORE COURSE - V
MANAGERIAL COMMUNICATION
(Theory)

Semester-III

Code:

Credit: 5

COURSE OBJECTIVES:

- To understand the techniques and skills of communication
- To define the principles of effective communication.
- To analyze the essentials of good report writing.

UNIT – I:

Communication: Definition, Objectives of communication, Characteristics of communication- Process of communication-Levels of communication, Communication flow-Purpose of communication -Overcoming the barriers of effective communication.

UNIT – II:

Written communication-Planning steps for effective writing - Principles -Writing business reports (Short & Long), Business letters -Kinds of business letters- Audience analysis, Writing positive,Neutral, Persuasive.

UNIT – III:

Verbal and Non verbal Communication- Listening-Meaning, Importance, Types of listening, Tips for effective listening.

UNIT – IV:

Recommendation letters -Thank you letters-Preparing job application Letter-Letter of appointments- Sales letter- Press releases, Proactive media writing and E-Mail-Internet, Mail merge in MS office.

UNIT – V:

Memos -Notice, Preparing agenda, and resolution& Minutes-Proposals-Resume writing- Reports and executive summaries.

UNIT-VI CURRENT CONTOURS (for Continuous Internal Assessment only) :

Contemporary development related to the course during the semester concerned. Pro-forma for performance appraisals, Captionsfor advertising, Company notice related shares / Dividends, Use of Google groups and Google sheets.

TEXT BOOKS:

1. Effective Business and Correspondence – M.S.Ramesh & Pattenshetty, R. Chand & Co. 2019Edition
2. Essential of Business Communication – Rajendra Pal &J.S.Korlahalli, Sultan Chand & Co, 2021Edition

REFERENCE BOOKS:

1. Business communication – K.Sundar A.KumaraRaj,Vijay Nicole Imprints Pvt. Ltd. 2012 Edition.
2. Business communication-K.K.Sinha-Golgotia Publishing- 2003, 2nd Edition
3. Effective communication skills for technologists-II- Dr.S.M.Gupta-sathyaprakashan-Tech India Publications- 2006,1st Edition

E - RESOURCES:

1. <https://www.toppr.com/guides/business-correspondence-and-reporting/communication/barriers-in-communication/>
2. <https://lettersamples.net/l/types-of-letters-with-examples>
3. <https://writeforbusiness.com/book/write-business/chapter-16-letters-memos>

COURSE OUTCOMES:

At the end of the course the student will be able to:

- The students will be aware of their communication skills and know their potential to becomesuccessful managers.
- The students will get enabled with the mechanics of writing and can compose the business letters inEnglish precisely and effectively.
- Students will get exposure in drafting business proposals to meet the challenges of competitiveenvironment.
- The students will be introduced to the managerial communication practices in business those are invogue.
- Students will get trained in the art of Interpersonal communication and technological advancementand social media usage in communications, with emphasis on analysing business situations.

Second Year

CORE COURSE - VI
COMPUTER APPLICATIONS IN BUSINESS
(Theory)

Semester-III

Code:

Credit: 5

COURSE OBJECTIVES:

- To enable students to understand the basic concepts in computer applications
- To give in-depth knowledge of documentation through MS Office packages
- To help them apply various accounting procedures through TALLY software.

UNIT – I:

Meaning of computer – Characteristics – components – Hardware and Software - operation system – Creations of files and folders. Windows explorer. Introduction to MS word - Short cut for MS word – Creating word documents – Business letters using wizards – Editing, inserting objects and formatting documents – Spelling and grammar check – Word count – Thesaurus - Auto correct - Working with tables – Saving, opening and closing documents – Mail merge.

UNIT – II:

Introduction to MS Excel and its features –Building worksheets – Entering data, editing and formatting worksheets – Creating and formatting different types of charts – Application of financial and statistical function – Organising data using Automatic rule saving, opening and closing of work books. MS Powerpoint Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation – Slide Show.

UNIT – III:

Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally- Configuration of Tally screens and menus – Creation of company and groups – Editing and deleting ledgers – Introduction to vouchers – Entry, payment, receipt, sales, purchase, contract and Journal vouchers- Editing and deleting vouchers.

UNIT – IV:

Introduction to inventories – Creation of stock categories – Stock groups – Stock items - Configuration and features of stock item – Editing and deleting stocks – Day books- Trial balance – Profit and loss account – Balance sheet.

UNIT – V:

Introduction to GST - Setting up GST rates – creating GST Ledger – Purchase voucher with GST – Sales voucher with GST – GST Report and Returns.

UNIT-VI CURRENT CONTOURS (for Continuous Internal Assessment only) :

Practical:Collection Bills with GST – CGST – SGST – IGST

TEXT BOOKS:

1. Alexis Leon and Mathew Leon, Introduction to Computers with Ms Office 2000,
2. Sajee Kurian, Tally ERP 9 with GST, 2018, Blessing Inc.

REFERENCE BOOKS:

1. Microsoft office for windows 2007, S.Jain, 2010, BPB Publication
2. GST Accounting with Tally ERP9, Asok K.Nadhani, 4th Edition, BPB Publication
3. Implementing Tally 5-4 Author, K.K.Nadhani , 2018, BPB Publication

E – RESOURCES:

- <https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e>
- <https://exceljet.net/excel-functions/excel-hyperlink-function>
- <https://elink.io/p/httpsceviouscomtally-customization-9636d6f>

COURSE OUTCOMES:

- Students gain the knowledge of computers
- Students developed skills in MS Office
- They get acquaint skills in Tally for business functions.
- Student known about the GST
- Students gain the Practical Knowledge in MS Office, Tally and GST applications

Second Year

**SECOND ALLIED COURSE - I
BUSINESS LAW
(Theory)**

Semester-III

Code:

Credit: 3

COURSE OBJECTIVES:

- To enlighten the students on the basic principles and legal aspects of business laws
- To promote the understanding of various legislations relating to business
- To make them acquire knowledge on the legal aspects in the business environment.

UNIT – I:

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT – II:

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

UNIT – III:

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent- Termination of Agency.

UNIT – IV:

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT – V:

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners -Types of partnership - Dissolution of partnership.

UNIT-VI CURRENT CONTOURS (for Continuous Internal Assessment only) :

Course content shall be discussed in the light of relevant case laws through Expert Talk ,Group Discussion, Role Play and Power Point Presentation.

TEXT BOOKS:

1. Elements of Mercantile Law - N.D. KAPOOR, Sultan Chand & Sons, 2019 Edition.
2. Business Law – PILLAI & BHAGAVATHI, S Chand & Company Limited, 2007 Edition

REFERENCE BOOKS:

1. Principles of Mercantile Law – B.N. TANDON.
2. Business Law including Company Law- S.S. GULCHAN & G.K. KAPOOR, New Age International Publishers, 2009 Edition.
3. A Text book of Mercantile Law – P.P.S.GOGNA, S Chand & Company Limited, 2014 Edition.

E - RESOURCES

1. https://www.indiacode.nic.in/bitstream/123456789/13660/1/indian_partnership_act_1932.pdf
2. <https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf>
3. <https://getlegalindia.com/sale-of-goods-act/>

COURSE OUTCOMES:

On the successful completion of the course, student will be able to

- Learn the basics of laws governing commercial contracts and nuances of competency to contract, rules of consideration, free concern and object of contract with case laws and illustrations.
- Have an insight on the provisions related to Sale of Goods Act 1930
- Understand the consequences of applicability of various laws on business situations.
- Know the rights and duties under various legal acts.
- Develop critical thinking through the use of law cases.

1. E-COMMERCE

Code:

(Theory)

Credit: 2

COURSE OBJECTIVES:

- To understand the conceptual foundations of marketing management as a functional area of business.
- Analyse the impact of E-commerce on business models and strategy.
- Explain the process that should be followed in building an E-commerce presence.

UNIT- I:

Introduction to E-Commerce– Electronic Commerce Framework– Electronic commerce and Media convergence – The anatomy of E-Commerce Applications – Components of the I Way – Network Access Equipment – Global Information Distribution Networks – Internet Terminology –NSF NET: Architecture and Components- National Research and Educational Network.

UNIT- II:

Electronic Commerce and World Wide Web: Architectural Framework for E-Commerce – WWW Architecture – Hypertext Publishing – Consumer Oriented Applications–Mercantile Process Models – Consumer's Perspective – Merchant's Perspective – Electronic Payment Systems (EPS) –Types- Designing EPS -Smart Cards and EPS – Credit Cards and EPS.

UNIT- III:

Electronic Data Interchange (EDI): Applications – Security and Privacy Issues–Software Implementations – Value Added Networks – Internal Information System – Work-flow Automation and Coordination – Customization– Supply Chain Management.

UNIT- IV:

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process –E- Commerce Catalogs or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

UNIT- V

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing–Frame Relay– Cell Relay – Mobile Computing -Frame Work –Wireless Delivery Technology –Cellular Data Communication Protocols.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary Developments Related to the E - Commerce- Studying: Electronic data interchange, Security and Privacy Issues - Group Discussion ethical issues on E – Commerce.

TEXT BOOKS:

1. Turban, E., Outland, J., King, D., Lee, J. K., Liang, T., & Turban, D. C. Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics) Springer, 2017.
2. Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). Digital Business and E-Commerce Management (7th ed.). Pearson 2018.

REFERENCES BOOKS:

1. Pribyl, I., & Pribyl, R. From Nothing: Everything You Need to Profit from Affiliate Marketing, Internet Marketing, Blogging, Online Business, e-Commerce and More. The Free Internet Marketing Project, 2019.
2. Frontiers of Electronic Commerce- Ravi Kalakota, Andrew Winston, 2018.
3. Chakraborty, S., & Tyagi, P. E-Commerce for Entrepreneurs. BPB PUBN, 2021.

E - RESOURCES

1. <https://www.edx.org/learn/ecommerce/>
2. <https://www.coursera.org/courses?query=e-commerce/>
3. <https://www.udemy.com/topic/e-commerce/>

COURSE OUTCOMES:

At end of the course, the students will be able to:

- To identify core concepts of marketing and the role of marketing in business and society. Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
- Ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.

Second Year	NON MAJOR ELECTIVE COURSE - I	Semester – III
	2. INVESTMENT MANAGEMENT	
Code:	(Theory)	Credit: 2

COURSE OBJECTIVES:

- To enable students to understand the nuances of stock market operations and understand the techniques involved in purchase or sale of securities.
- Develop the portfolio and make the investment decision
- This course aims to help students develop a broad knowledge and understanding of portfolio management and investment analysis.

UNIT- I:

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Types of Investment – Investment Planning, Investment alternatives – Investment and speculation – Risk and return concepts.

UNIT- II:

Securities Market - Participants of the Securities Market – Primary Market – Role of primary market – Stock exchanges in India – BSE, OTCEI, NSE, MCX, and Regulations of stock exchanges – Trading system in stock exchanges – SEBI and its functions.

UNIT- III:

Economic Analysis – Economic factors – Industry Analysis: Industry classification, Industry life cycle – Company Analysis Measuring Earnings – Financial Analysis & Ratio Analysis – Forecasting the earnings model.

UNIT- IV:

Fundamental Analysis Vs Technical Analysis – Dow Theory, Charting methods – Market Indicators. Trend patterns – Trend reversals Patterns - Moving Average – Exponential moving Average – Oscillators – Efficient Market theory.

UNIT- V:

Portfolio analysis – Portfolio Selection – Capital Asset Pricing Model – Portfolio Revision – Portfolio Evaluation – Mutual Funds.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary Developments Related to the portfolio analysis - Practical: mock online trading, Mock portfolio construction, Group Discussion, Role Play.

TEXT BOOKS:

1. Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PHILearning.,New Delhi, 8th edition, 2011.
2. Prasanna Chandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2017.

REFERENCES BOOKS:

1. Renganatham M, Mathumathi R. Invsetment Analysis and Portfolio management, Pearson,kindle edition.
2. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012.
3. Linton, D. E. Foundations of Investment Management: Mastering Financial Markets, AssetClasses, and Investment Strategies, J. Ross Publishing, 2020.

E - RESOURCES

- <https://www.classcentral.com/course/investment-management-5410/>
- https://onlinecourses.swayam2.ac.in/imb19_mg09/preview/
- <https://nptel.ac.in/courses/110105035>

COURSE OUTCOMES:

At end of the course, the students will be able to:

- Understand the various alternatives available for investment.
- Learn to measure risk and return.
- Gain knowledge of the various strategies, followed by investment practitioners.
- Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
- Critically discuss client objectives and the investment policy statement

Second Year

**CORE COURSE - VII
ORGANIZATIONAL BEHAVIOUR**

Semester-IV

Code:

(Theory)

Credit: 5

COURSE OBJECTIVES:

- To provide basic knowledge on various models of organizational behavior
- To expose them to the concepts of motivation and group dynamics
- To help them acquire interpersonal skills.

UNIT – I:

Organizational Behaviour – Concept – Nature – Objectives and elements of OB- Importance of OB- Models of OB - Other similar fields of study – Disciplines contributing to Organizational Behaviour - Individual Behaviour – Personality-Determinants – Personality development-Theories on Personality.

UNIT – II:

Perception – Definition – Process and determinants of Perception – Attitudes- Nature and formation of Attitudes- Values - Group Dynamics – Formal and Informal Groups-Group Norms, Group Cohesiveness and Group Decision making.

UNIT – III:

Leadership – Concept – Qualities of effective Leadership – Leadership Styles – Definition of Power – Types of Power - Sources of power – Power and Politics.

UNIT – IV:

Definition of Authority – Characteristics – Types of Authority - Morale – Concept – importance – Measurement of Morale – Steps to improve Morale in an organization.

UNIT – V:

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow's need hierarchy theory – McGregor's Theory X and Theory Y – Herzberg's Two Factor Theory - Stress Management – Concept - Sources - Effects of stress - Management of Stress.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary Developments related to this Course Role Play, Group Discussion, case studies and seminars.

TEXT BOOKS:

1. Organizational Behaviour – L.M. PRASAD, 5th Edition, SULTAN CHAND & SONS.
2. Organization Theory and Behaviour – V.S.P. RAO & D.S. Narayana, 2nd Edition, KonarkPublishers Private Limited

REFERENCES BOOKS:

1. Elements of Organizational Behaviour – S.S. KHANKA, 2006 Edition, S.Chand & Company Ltd.
2. Organizational Behaviour – Gupta CB, 2014, S.Chand
3. Organizational Behaviour - K.ASWATHAPPA, 12th Edition, Himalaya Publishing House

E – RESOURCES:

1. <https://egyankosh.ac.in/bitstream/123456789/61464/1/Unit-6.pdf>
2. <https://granite.pressbooks.pub/ld820/chapter/1/>
3. https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_motivation.htm

COURSE OUTCOMES:

On the successful completion of the course, student will be able to

- Have an insight on how employees behave and perform in the workplace
- Analyze the individual and group behavior and understand the implications of organizational behavior on the process of management.
- Understand their own behavior, attitude, ethical views and performance as well as those of the people with whom they behave.
- Demonstrate how to make better decisions both as an individual and in a group
- Apply different motivational theories and methods to increase the productivity and job satisfaction of employees.

Second Year

CORE PRACTICAL-I

Semester-IV

COMPUTER APPLICATION IN BUSINESS

Code:

(Practical)

Credit: 5

COURSE OBJECTIVES:

- To gain practical knowledge in computer applications
- To give in-depth knowledge of documentation through MS Office packages
- To help them apply various accounting procedures through TALLY software.

MS –Word:

1. Creating Business Letters
2. Creating an application for the job with Bio-data.
3. Creating circular letter with Mail Merge options.
4. Creating a table by using the split and merge options.

MS – Excel:

1. Creating a work sheet Mark sheet, Pay slip, PF Contribution list etc.
2. Creating charts
3. Creating a table and charts
4. Filtering the data using Auto filter custom filters using comparison operations

MS – Powerpoint:

1. Creating a power point presentation.
2. Creating a slide show
3. Creating an advertisement

Accounting Package:

1. Preparing vouchers for entries for the given transactions.
2. Preparing final accounts from the Trial Balance given with any five adjustments.
3. Preparing vouchers with GST

Second Year

**SECOND ALLIED COURSE - II
OPERATIONS RESEARCH**

Semester-IV

Code:

(Theory)

Credit: 3

COURSE OBJECTIVES:

To help students

- To understand the Business methods used in Operations Research
- To allocate limited resources with optimum utilization in production and gain knowledge on replacement decisions.

UNIT – I:

Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.

UNIT – II:

Transportation Problem: North West Corner Rule - Least Cost Method - Vogel's Approximation Method.

UNIT – III:

Assignment Problem: Solving assignment Problem – Travelling Salesman Model – Maxima and Minima Method – Hungarian Method.

UNIT –IV:

Inventory Control: Categories of Inventory – reasons for carrying inventory – costs and terms associated with inventory – Deterministic and Probabilistic Inventory Problem.

UNIT – V:

Replacement Decisions: Replacement of equipment that deteriorates gradually – Replacement of Equipment that fails suddenly.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary Developments Related to the Course during the Semester concerned. Practical: Conduct of Employee survey and reporting- Review and evaluation of Inventory control.

(Marks: Theory 20% and Problems 80%)

TEXT BOOKS:

1. KANTI SWARUP, P.K.GUPTA AND MAN MOHAN, “Operations Research” Sultan Chand & Sons Co. Ltd., 14th Edition, 2008.
2. S.KALAVATHY, “Operations Research “ Vikas Publishing House Private Limited, 4th Edition, August 2002

REFERENCES BOOKS:

1. C.R.KOTHARI, “Quantitative Techniques” , Vikas Publishing House Private Limited, 15th Edition, January 2013.
2. ANAND SHARMA, “Quantitative Techniques for Decision Making”, Himalaya Publishing House, 3rd Edition 2021

E – RESOURCES:

- <http://www.snvanita.org/pdf/Introduction%20to%20Operations%20Research.pdf>
- <https://towardsdatascience.com/operations-research-in-r-transportation-problem-1df59961b2ad>
- <https://kanchiuniv.ac.in/coursematerials/OperationResearch.pdf>

COURSE OUTCOMES:

At the end of this course students will be able to...

- Formulate and obtain the optimal solution for Linear Programming problems.
- Determine the optimal solution for Transportation problems.
- Determine the optimal solution for Assignment problems.
- Understand the need of inventory control and Management
- Decide an optimal replacement decision for given equipment.

Second Year

NON MAJOR ELECTIVE COURSE - II

Semester-IV

1. BUSINESS ETHICS

Code:

(Theory)

Credit: 2

COURSE OBJECTIVES:

- To understand the concept of Ethical value
- Analyze the ethical issues involved in business
- The best way to manage ethical conduct in business

UNIT – I:

Business Ethics - Meaning – Definition – Nature – Importance – Ground Rules – Myths – Methodology – Characteristics of Managerial Ethics - Factors Influencing Business Ethics - Types Of Ethical Issues- Corruption In Businesses.

UNIT – II:

Ethical Values - Work Ethics – Work Culture – Ethical Theories – Ethical values- Environmental Ethics – Consumer Protection..

UNIT – III:

Managing Ethical Conduct - Skills for Managers - Whistle Blowing - Individual differences and Ethical Judgments – Cognitive Barriers to Ethical Judgment- Corporate Social Responsibility towards the community.

UNIT – IV:

Corporate Governance - Issues – need - corporate governance code - transparency & disclosure - role of auditors - board of directors and share holders - corporate scams - Committees in India.

UNIT – V:

Consumerism – unethical issue in sales, marketing and technology – competitive strategy.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Practical: Collection of data about unethical strategy followed in the products

TEXT BOOKS:

1. Dr. S. Sankaran., Business Ethics & Values, 2010, Margham Publication.
2. Fernando. A. C., Business Ethics – An Indian Perspective, 3rd Edition, Pearson Publication

REFERENCE BOOKS:

1. Hasnian Baber, Business Ethics and Corporate Governance, 2nd Edition, Global Vision Publishing House
2. Chakraborty, S.K., Management by Values, 2014, Oxford Univ.Press.
3. Velasquez, Business Ethics - Concepts and Cases, Prentice Hall, 5th Edition.

E – RESOURCES:

- <https://www.economicsdiscussion.net/business/business-ethics/31798>
- <https://tsubakimoto.com/sustainability/governance/corporate/control-policy/>
- <https://elink.io/p/consumerism-9a251f9>

COURSE OUTCOME:

- To outline the significance of ethics in business.
- To know the culture of organisation
- To appreciate the best ethical practices in every actions of organization
- To recognize the importance of Corporate Social Responsibility.
- Students can understand the unethical issues in the environment

**2. PRODUCTION AND MATERIALS
MANAGEMENT****Code:****(Theory)****Credit: 2****COURSE OBJECTIVES:**

- To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.
- To understand the relationship between operations and other business functions.
- To understand the Materials Management function starting from Demand Management through Inventory Management.

UNIT-I SCOPE AND SIGNIFICANCE OF PRODUCTION MANAGEMENT:

Production, operation function - objectives of production management, scope of production management, Type of production and production interface with other functional area of business, Plant locations – factors affecting plant layout - different type of layouts and their suitability.

UNIT-II PRODUCTION PLANNING, SCHEDULING AND MONITORING SYSTEM:

Concept and need of production planning - factors - Elements of production planning, capacity planning - Aggregate planning - Method study – Work measurement - Time study - Motion study - Scheduling.

UNIT –III MATERIAL MANAGEMENT:

Concepts, objectives and importance of material management – Material handling - principles of materials handling- Material requirement planning.

UNIT – IV INVENTORY CONTROL:

Nature of inventory - types of inventory - cost of holding inventory - Techniques of inventory control - EOQ - VED analysis - ABC analysis.

UNIT-V QUALITY CONTROL:

Inspection and quality control, Statistical quality control - Techniques of SQC - Acceptance sampling - Control charts.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to the production strategies, work measurement techniques, production planning, maintenance management techniques and quality control techniques in selected firm's plant locations..

TEXT BOOKS:

1. Matand T. Telsang; Production operations Management; S. Chand and Company LTD, First Edition; New Delhi; 2005 (for Unit-1 & 2)
2. C.B. Gupta; Operations management and control; Sulton Chand and Sons; New Delhi; Fourth Edition: 2006 (for Unit-3)

REFERENCE BOOKS:

1. E.S. Buffa; Modern production Operations Management - 7th Edition; Wiley Eastern Ltd. 1980. New Delhi.
2. Raymond R. Mayor; Production Management; Wiley Eastern LTD. New Delhi; 1980
3. Keith Lockyer; Production Management; Wiley Eastern LTD; New Delhi. 1980.

E – RESOURCES:

1. <https://www.mygreatlearning.com/blog/production-management-functions/?amp>
2. <https://asq.org/quality-resources/quality-assurance-vs-control>
3. <https://www.twi-global.com/technical-knowledge/faqs/what-is-material-management>

COURSE OUTCOMES:

- Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
- Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments
- Develop aggregate capacity plans and MPS in operation environments.
- Plan and implement suitable materials handling principles and practices in the operations.
- Plan and implement suitable quality control measures in Quality Circles to TQM

OBJECTIVES:

- To know the definition and concepts of tourism
- To understand the types of travel formalities
- To learn the Preparation of Tour Itinerary

UNIT- I TRANSPORT INDUSTRY:

Introduction to Transport Industry – Road Transport – Rail Transport - Cruise Liners Transportation - Reading of Railway Time Table – Railway Ticket Booking Procedures.

UNIT-II AIR TRANSPORT:

Development of Air Transport – Formation of IATA – Airline Industry (International and Domestic) - Role of Airlines in Tourism.

UNIT-III TRAVEL FORMALITIES:

Passport – VISA – Medical Certificates – Insurance – Customs - Foreign Exchange -Baggage allowance.

UNIT-IV TRAVEL AGENCY:

Evolution of Travel Agency – Departments and Functions of a Travel Agency - Source of income for Travel Agency.

UNIT-V TOURS OPERATIONS:

Origin of Tour Operations – Organising a Tour Program – Package Tours – Car Rentals – Tourist Guide Service -Preparation of Tour Itinerary – Tour Costing.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Railway Ticket Booking Procedures - Baggage allowance - Organizing a Tour Program - Preparation of Tour Itinerary.

REFERENCE BOOKS:

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **Dynamics of Tourism – A Triology**, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, **Successful Tourism Practices**, Vol.I., New Delhi, 1997.
4. Lonely Planet India, Guidebook, Travel literature

COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in Tour operations.

CULTURAL TOURISM**Code:****(Theory)****Credit: 2****OBJECTIVES:**

1. To gain the knowledge of Cultural Resources.
2. To understand the idea of Cultural Festivals
3. To get the knowledge of Cultural destinations.

UNIT- I CULTURAL TOURISM:

Definition - Meaning and Scope - Significance – Types of Cultural Tourism Attractions - Culinary Traditions: North Indian - South Indian -Continental.

UNIT-II ARTS AND CRAFTS :

Music: Hindustani - Carnatic -Classical Dances: Kuchipudi, Odissi, Kathakali, Manipuri, Kathak and Bharathanattiyam - Folk Dances.

UNIT-III CULTURAL RESOURCES OF NORTH INDIA :

Madura- Jaipur-Vaishnavadevi Temple Deccan Region: Konark – Amaravati- Somnathpur Temple -South India : Belur, Helibidu, Guruvayur, Thirupathi- Madurai- Case studies: Darasuram, Velankanni.

UNIT-IV FESTIVALS:

Konark Festival in Odisha - Sarang Festival in Kolkata - Music Festival in Chennai- -Dance Festivals in Mamallapuram and Chidambaram - Music Festival in Thiruvaiyaru.

UNIT-V INDIAN CULTURAL DESTINATION – CULTURAL INSTITUTION IN INDIA:

Cultural Event Management – Preservation and Conservation of Monuments – Role of ASI, ICO, MOS -Mutts in India- Unique features of Tamil Culture: Chastity, Equality, Nobility, Charity , Justice.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Hindustani Music - Culinary traditions of South India - Konark Festival–Role of ASI in heritage conservation.

REFERENCES :

1. V.s. Agarwal, the Heritage of Indian Art, Publications Divisions, Govt. of India, New Delhi.
2. A.L. Basham, The Wonder That was India, 3rd edition, London.
3. L. Basham, A Cultural History of India, Oxford University Press, New Delhi.
4. பண்டையநாகரிகங்கள் - எஸ்.எல். வி . மூர்த்தி
5. Art, Culture and Spirituality - Swami Atmaramananda&Dr.M.Sivaramkrishna.
6. The Book of Hindu Festivals and Ceremonies - Om Lata Bahadur.
7. Cultural Tourism In India- Luvkushmishra

COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in Cultural Tourism.

Professional English

[part-III -add on Course]

Weightage: 4 Credits

Duration: 90hrs

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence

(18 hrs)

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication

(18 hrs)

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence

(18 hrs)

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination

(18 hrs)

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDyo>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

Unit 5- Workplace Communication& Basics of Academic Writing (18 hrs)

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcomes of the Course.

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
 - Adapt easily into the workplace context, having become communicatively competent.
 - Apply to the Research &Development organisations/ sections in companies and offices with winning proposals.

Instruction to Course Writers:

1. **Acquisition of subject-related vocabulary should not be overlooked.** Textboxes with relevant vocabulary may be strategically placed as a Pre Task or in Summing Up
2. Grammar may be included if the text lends itself to the teaching of a Grammatical item. However, testing and evaluation does not include Grammar.

Third Year

**CORE COURSE- VIII
COST ACCOUNTING
(Theory)**

Semester-V

Code:

Credit: 5

COURSE OBJECTIVES:

To enable students

- To understand the basic concepts of cost accounting,
- To gain knowledge on principles and procedures of cost accounting and
- To apply the costing techniques in different practical situations.

UNIT – I:

Meaning and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost – Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet.

UNIT – II:

Materials – EOQ - Levels of Stock – Receipts and Issues of materials – ABC Analysis - Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average.

UNIT – III:

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

UNIT – IV:

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption - Machine Hour Rate – Job Costing – Contract Costing.

UNIT – V:

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process).

(Marks: Theory 40% and Problems 60%)

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to apply the methods of costing adopted by different types of industries.

TEXT BOOKS:

1. Cost Accounting Principles and Practice– S.P. JAIN AND K.L. NARANG, Kalyani Publishers, 2020 Edition.
2. Jawahar Lal, Seema Srivastava, SEEMA SINGH (2019). Cost Accounting, 6th Edition –Tata McGraw Hill Publication,

REFERENCE BOOKS:

1. Cost Accounting – S.P.IYENGAR, Sultan Chand & Sons, 2005 Edition.
2. Cost Accounting – R.S.N. PILLAI AND V. BAGHAVAGHI, S.Chand & Company Ltd. 2010 Edition.
3. Cost Accounting – S.N. MAHESHWARI, Sultan Chand & Sons. 2009 Edition.

E – RESOURCES:

- <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/format-of-cost-sheet/>
- https://www.sbisc.in/pdf/resources/1587834839_Methods_of_Pricing_Material_Issues.pdf
- <https://www.arsdcollege.ac.in/wp-content/uploads/2020/03/OVERHEADS-COSTING-NOTES.docx>

COURSE OUTCOMES:

- Understanding the concept of cost accounting, Recognize the merits and demerits of cost accounting along with the elements of cost concepts.
- Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues.
- Measure the cost in various types of costing followed by various organization.
- Plan, design and execute practical activities using techniques and procedures appropriate to cost accounting.
- Respond to change within the external and internal business environments and its effect on cost accounting.

Third Year

**CORE COURSE- IX
FINANCIAL MANAGEMENT
(Theory)**

Semester-V

Code:

Credit: 5

COURSE OBJECTIVES:

- To expose learners to various concepts and principles of financial management.
- To develop in them decision making skills on various financial matters.
- To acquaint them with various tools for the management and understanding of finance.

UNIT – I:

Financial Management - meaning and Scope - Finance functions - profit maximization and Wealth maximization - Sources of Finance - Short term - bank sources - Long term - Shares - Debentures, Preferred stock- debt.

UNIT – II:

Cost of Capital - Concepts, Importance - classification - Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings - Weighted Average Cost of Capital.

UNIT – III:

Leverages - Meaning and Significance - Types: Operating, Financial and Combined Leverages - EBIT and EPS Analysis, Dividend - Forms of Dividend - Factors determining dividend- Dividend Theories and Dividend Policies.

UNIT – IV:

Capital Structure Planning - Meaning and Scope - Approaches: Net Income Approach - Net Operating Income Approach - MM Approach - Arbitrage Process - Traditional Approach - Indifference Point.

UNIT- V:

Capital Budgeting (Investment Decisions) - Concept and Importance - Appraisal Methods: Pay Back Method - Discounted cash Flow method - NPV Method, Excess present value Index, IRR, ARR and ROI.

(Marks: Theory 40% and Problem 60%)

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to understand the applications of development finance as practiced in finance institutions, economics/finance clusters of governments and other development finance related institutions.

TEXT BOOKS:

1. S.N.MAHESHWARI, Elements of Financial Management - Sultan Chand & Sons. 2019 Edition.
2. R.K. SHARMA, SHASHI AND K . GUPTA, Financial management, Kalyani Publications. 2014 Edition.

REFERENCE BOOKS:

1. I.M.PANDEY, Financial Management, Vikas Publishing House Pvt . Ltd.
2. PRASAMMA CJAMDRA, Fundamentals of Financial Management, Tata Mc Graw Hills.
3. M.Y. KHAN & P.K. JAIN , Theory and Problems in financial Management, Tata McGraw Hills.

E – RESOURCES:

- <https://www.managementstudyguide.com/financial-management.htm>
- <https://www.indeed.com/career-advice/career-development/what-is-cost-of-capital>
- <https://www.managementstudyguide.com/capital-structure.htm>

COURSE OUTCOMES:

On Completion of this course students will be able to :

- Demonstrate and understand the overall role and importance of Financial Functions.
- Demonstrate Basic Financial Management Knowledge.
- Communicates effectively using standard Business terminology.
- Utilize information to maximize and manage finance.
- Demonstrate a basic understanding of Budgeting

Third Year

**CORE COURSE- X
COMPANY LAW AND PRACTICE
(Theory)**

Semester-V

Code:

Credit: 5

COURSE OBJECTIVES:

- To understand the concept of company law, formation of company and other activities of the company.
- To know the procedure conducting meetings and role of directors.
- To understand the process of winding up and dissolution.

UNIT – I:

Define Company-Kinds of company - Characteristics of company - Company distinguished from partnership - Formation of company-Company secretary - Rights and liabilities of a secretary.

UNIT – II:

Incorporation of a company - Certificate of incorporation - Certificate of commencement of business - Memorandum of Association - Articles of Association - Incorporation.

UNIT – III:

Share capital - Kinds of share capital - Share holders - Rights and liabilities of shareholders– Prospectus - Contents of prospectus - Allotment of shares - Transfer of shares - Reissue of shares - Meaning of dividend - types of dividend - Meaning of debenture - types of debentures.

UNIT – IV:

Appointment of directors - duties and liabilities of directors - managerial remuneration - Meeting-types of meetings – Notice – Quorum - Minutes of meeting – Proxies – Agenda - Chairman of the meeting – Resolution - Types of resolution.

UNIT – V:

Winding up - Modes of winding up - Consequences of winding up - Grounds of compulsory winding up - Voluntary winding up - Duties of secretary in respect of each windingup - Dissolution-Types of dissolution - Difference between winding up and dissolution.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to Director Identity Number (DIN) - Corporate Identity Number (CIN) - Online filling – Registration - Corporate Governance - Corporate Social Responsibility (CSR) - Insider trading
- National Company Law Tribunal.

TEXT BOOKS:

1. N.D.Kapoor, “Company Law and Secretarial Practice” Sultan Chand and Sons, New Delhi, 2020. 5th Edition
2. S.Srikanth , Shanti Rekha Rajagopal ,Revathy Blakrishnan, Corporate Laws and Secretarial Practice, Jain Book. New Delhi - 01

REFERENCE BOOKS:

1. R.S.N.Pillai and Bagavathi “Business Law”, S.Chand and Company, New Delhi, 3rd Edition 2014.
2. M.C.Kuchaal “Mercantile Law”, Sultan Chand and Sons, New Delhi, 2013, 6th Edition
3. Sangeet Kedia, Advanced Company Law And Practice, Pooja Law Publishing Company, New Delhi

E – RESOURCES:

- <https://taxguru.in/company-law/types-companies-companies-act-2013.html>
- <https://lawcorner.in/types-of-shares-and-share-capital-under-companies-act-2013/>
- https://www.brainkart.com/article/Kinds-of-Company-Meetings_40943/

COURSE OUTCOMES:

- Develop the knowledge about the procedure for formation of company.
- Identify the role and responsibilities of shareholders in a company.
- Understand the importance of meeting in a company.
- Analyse the consequences of winding up.
- Develop their reasoning abilities towards the business law.

Third Year

**CORE COURSE- XI
RESEARCH METHODS FOR BUSINESS
(Theory)**

Semester-V

Code:

Credit: 5

COURSE OBJECTIVES:

To help students

- To comprehend the theoretical concepts and research logic.
- To familiarized with the various stages of the research work.
- To gain knowledge about the formulation of business research projects.

UNIT – I:

Research: Meaning – Definition – important – Types – Methods – Process – Quality of good research –problem faced by researcher in India.

Research Problem: Selecting problem – Technique.

UNIT – II:

Research Design: Meaning – Concepts – Categorize of Research Design. Sampling Design: Different Census survey and sample survey – Steps – Type.

UNIT- III:

Sample size: Points to be consider sample size determination – Approach based on Precision rate and confidence level

Scaling: Measuring scale – Sources of Error in Measurement – Test of sound Measurement – Techniques.

Data Collection: Primary and secondary data meaning – Collection of Primary Data – Collection of Primary Data.

UNIT – IV:

Processing of Data: Editing – Coding – Classification – Tabulation.

Concept of standard error: Criteria for judging Significance at Various levels. Hypothesis: Meaning – Basic concept of Hypotheses testing – Flow diagram for testing.

UNIT – V:

Analysis of Data: Measure of Central Tendency – Chi-Square test. Interpretation: Meaning – Technique.

Report Writing: Steps – Layout of project Report.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to

- Construction of Questionnaire HR and Marketing (Primary) or Collection of Financial Data (Secondary).
- Prepare Master chart and apply necessary statistical and financial tools.
- Prepare findings and suggestions.

TEXT BOOKS:

1. RESEARCH METHODOLOGY – C. R. KOOTHARI, 2019, New Age Publications
2. BUSINESS RESEARCH METHODS – COOPER AND SCHINDLER, 12th Edition, Tata McGraw-Hill

REFERENCE BOOKS:

1. Business Research Methods – S.N.Murthy, 2010, Excel Books.
2. Research Methodology – Pannarselvam, PHI Pvt. Ltd., 2013, New Delhi.
3. Research Methodology - Concept & Cases – Chawala, Deepak & Sondhi, Neena, 2nd Edition, Vikas Publication

E – RESOURCES:

1. <https://www.educba.com/types-of-research-methodology/>
2. <https://www.formpl.us/blog/amp/research-report>
3. <https://www.scribbr.com/statistics/hypothesis-testing/>

COURSE OUTCOMES:

- To solve the problem by following proper research procedures.
- To prepare a research paper or any other type of research work.
- To deliberately ignore research errors in order to submit precise and reliable work.
- To assess the validity and reliability of a study's overall findings
- To create documentation through high-quality writing.

Third Year

MAJOR BASED ELECTIVE COURSE- I

Semester-V

Code:

1. STRATEGIC MANAGEMENT

(Theory)

Credit: 5

COURSE OBJECTIVES:

- To expose students to various perspectives and concepts in the field of Strategic Management
- The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- To help students develop skills for applying these concepts to the solution of business problems

UNIT – I:

The Concept of Strategy - Strategic Decisions - Strategic Management - Concept - Benefits - Limitations - Strategic Management Process - Approaches.

UNIT – II:

Mission, Objectives -Need for Environmental Scanning – SWOT Analysis.

UNIT – III:

Strategy Formulation - Business Strategy - Corporate Strategy - Portfolio Analysis - BCG Matrix -Uses - Limitations.

UNIT – IV:

Strategy Implementation - MBO - Functional Implementation - Production – Marketing - Finance Personnel - Research and Development.

UNIT – V:

Strategy Evaluation and Control - Strategic Control – Evaluation Techniques.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to prepare a project report on Industry and Company comprehensive analysis based on General, Industry, Competitor and Internal Environment, SWOT summary and Implementation. It can be done as a group project which should also include suggestions based on problem identification and solutions (alternatives).

TEXT BOOKS:

1. Business Policy and Strategic Management, L.M. Prasad.Sultan Chand And Sons,
2. Grant, R. and Jordan, J. 2012. Foundations of Strategy. NY: John Wiley & Sons, Ltd.

REFERENCE BOOKS:

1. Strategic Management Michael Hitt, Ireland, Hoskisson, 2010, Cengage Learning, New Delhi.
2. Strategic Management – Concepts and Cases, Fred R. David, 2010, PHI Learning, New Delhi.
3. Business Policy and Strategic Management (Text and Cases) ,SubbaRao, P 2010,

E – RESOURCES:

- <https://elink.io/p/strategic-management-90dc541>
- https://www.mindtools.com/pages/article/newTMC_05.htm
- <https://cleartax.in/g/terms/mbo-management-by-objectives>

COURSE OUTCOMES:

Upon completion of this course, students should be able to:

- Establish and evaluate mission statement, long term objective, vision, and short term plan for the business;
- Analyze the external and internal environment and identify opportunities, threats, strengths, and weaknesses of the firm and thereby formulate appropriate strategies for business;
- Plan pre-implementation and implementation phase; and
- Monitor and evaluate implemented strategies.
- Students will be able to develop their capacity to think and execute strategically.

Third Year

MAJOR BASED ELECTIVE COURSE- I
2. SUPPLY CHAIN MANAGEMENT
(Theory)

Semester-V

Code:

Credit: 5

COURSE OBJECTIVES:

- To provide an insight on the fundamentals of supply chain networks, tools and techniques.
- To provide an in-depth coverage of management issues, challenges and practices in different subsystems of Supply Chain Management and their inter-relationships.
- To expose students to the state of the art developments in Management concepts and techniques and Information Technology Relevant for effective and efficient Supply chain Management.

UNIT – I:

Development of SCM concepts and Definitions –Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.

UNIT – II:

Sourcing strategy: Manufacturing flow management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.

UNIT – III:

Distribution strategy: Choice of Market – network design –warehouse designed operation and distribution planning – transportation – packaging.

UNIT – IV:

Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.

UNIT – V:

Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services revenue Management.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to Assignment/Presentation based on the above topics or the selected Industry or Firm.

TEXT BOOKS:

1. Sunil Chopra, Peter Meindl and Kalra, “Supply Chain Management, Strategy, Planning, and Operation”, Pearson Education, 2010.
2. Srinivasan G.S, “Quantitative models in Operations and Supply Chain Management, PHI, 2010

REFERENCE BOOKS:

1. JeremyF.Shapiro, “Modeling the Supply Chain”, Thomson Duxbury, 2002.
2. David J.Bloomberg , Stephen Lemay and Joe B.Hanna, “Logistics”, PHI 2002.
3. James B.Ayers, “Handbook of Supply Chain Management”, St.Lucle press, 2000..

E – RESOURCES:

1. <https://elink.io/p/supply-chain-management-in-2020-98d32b3>
2. <https://www.linkedin.com/pulse/role-distribution-strategy-supply-chain-management-rahul-mehra>
3. <https://www.sdcexec.com/professional-development/article/21319340/cloudtask-the-role-of-customer-service-in-improving-supply-chain-management>

COURSE OUTCOMES:

- The student would understand the framework and scope of supply chain networks and functions.
- Gain overall knowledge about the modern business practices of Supply Chain Management and its emerging trends and best practices at global level.
- Know and understand the basic concepts, principles, functions and models of various components of Supply Chain Management.
- Understand and analyse the operations and logistics management through IT – Internet and web.
- Apply supply chain strategies in various functions of production and logistics management in all throughout the process.

Third Year

**SKILL BASED ELECTIVE COURSE- I
SERVICES MARKETING**

Semester-V

Code:

(Theory)

Credit: 2

COURSE OBJECTIVES:

To enable students

- Know the various concepts of services marketing
- Understand the strategies for managing and marketing of services and
- Devise strategies for marketing services in the liberalized business environment.

UNIT – I:

Services marketing – Introduction - Growth of service sector – Types - Characteristics – Constraints in services marketing – Difference between goods & services.

UNIT – II:

Marketing Management process for services – organizing marketing planning - Analysing opportunities – target market – Developing the services marketing Mix.

UNIT – III:

Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

UNIT – IV:

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

UNIT – V:

Promotion Mix for services – Place in service – Identifying & Evaluating major channel alternating – physical factors – physical environment.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Practical: Collection of Data regarding Marketing Mix

TEXT BOOKS:

1. Christian Gronroos - Service Management and Marketing, 3rd Edition, John Wiley & Sons Ltd.
2. Christopher Love Lock, Service Marketing, 8th Edition, Pearson Education Asia

REFERENCE BOOKS:

1. Rama Mohana Rao, Service Marketing, 2nd Edition, Pearson Education.
2. HJames A Fitzsimmons, Services Marketing, 8th Edition, McGraw Hill..
3. Valarie A. Zeithaml, Service Marketing, 7th Edition, Tata McGraw-Hill.

E – RESOURCES:

- https://www.brainkart.com/article/Introduction-to-Service-Marketing_5997/
- <https://www.marketing91.com/service-marketing-mix/>
- <https://indiafreenotes.com/promotion-mix-strategy-for-services/amp/>

COURSE OUTCOME:

- Students gain knowledge about the basic concepts of Services marketing
- Students develop skills to tackle the challenges in Marketing Mix
- To know the Strategy followed in the products
- Students known about the promotion mix, pricing decision.
- Students gain the Practical Knowledge about the market activities.

Third Year

CORE COURSE- XII
HUMAN RESOURCE MANAGEMENT

Semester-VI

Code:

(Theory)

Credit: 5

COURSE OBJECTIVES:

- To help students understand of the basic elements of HRM gain knowledge on various facets, the policies and practices of HRM and acquire knowledge on the recent trends in HRM.
- To impart knowledge in management and to provide basic conceptual skills and aptitude in the primary business activities so as to enable the aspiring students to exploit the business related opportunities.
- The functions, systems, policies and applications of Human Resource Management in organizations.
- An overview of theoretical foundations of key areas associated with HR development in the organizations,
- HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context.

UNIT – I:

Human Resource - Definition – Characteristics and Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions-- Qualities of Personnel Manager- Functions, Organizational Structure of Personnel Department.

UNIT – II:

HR Planning - Basics and needs – Factors - Objectives of Manpower Plan-Steps in HR Planning – Job Analysis, Job Description and Job Specification - Recruitment-Selection– Interviews and Tests and Placement of Personnel.

UNIT – III:

Computer Applications in Human Resources Management- Computer applications in personnel training & EDP -Types of applications—Training – Objectives – Methods – Importance of Executive Development –Methods – Promotion- Criteria and types – Transfer - Types - Career Planning.

UNIT – IV:

Wages– Different methods of wage payments – Time and Piece rate system –Incentive Schemes - Fringe benefits.

UNIT – V:

Performance Evaluation- Importance – Methods– Discipline and Disciplinary procedure – GrievancesSteps in Grievance Handling.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to how HR approach that merges the traditional method of personnel management with corporate strategy, while also focusing on organizational development.

TEXT BOOKS:

1. Human Resource Management – C. B. GUPTA – Sultan Chand & Sons, 2018 Edition
2. Human Resource Management- S.S. Khanka - Himalaya publishing House, 2003 Edition.

REFERENCE BOOKS:

1. Human Resource Management – P.S. SUBBORAO , Himalaya Publishing House, 2010 Edition
2. Essentials of Human Resource Management & Industrial Management, Text & Cases - Rao, S. New Delhi: Himalaya Publication, 2014 Edition.
3. Essentials of Human Resource Management, 2e – K.Sundar & J.Srinivasan, Vijay Nicole Imprints Private Limited, Chennai

E – RESOURCES:

1. <http://www.uou.ac.in/sites/default/files/slm/BHM-702T.pdf>
2. <https://www.investopedia.com/terms/h/human-resource-planning.asp>
3. <https://www.startuphrtoolkit.com/performance-appraisal-in-hrm/amp/>

COURSE OUTCOMES:

- The Students are able to exhibit fundamental and basic knowledge of Human Resource Management to solve the practical problems in business in systematic manner.
- The Students are able to identify and develop strategies for better practices for betterment of business in the most ethical manner.
- The Students are able to communicate effectively in the organization with confidence and contribute to exchange of ideas, skills and enhance learn ability within the organization.
- The Students will exhibit healthy and self-sustainable leadership and entrepreneur qualities that encourages taking decisions on the basis of calculated risk and enhance the competitive advantage of the organization.
- To gain knowledge HRM and its significance in business.

Third Year

**CORE COURSE- XIII
MANAGEMENT ACCOUNTING
(Theory)**

Semester-VI

Code:

Credit: 5

COURSE OBJECTIVES:

- Understand the nature and scope of management accounting.
- Gain knowledge in the preparation of financial statement analysis, marginal costing budget, working capital, standard costing and
- Utilize the management tools and techniques to take appropriate financial decisions.

UNIT – I:

Management Accounting - Definition - objectives - Merits and Limitations - Financial Statement Analysis - Comparative Statements - Common Size Statements - Ratio Analysis - Construction of Balance Sheet (simple problem).

UNIT – II:

Fund Flow Statement - Cash Flow Analysis - Uses and Construction - Distinction.

UNIT – III:

Marginal Costing - objectives and Limitations - Cost Volume Profit (CVP) Analysis - Break Even Analysis - Merits and Demerits - Margin of Safety

UNIT – IV:

Budget and Budgetary Control - Characteristics and Limitations - Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

UNIT – V:

Working Capital - Types - Factors Determining Working Capital - Estimate of Working Capital Requirements - Standard Costing - Material and labour Variance only.

(MARKS : Theory 40% and Problems 60%)

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary development related to analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques.

TEXT BOOKS:

1. Management Accounting - S . N. MAHEWSWARI, Sultan Chand & Sons.
2. Management Accounting- R.S.N.Pillai and Bagavathi, S.Chand& Company Pvt Ltd Reprint edition 2013.

REFERENCE BOOKS:

1. Management Accounting by Dr.T.Ramasamy Gold Books publishing House, First edition, 2011.
2. Management Accounting - Theory & Practices, A. MOORTHY & S. GURUSAMY , Vijay Nicole Imprints Private Limited, Chennai.
3. Accounting for Management – Dr.V.R.Palanivelu – University Science Press – Third Edition –2017.

E – RESOURCES:

1. <https://www.economicdiscussion.net/cost-accounting/management-accounting/32811>
2. <https://learn.financestrategists.com/explanation/management-accounting/what-is-fund-flow-statement/>
3. <https://www.economicdiscussion.net/accounting/types-of-budget-in-accounting/31733>

COURSE OUTCOMES:

On Completion of this course students will be able to :

- Measure the financial statements through comparative and common size by using various financial ratios.
- Simplify the fund flow and cash flow statements by calculating funds and cash from operations.
- Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit.
- Provides a framework that translates the aims and objectives of the business into a series of key performance measures and targets.
- How the business or the corporations will establish and manage the process and the various techniques and methods to manage the business in a more effective and efficient manner

Third Year

**CORE COURSE- XIV
ENTREPRENEURIAL DEVELOPMENT**

Semester-VI

Code:

(Theory)

Credit: 5

COURSE OBJECTIVES:

To help students

- Understand the concepts of entrepreneurship development
- Acquire requisite knowledge and skills for becoming successful entrepreneurs and
- Formulate and develop business projects.

UNIT – I:

Entrepreneurship – Evolution of entrepreneurship - Traits of an Entrepreneur – Functions- Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

UNIT – II:

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT – III:

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI.

UNIT – IV:

Project Management – Concept of Project and Classification – Sources of a Business Idea - Project Identification – Project Formulation – Project Appraisal Methods - Preparation of Project Reports.

UNIT – V:

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas – Industrial Estates.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Demonstrate extemporaneous speaking skills developed through in-class discussion of text materials, case study analysis and current entrepreneurship – related issues

TEXT BOOKS:

1. C.B. GUPTA & SRINIVASAN, Entrepreneurial Development, Sultan Chand & Sons
2. GORDAN & NATARAJAN, Entrepreneurship Development, Himalaya Publishing House

REFERENCE BOOKS:

1. VASANT DESAI, Dynamics of Entrepreneurial Development, Himalaya Publishing House
2. S.S. KHANKA, Entrepreneurship Development S.Chand & Company Limited
3. JAYASHREE SURESH, Entrepreneurial Development, Margham Publications

E - RESOURCES:

1. <https://www.investopedia.com/terms/e/entrepreneur.asp>
2. <https://www.economicdiscussion.net/entrepreneurship/women-entrepreneurs-in-india/32337>
3. <https://www.businessmanagementideas.com/entrepreneurship-2/entrepreneurship-developmentprogramme/21011>

COURSE OUTCOME:

On the successful completion of the course, student will be able to

- Examine the problems and challenges of setting up a new business
- Provide information on institutional support, business opportunities and creating a new businessplan
- Identify the key steps required to initiate and develop a business enterprise
- Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities
- Motivate the students to become a successful entrepreneur

Third Year

MAJOR BASED ELECTIVE COURSE- II

Semester-VI

1. CUSTOMER RELATIONSHIP

MANAGEMENT

Code:

(Theory)

Credit: 5

COURSE OBJECTIVES:

- To understand the importance and dynamics of CRM
- To know about customer satisfaction, customer retention and customer identification.
- To train-up use of technological tools in CRM

UNIT – I:

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing.

UNIT – II:

Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

UNIT – III:

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

UNIT – IV:

CRM Process Framework – Governance Process – Performance Evaluation Process.

UNIT – V:

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary Developments Related to the Course during the Semester concerned. Practical: Customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry and aviation industry.

TEXT BOOKS:

1. Customer relationship management, K.Balasubramaniyan, GIGO publication, 2005.
2. The essentials guide to knowledge management – E-business and CRM application, Amrittiwana, Pearson education, 2001

REFERENCE BOOKS:

1. DilipSoman& Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.
2. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
3. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, PearsonEducation.

E – RESOURCES:

1. <https://elink.io/p/advantages-of-using-crm-in-banking-96df92e>
2. <https://theintactone.com/2020/12/02/framework-for-implementing-crm-a-step-by-step-process/>
3. <https://www.fibre2fashion.com/industry-article/2149/call-centre-and-customer-relationship-management>

COURSE OUTCOMES:

On successful completion of this course, the students will be able:

- To be aware of the nuances of customer relationship.
- To analyze the CRM link with the other aspects of marketing.
- To impart the basic knowledge of the Role of CRM in increasing the sales of the company.
- To make the students aware of the different CRM models in service industry.
- To make the students aware and analyze the different issues in CRM.

Third Year

MAJOR BASED ELECTIVE COURSE- II
2. BANKING LAW AND PRACTICE
(Theory)

Semester-VI

Code:

Credit: 5

COURSE OBJECTIVES:

- To promote an understanding of the basic concepts in banking.
- To acquaint learners with the theoretical and legal concepts of banking in India.
- To help them to attain the competencies required for a career in banking services.

UNIT-I:

Banking - Meaning - Definition - Function of banking- Classification of Banks.

UNIT-II:

Definition of the terms Banker of Customer- differential relationship between Banker and Customer - General and Special relationship.

UNIT-III:

Cheques- Definition of a Cheque - Characteristics of Cheque - Marking - Honor and Dishonor of Cheques. - Crossing of Cheques - Significance - Endorsement- Types.

UNIT –IV:

Loans and Advances - Principles of sound lending – Forms of advances –Modes of Charging security – Mortgage, Hypothecation, Pledge and Lien.

UNIT –V:

Internet Banking – Electronic payment System- Card Payment ATM, Debit card, Credit card, Smart card – NEFT – RTGS- CTS.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Contemporary Developments Related to Develop skills to take up career opportunities ranging from roles in Finance and Accounting, Banking Industry, Corporate Sector etc.

TEXT BOOKS:

1. Banking Theory , Law and Practices - SUNDRAM AND VARSHNEY, Sultan Chand & sons. 2017 Edition.
2. Banking Theory , Law and Practice - E. GORDON & K. NATARAJAN, Himalaya Publishing House. 24th Edition.

REFERENCE BOOKS:

1. Banking Theory Law & Practice, 4e – S.Gurusamy, Vijay Nicole Imprints Private Limited, Chennai.
2. Indian Banking - K. PARAMESWARAN & S. NATATRAJAN, S.Chand & Company Ltd. 2018 Edition.
3. Banking Law & Practice – C.Jeevanandam, Sultan Chand & Sons, New Delhi. 2017 Edition.

E - RESOURCES

- https://www.nrbcommercialbank.com/downloads/Bank_Its%20Origin,%20Meaning,%20Objectives%20&%20Function.pdf
- <https://www.idfcfirstbank.com/finfirst-blogs/finance/types-of-cheques>
- <https://www.bizencyclopedia.com/article/latest-trends-in-banking-and-financial-services-in-india>

COURSE OUTCOMES:

- Demonstrate knowledge among the students with theoretical structures about banking.
- Train and equip the students with the skills of modern banking.
- Identify the students will be taken for trainings to banks
- To provide the student an understanding of legal and regulatory aspects of banking.
- Develop skills in Banking Regulations Act and gain practical exposure in the fields of Banking, Finance and Corporate Sector.

Third Year

PROJECT

Semester-VI

Code:

Credit: 3

The candidate shall be required to take up a Project Work by group *or individual* and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the students in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

ASSESSMENT/EVALUATION/VIVA VOCE:

1. PROJECT REPORT EVALUATION (Both Internal & External)

I. Plan of the Project - 20 marks

II. Execution of the Plan/collection of Data / Organisation of Materials / Hypothesis, Testing etc and presentation of the report. - 45 marks

III. Individual initiative - 15 marks

2. Viva-Voce / Internal& External - 20 marks

TOTAL - 100 marks

PASSING MINIMUM:

Project	Vivo-Voce 20 Marks 40% out of 20 Marks (i.e. 8 Marks)	Dissertation 80 Marks 40% out of 80 marks(i.e. 32 marks)
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A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

Third Year

SKILL BASED ELECTIVE COURSE- II
TOTAL QUALITY MANAGEMENT
(Theory)

Semester-VI

Code:

Credit: 2

COURSE OBJECTIVES:

- To get familiarized with the basic concept and framework of Total Quality management
- To Understand the contribution of Quality Gurus in TQM Journey
- To grasp the nature and importance of various components that constitute TQM

UNIT-I:

Introduction – Evolution of quality, Definition, Concept and Features of TQM, - Eight building blocks of TQM.

UNIT-II:

TQM thinkers and Thought – Juran Trilogy, PDCA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award

UNIT-III:

TQM tools- Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.

UNIT-IV:

Six Sigma- Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation. Statistical Process Control- Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability.

UNIT-V:

Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only) :

Practical: Select any organisation that adopted any quality standard (i.e. ISO 9000/14000 / 18000/27000 etc.) and prepare a report on how the quality is managed in organisation. Take guidance from your subject teacher / Quality Manager from Industry.

TEXT BOOKS:

1. Dale H. Besterfield, et al., “Total quality Management”, Pearson Education Asia, Third Edition, Indian Reprint 2006.
2. Dale H. Besterfield, et al., “Total Quality Management”, Pearson Education, Inc. 2003

REFERENCE BOOKS:

1. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012.
2. Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.
3. Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.

E – RESOURCES:

1. <https://asq.org/quality-resources/total-quality-management>
2. https://www.researchgate.net/publication/235312564_A_review_of_literature_on_benchmarking
3. <https://elink.io/p/what-iso-standards-can-help-smes-in-the-time-of-covid-19-pandemic-915b44d>

COURSE OUTCOMES:

- The student would be able to apply the tools and techniques of quality management to manufacturing and services processes.
- To realize the importance of significance of quality
- Manage quality improvement teams
- Identify requirements of quality improvement programs
- The student manager will be able to explain the concept of Six Sigma its DMAIC process.



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI – 620 024

Bachelor of Business Administration (B.B.A.) Syllabus Under CBCS

Updated on 1-3-2017

(Applicable to the candidates admitted from the academic year 2016-2017 onwards)

SEM	PART	COURSE TITLE	HRS / WE EK	CRE DITS	EXA M HRS	MARKS		TOTAL
						IN T	EX T	
I	I	Language Course – I (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –I (ELC)	6	3	3	25	75	100
	III	Core Course I (CC) Management Concepts	6	5	3	25	75	100
		Core Course II (CC) Financial Accounting	6	4	3	25	75	100
		Allied Course I Managerial Economics	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total		30	20				600
II	I	Language Course –II (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –II (ELC)	6	3	3	25	75	100
	III	Core Course III (CC) Marketing Management	6	5	3	25	75	100
		Core Course IV Mathematics & Statistics for Managers	6	4	3	25	75	100
		Allied Course II Business Environment	4	3	3	25	75	100
	IV	Environmental Studies	2	2	3	25	75	100
	Total		30	20				600

III	I	Language Course –III (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –III (ELC)	6	3	3	25	75	100
	III	Core Course V Managerial Communication	6	5	3	25	75	100
		Core Course VI Computer Applications in Business (Theory + Practical)	6	4	3 T P	15 + 10	45 + 30	100
		Allied Course III Business Law	4	3	3	25	75	100
	IV	Non-Major Elective – I for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Management Principles (or) B) Stock Exchange Practices	2	2	3	25	75	100
	Total		30	20				600
IV	I	Language Course –IV (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –IV (ELC)	6	3	3	25	75	100
	III	Core Course VII Organizational Behaviour	5	5	3	25	75	100
		Core Course VIII Operations Research	5	5	3	25	75	100
		Allied Course IV Production Management	4	3	3	25	75	100
	IV	Non-Major Elective – II for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Banking Practices (or) B) International Business	2	2	3	25	75	100
	IV	Skill Based Elective – I	2	2	3	25	75	100
Total			30	23				700

V	III	Core Course IX Cost Accounting	5	5	3	25	75	100
		Core Course X Financial Management	5	5	3	25	75	100
		Core Course XI Company Law and Secretarial Practice	5	5	3	25	75	100
		Core Course XII Research Methods in Management	5	5	3	25	75	100
		Major Based Elective – I Services Marketing	4	4	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
	IV	Soft Skills Development	2	2	3	25	75	100
	Total		30	30				800
VI	III	Core Course XIII Human Resource Management	6	5	3	25	75	100
		Core Course XIV Management Accounting	6	5	3	25	75	100
		Core Course XV Entrepreneurial Development	6	5	3	25	75	100
		Major Based Elective – II Management Concepts in Thirukkural	5	5	3	25	75	100
		Major Based Elective – III Global Business Management	6	5	3	25	75	100
	V	Extension Activities**	-	1	-	-	-	-
		Gender Studies	1	1	3	25	75	100
	Total		30	27				600
	Grand Total		180	140		750	3150	3900

Language Part – I	-	4
English Part –II	-	4
Core Paper	-	15
Allied Paper	-	4
Non-Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies	-	1
Value Education	-	1
Soft Skill Development	-	1
Gender Studies	-	1
Extension Activities	-	1 (Credit only)

* for those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

** Extension Activities shall be out side instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

- a) Basic Tamil I & II for other language students
- b) Special Tamil I & II for those who studied Tamil upto 10th or +2 but opt for other languages in degree programme

Note:

1. Theory Internal 25 marks External 75 marks

2. Separate passing minimum is prescribed for Internal and External

- a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
- b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

CORE COURSE – I MANAGEMENT CONCEPTS

OBJECTIVES:

- To make students understand the basic concepts and principles of management
- To help them acquire the skills needed to become a successful manager
- To enable them to understand the various processes of the management.

UNIT - I

Nature and Scope of Management –Management as a Science, an Art or a Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management.

UNIT - II

Planning – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets - Decision making - Process of decision making – Types of decision – Problems involved in decision making.

UNIT- III

Organizing – Concept – Organization as a process – Elements of Organization process – Types of organization- Span of Control – Delegation – Centralization – Decentralization.

UNIT - IV

Staffing – Functions – Process – Selection – Recruitment – Training. Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

UNIT - V

Co-ordination – Controlling – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

TEXT BOOK RECOMMENDED:

Principles of Management – L.M. PRASAD
Management Principles – T.RAMASAMY

BOOKS FOR REFERENCE:

1. Principles of Management – SHERLEKAR S. A.
2. Business Management – DINKAR PAGARE
3. Principles of Management – TRIPATHI AND REDDY.
4. Essentials of Management – KOONTZ AND O’DONNEL

CORE COURSE – II FINANCIAL ACCOUNTING

OBJECTIVES:

- To enable learners understand the fundamental concepts of Accounting
- To give them a basic knowledge of accounting principles
- To facilitate them to prepare final Accounts of business and non-trading concerns.

UNIT - I

Definition of Account – Nature of Accounting – Accounting Concepts and Postulates - Double Entry Vs single entry –Books of Accounts

UNIT - II

Journal – Ledger - Subsidiary Books - Trial Balance

UNIT - III

Bank Reconciliation Statement (BRS) - Final Accounts of Sole Trader – trading, Profit and Loss Account and Balance Sheet with simple adjustments.

UNIT - IV

Methods of Depreciation –Straight Line Method, Written Down Value Method and Annuity Method.

UNIT - V

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

(Marks – Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

Advanced Accountancy – S.P.JAIN & K.L.NARANG, Kalyani Publishers.

BOOKS FOR REFERENCE:

1. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA
Sultan Chand & Sons.
2. Advanced Accountancy – R.L.GUPTA & RADHASAMY.
3. Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN.

ALLIED COURSE I MANAGERIAL ECONOMICS

OBJECTIVES:

- To promote the ability to understand the basic concepts of Economics
- To give students the capacity to make relevance of economics in business decisions
- To help them be equipped with economic tools for business analysis.

UNIT - I

Managerial Economics – Nature and Characteristics – Scope – Relationship with other disciplines – Laws of Demand.

UNIT - II

Concept of Utility – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Elasticity of Demand - Types.

UNIT - III

Factors of Production – Law of returns – Law of variable proportions – Law of returns to scale – Economies of Large Scale Production.

UNIT - IV

Market Structures – Price and Output determination under perfect competition, monopoly, monopolistic competition and oligopoly.

UNIT - V

National Income – Concepts, Measurement and Difficulties in measurement – Inequalities of Income – Causes.

TEXT BOOK RECOMMENDED:

Managerial Economics – R.L.VARSHNEY & K.L.MAHESHWARI

Managerial Economics - S.SANKARAN

BOOKS FOR REFERENCE:

1. Managerial Economics Analysis, Problems & Cases – P.L.MEHTA.
2. Principles of Economics, Economic Analysis – V.LOKANATHAN.
3. Economic Analysis – K.P.M. SUNDHARAM & E.N. SUNDHARAM.
4. Managerial Economics – CAUVERY, SUDHANAYAK, GIRIJA

CORE COURSE – III MARKETING MANAGEMENT

OBJECTIVES:

- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behaviour and market trends
- To make students realize the relationship between marketing channels and corresponding strategies.

UNIT - I

Market and Marketing: Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance - Marketing Environment - Marketing Information System.

UNIT - II

Market Segmentation: Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.

UNIT - III

Marketing Mix - Product planning and development – Productmix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.

UNIT - IV

Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

UNIT - V

Promotion mix - Personal selling –Process - Advertising – Objectives – Types - Sales promotion – Objectives – Sales promotionmethods, publicity and public relations.

TEXT BOOK RECOMMENDED:

1. Ramaswamy and Namakumari, Marketing Management 3/e Revised MacMillan I Ltd

BOOKS FOR REFERENCE:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler and Armstrong, Marketing Management
3. Rajan Nair, Marketing
4. Saxena, Marketing Management, Tata McGraw Hill Pub
5. Pillai &Bhagavathi, Modern Marketing
6. Sherlekar, Marketing Management
7. Varshney RL and Gupta SL, Marketing Management

CORE COURSE – IV

MATHEMATICS AND STATISTICS FOR MANAGERS

OBJECTIVES:

- To make students understand and the basic mathematical and statistical tools
- To promote the ability to appropriate statistical techniques in business
- To help students analyze management problems in research and decision making.

UNIT - I

Differentiation - Derivation of standard Function, Addition, Difference and product Rule, Maxima and Minima – Application of Derivatives in Business.

UNIT - II

Matrices and Determinants - Definition – Basic concepts - Addition, Subtraction and Multiplication of Matrices – Elementary Operations: Transpose of a Matrix, Inverse, and Solving equations by matrix method – Determinants and Solution of Simultaneous Linear Equations.

UNIT - III

Statistics – Definition – Nature – Scope and Objectives – Diagrammatic representation – One, two and three dimensional diagrams – Graphic representation-Histogram, Frequency Polygon, Frequency Curve, Histogram and Pie diagram – Classification and tabulation.

UNIT - IV

Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean – Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation and co-efficient of variation.

UNIT - V

Simple Correlation - Karl Pearson's Co-efficient of Correlation and Spearman's Rank Correlation – Simple Regression Analysis.

(Marks: theory 40 % and Problems 60%)

TEXT BOOK RECOMMENDED:

Business Mathematics- SAN CHETI & KAPOOR, S.Chand& Co. Ltd.

Statistics – R.S.N.PILLAI & BAGAVATHI, Sultan Chand & Co. Ltd.

Business Mathematics and Statistics – P.A.NAVNITHAM, Jai Publishers, Trichy.

BOOKS FOR REFERENCE:

1. Statistical Methods – S.P.GUPTA, Sultan Chand & Co.Ltd.

2. Business Tools and decision Making - S.L.AGGARWAL & S.L.BHARDWAJ
Kalyani Publishers.

ALLIED COURSE – II BUSINESS ENVIRONMENT

OBJECTIVES:

- To promote basic understanding of the concepts of business environment
- To provide broad knowledge on domestic and international environment
- To make learners aware of the impact of environment on business.

UNIT - I

Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types.

UNIT - II

Economic Environment- Concept –Factors-Basic Economic System - Economic Planning- Privatization – Nature and objectives.

UNIT - III

Political Environment- Political Institutions-Legislature, Executives and Judiciary - Government in Business-Regulatory, Intervention and Participatory roles.

UNIT - IV

Financial Environment - Financial System -RBI - Commercial banks– International Economic Institutions - World Bank – IMF– WTO.

UNIT - V

Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Business and Work-Business and Society - Social responsibility of Business – CSR.

TEXT BOOK RECOMMENDED:

K. Aswathappa- Essentials of Business Environment-Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. George Steiner & John F. Steiner- Business, Government and Society-Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment
4. Ishwar C. Dhingra.-Indian Economy-Sultan Chand & Company
5. Rudra Datta and K.P.M. Sundharam -Indian Economy
6. Sundaram & Black - The International Business Environment - Prentice Hall, New Delhi.
7. Cherunilam, Francis - Business Environment - Text and Cases, Himalaya Publishing House.

CORE COURSE – V MANAGERIAL COMMUNICATION

OBJECTIVES:

- To make students understand the significance and principles of communication
- To help them acquire adequate skills in business correspondence and
- To enable students to write reports and speeches on topics related to business.

UNIT - I

Communication – Meaning and Objectives – Communication Cycle – Principles – Types – Media – Barriers to Communication.

UNIT - II

Business Letters - Kinds –Layout and Parts – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation –Complaint letters – Claims and Adjustments - Commercial Terms and Abbreviations.

UNIT - III

Collection Letters – Sales Promotion Letters – Circular Letters.

UNIT - IV

Bank Correspondence – Import and Export Correspondence – Application Letters.

UNIT - V

Report Writing – Structure of Report – Kinds (Press, Market and Business Reports) – Modern means of Electronic Communication – Internet–E-mail - Video Conferencing – FAX – Websites and their uses in business.

TEXT BOOK RECOMMENDED:

Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY,
R. Chand & Co.

BOOKS FOR REFERENCE:

1. Essentials of Business Communication – RAJENDRA PAL & J.S.KORLAHALLI,
Sultan Chand & sons.
2. Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.
3. Business Communication – URMILA RAI, Himalaya Publishing House.
4. Business Communication – K. SUNDAR A. KUMARA RAJ, Vijay Nicole Imprints Pvt.Ltd.

CORE COURSE – VI
COMPUTER APPLICATIONS IN BUSINESS (Theory + Practical)

Theory : 60 Marks Exam Hrs. 2

(Int. 15 marks Ext. 45 marks)

Practical: 40 Marks Exam. Hrs. 2

(Int. 10 marks Ext. 30 marks)

OBJECTIVES:

- To enable students to understand the basic concepts in computer applications
- To give in-depth knowledge of documentation through MS Office packages
- To help them apply various accounting procedures through TALLY software.

UNIT - I

Meaning of computer – Characteristics – Area of application cycle – components – Memory unit – Input and Output devices – Hardware and Software operation system – Introduction to Windows 2007 logging on Desk top and task Icons on desk top – Start menu options - Creations of files and folders. Windows explorer. Find options shortcuts – briefcase running applications and customization.

UNIT - II

Introduction to MS word - Short cut for MS word – Creating word documents – Business letters using wizards – Editing, inserting objects and formatting documents – Spelling and grammar check – Word count – Thesaurus - Auto correct - Working with tables – Saving, opening and closing documents – Mail merge.

UNIT - III

Introduction to MS Excel and its features – Programmes and applications - spread sheets – Building worksheets – Entering data, editing and formatting worksheets – Creating and formatting different types of charts – Application of financial and statistical function – Organising data using Automatic rule saving, opening and closing of work books.

UNIT - IV

Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally- Configuration of Tally screens and menus – Creation of company and groups – Editing and deleting ledgers – Introduction to vouchers – Entry, payment, receipt, sales, purchase, contract and Journal vouchers- Editing and deleting vouchers.

UNIT - V

Introduction to inventories – Creation of stock categories – Stock groups – Stock items – Configuration and features of stock item – Editing and deleting stocks – Day books - Trial balance – Profit and loss account – Balance sheet.

REFERENCE:

1. Microsoft office for windows 2007
2. TIAL smart account book SMW deva publication, AVC Deva publication
3. Computerized accounting under Tally publication, Deva publication
4. Implementing Tally 5-4 Author K.K.Nadhani Publication BPB Publication

Computer Application in Business Accounting Exercises for Practical

MS -Word (Unit - II)

1. Creating Business Letters
2. Creating an application for the job with Bio-data.
3. Creating circular letter with Mail Merge options.
4. Creating a table by using the split and merge options.

MS – Excel (Unit - III)

1. Creating a work sheet Mark sheet, Pay slip, PF Contribution list etc.
2. Creating charts
3. Creating a list for the enclosures
4. Filtering the data using Auto filter custom filters using comparison operations

Accounting Package (Unit IV & V)

1. Preparing vouchers for entries for the given transactions.
2. Preparing final accounts from the Trial Balance given with any five adjustments.

Practical exam question paper pattern & Mark allotment

Max.Marks:30

Time for practical Exam – 2 Hrs

There will be two questions carrying 10 marks each. Both are to be answered.

1. (a) One problem in MS word (or)
(b) One problem in MS Excel
2. (a) One problem in Accounting Package (or)
(b) One problem in Accounting Package

Maximum marks for any 2 questions from the above

2x10=20

Practical Note Book

10

Total

30

ALLIED COURSE – III BUSINESS LAW

OBJECTIVES:

- To enlighten the students on the basic principles and legal aspects of business laws
- To promote the understanding of various legislations relating to business
- To make them acquire knowledge on the legal aspects in the business environment.

UNIT - I

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT - II

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

UNIT - III

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent-Termination of Agency.

UNIT - IV

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT - V

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners -Types of partnership - Dissolution of partnership.

TEXT BOOK RECOMMENDED:

Elements of Mercantile Law - N.D. KAPOOR.

BOOKS FOR REFERENCE:

1. Principles of Mercantile Law – B.N. TANDON.
2. Mercantile Law – DAVAR.
3. Business Law – PILLAI & BHAGAVATHI.
4. Mercantile Law – M.C.SHUKLA.

NON MAJOR ELECTIVE – I

A) MANAGEMENT PRINCIPLES

OBJECTIVES:

- To enable students to understand the basic concepts and principles of management
- To help them to acquire the skills needed to become successful managers
- To expose learners to various processes of the management system.

UNIT - I

Management – Concept – Nature –Management as a Science, an Art and Profession – Levels of management.

UNIT - II

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures.

UNIT - III

Organizing – Concept – Organization as a process –Types of organization – Centralization – Decentralization.

UNIT - IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concepts.

UNIT - V

Co-ordination – Controlling – Concept – Need and importance – Process –Budgetary Control.

TEXT BOOK RECOMMENDED:

Principles of Management – L.M. PRASAD

BOOKS FOR REFERENCE:

1. Principles of Management – SHERLEKAR
2. Business Management – DINKAR PAGARE
3. Principles of Management – TRIPATHI AND REDDY
4. Essentials of Management – KOONTZ AND O'DONNEL
5. Management Principles – T.RAMASAMY

NON MAJOR ELECTIVE – I

B) STOCK EXCHANGE PRACTICES

OBJECTIVES

- To give learners the basic understanding of the fundamental concepts of stock marketing
- To enable them to analyse stock movements
- To help them to know the role of intermediaries in the capital market.

UNIT - I

Need and Importance of Capital Market – Primary Market- Different types of Securities dealt in the Capital Market.

UNIT - II

Secondary Market – Origin and Growth – Types of Securities traded – Role and Functions of stock Exchange – NSE –Reading of Stock Indices - weaknesses of stock Exchange.

UNIT - III

Listing of Securities – Group A, Group B, Group C Shares – Advantages – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations.

UNIT - IV

Registration of Stock Brokers – Procedure – Code of Conduct – Kinds of Brokers and their Assistants – Methods of Trading in a Stock Exchange – Carry over or Bald Transactions – Genuine Trading – Kinds of Speculators – Speculative Transactions.

UNIT - V

Credit Rating – CRISIL – CARE – ICRA Agencies Dematerialization – Depositories

TEXT BOOKRECOMMENDED:

Security Analysis & Portfolio Management– PUNIDHAVADHI PANDIYAN

BOOKS FOR REFERENCE:

1. Investment Management &Portfolio Management–V.K.BHALLA, S.Chand&Co.
2. Security Analysis – PREETI SINGH, Himalaya Publishing House.
3. Investment and Securities Markets in India – V.A.AVADHANI.
4. Financial Markets and Institutions – E. GORDON & K. NATARAJAN
Himalaya Publishing House.
5. Indian Financial System – P.N.VARSHNEY.

CORE COURSE – VII ORGANIZATIONAL BEHAVIOUR

OBJECTIVES:

- To provide basic knowledge on various models of organizational behavior
- To expose them to the concepts of motivation and group dynamics
- To help them acquire interpersonal skills.

UNIT - I

Organizational Behaviour – Concept – Nature - Models - Other similar fields of study – Disciplines contributing to Organizational Behaviour - Individual Behaviour – Perception.

UNIT - II

Personality – Definition - Determinants - Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT - III

Leadership – Concept – Qualities of effective Leadership – Leadership Styles - Definition of Power – Types of Power - Sources of power – Power and Politics.

UNIT - IV

Definition of Authority – Characteristics – Types of Authority - Morale – Concept – importance – Measurement of Morale – Steps to improve Morale in an organization.

UNIT - V

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow's need hierarchy theory – Mc Gregor's Theory X and Theory Y – Herzberg Two Factor Theory - Stress Management – Concept - Sources - Effects of stress - Management of Stress.

TEXT BOOK RECOMMENDED:

Organizational Behaviour – L.M. PRASAD

BOOKS FOR REFERENCES:

1. Organization Theory and Behaviour – V.S.P. RAO & D.S. Narayana
2. Elements of Organizational Behaviour – K. SUNDAR J. SRINIVASAN
3. Organizational Behaviour – FRED LUTHENS.
4. Organizational Behaviour - Uma Sekaran
5. Organizational Behaviour - K.Aswathappa
6. Organizational Behaviour – Dr. P.C. SEKAR
7. Organizational Behaviour – Sharma

CORE COURSE -VIII OPERATIONS RESEARCH

OBJECTIVES:

To help students

- understand the scientific methods used in Operations Research
- allocate scarce resources with optimum utilization in production and
- gain knowledge on replacement decisions.

UNIT – I

Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.

UNIT – II

Transportation Problem: North West Corner Rule - Least Cost Method - Vogel's Approximation Method.

UNIT – III

Inventory Control: Categories of Inventory – reasons for carrying inventory – costs and terms associated with inventory – Deterministic and Probabilistic Inventory Problem.

UNIT –IV

Assignment Problem: Solving assignment Problem – Travelling Salesman Model – Maxima and Minima Method – Hungarian Method.

UNIT – V

Replacement Decisions: Replacement of equipment that deteriorates gradually – Replacement of Equipment that fails suddenly.
(Marks: Theory 20% and Problems 80%)

TEXT BOOK RECOMMENDED:

Operations Research – KANTI SWARUP, P.K.GUPTA AND MAN MOHAN, Sultan Chand.
Operations Research – S.KALAVATHY, Vikas Publishing House Private Limited.

BOOKS FOR REFERENCE:

1. Quantitative Techniques – C.R.KOTHARI, Vikas Publishing House
2. Quantitative Techniques for Decision Making – ANAND SHARMA
Himalaya Publishing House.

ALLIED COURSE – IV PRODUCTION MANAGEMENT

OBJECTIVES:

To enable students

- understand the nature and importance of production management
- comprehend the principles and areas of application of shop floor management and
- know the operations and skills needed for major decisions in material management.

UNIT - I

Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

UNIT - II

Work Study - Time Study - Motion Study – Work Measurement– Principles and factors - Maintenance of Plant – Types.

UNIT - III

Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT - IV

Quality Control and Inspection – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks.

UNIT - V

Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions - JIT.

TEXT BOOK RECOMMENDED:

Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. Production and Operations Management – B.S. GOYEL.
2. Production and Operations Management – PANNERSELVAM, Prentice Hall of India
3. Material Management – M.M. VARMA.

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NON MAJOR ELECTIVE – II

A) BANKING PRACTICES

OBJECTIVES:

- To promote an understanding of the basic concepts in banking
- To acquaint learners with the theoretical and legal concepts of banking in India
- To help them to attain the competencies required for a career in banking services.

UNIT - I

Banking – Meaning - Definition – Function of banking - Classification of Banks

UNIT - II

Definition of the terms Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT - III

Cheques - Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques.

UNIT - IV

Crossing of Cheques – significance – Endorsement – Types.

UNIT - V

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

TEXT BOOK RECOMMENDED:

Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN, Himalaya Publishing House
2. Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.
3. Money, Banking, Trade and Public Finance – M.C. VAISH, New Age International (P) Limited, New Delhi.
4. Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand & Company Ltd.
5. Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.
6. Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi.

NON MAJOR ELECTIVE – II
B) INTERNATIONAL BUSINESS

OBJECTIVES:

To help students

- understand the fundamental concepts of international trade
- know the basic principles of MNCs and
- gain broad knowledge on Global Liberalization and WTO Agreements.

UNIT - I

WTO - GATS, TRIMS, TRIPS - Multifunctional - Agreement, Dispute settlement under WTO.

UNIT - II

MNC - Meaning – MNCs and International Trade - Models - MNCs in India.

UNIT - III

Globalization of Business – Recent Trends – Implications – Policy Options.

UNIT – IV

Global Trade – An Emerging Market in Global Trade – Liberalization and Integration with the Global Economy.

UNIT – V

Social Responsibility of business – Responsibilities to different Sectors – Environmental Issues – Labour Issues.

TEXT BOOK RECOMMENDED:

Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004
(Chapters 5,9,20,24 & 26)

BOOKS FOR REFERENCE:

1. Victor Luis Anthuvan – Issues in Globalization.
2. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
3. International Business – By Donald A Ball and others, India Edition, TATA Mcgraw Hill.
4. International Business – S. Shajahan, Macmillan India Ltd., Chennai.
5. International Business – Justin Paul, PHI Learning Pvt.Ltd. New Delhi.

CORE COURSE – IX COST ACCOUNTING

OBJECTIVES:

To enable students

- understand the basic concepts of cost accounting,
- gain knowledge on principles and procedures of cost accounting and
- apply the costing techniques in different practical situations.

UNIT - I

Meaning and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost – Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet.

UNIT - II

Materials – EOQ - Levels of Stock – Receipts and Issues of materials – ABC Analysis - Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average.

UNIT - III

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

UNIT - IV

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate – Job Costing – Contract Costing.

UNIT - V

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process).

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

Cost Accounting Principles and Practice– S.P. JAIN AND K.L. NARANG, Kalyani Publishers

BOOKS FOR REFERENCE:

1. Cost Accounting – S.P.IYENGAR, Sultan Chand & Sons.
2. Cost Accounting – R.S.N. PILLAI AND V. BAGHAVAGHI, S.Chand& Company Ltd.
3. Cost Accounting – S.N. MAHESHWARI, Sultan Chand & Sons.
4. Principles and Practice of Cost Accounting – N.K. PRASAD, Book Syndicate Pvt.Ltd.
5. Cost Accounting – BHABOTOSH BANERJEE, The World Press Private Ltd.

CORE COURSE – X FINANCIAL MANAGEMENT

OBJECTIVES:

- To expose learners to various concepts and principles of financial management
- To develop in them decision- making skills on various financial matters
- To acquaint them with various tools for the management and understanding of finance.

UNIT - I

Financial Management - Meaning and Scope - Finance Functions – Profit Maximization and Wealth Maximization – Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock – debt.

UNIT - II

Cost of Capital – Concept, Importance – Classification – Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings – Weighted Average Cost of Capital.

UNIT - III

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – EBIT and EPS Analysis, Dividend– Forms of Dividend – Factors determining dividend - Dividend Theories and Dividend Policies

UNIT - IV

Capital Structure Planning – Meaning and Scope – Approaches: Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Indifference Point.

UNIT – V

Capital Budgeting (Investment Decisions) – Concept and Importance - Appraisal Methods: Pay Back Method – Discounted Cash Flow Method - NPV Method, Excess Present Value Index, IRR, ARR and ROI.

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

S.N. Maheshwari, Elements of Financial Management –, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. I.M. Pandey, Financial Management, Vikash Publishing House Pvt. Ltd.
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hills.
3. M.Y.Khan&P.K. Jain, Theory and Problems in Financial Management, Tata McGraw Hills.
4. R.K. Sharma, Shashi and K.Gupta, Financial Management, Kalyani publication.

CORE COURSE – XI
COMPANY LAW AND SECRETARIAL PRACTICE

OBJECTIVES:

To help learners

- understand the concept of company law and secretarial practice
- comprehend important elements of company documents and
- get enlightened on the role of company secretary and the procedures of meetings.

UNIT - I

Company-Definitions-Features-kinds-Private Ltd Company Vs Public Company.

UNIT - II

Formation of companies - Promotion Stage – Commencement Stage –Memorandum of Association - Clauses - -Articles of Association-contents – Prospectus - Contents.

UNIT - III

Shares-kinds-Equity shares-Preference shares-premium and Discount-Allotment-Minimum subscription-Forfeiture of shares-Debentures-Types- Dividend – Meaning – Types.

UNIT - IV

Secretary-Definition-Types-company secretary-Legal position-Qualification-Appointment-Rights, Duties and Liabilities-Termination.

UNIT - V

Meetings – Types – Statutory, Annual General Meeting – Duties - Notice -Agenda-Quorum, Resolution – Types.

TEXT BOOK RECOMMENDED:

Company Law and Secretarial Practice –N.D. KAPOOR, S.Chand& Co.

BOOKS FOR REFERENCE:

1. Company Law and Secretarial Practice – TANDON.
2. Company Law and Secretarial Practice – P.K. GHOSH, S.Chand& Sons.

CORE COURSE – XII RESEARCH METHODS IN MANAGEMENT

OBJECTIVES:

To help students

- understand the basic theoretical ideas and logic of research
- know about various aspects of research problems and
- gain thorough knowledge on the development of research projects

UNIT - I

Research – Concept - Business research – Definition – Features – Types: Basic and applied, exploratory, descriptive and causal – Phases of business research.

UNIT - II

Process and formulation of Research problem - Sources – Identification – Selection – Criteria of a good research problem – Research Design - Meaning – Essential stages in the preparation of Research Design – Evaluation of the Research Design – A Model Design.

UNIT- III

Hypothesis —Characteristics of good Hypothesis– Types – Sampling – Nature - Simple, Probability, Complex Probability and Non-probability.

UNIT - IV

Sources and Collection of data - Primary and Secondary sources - Methods of data Collection – Merits and demerits -Presentation - Coding, data entry and tabulation - Analysis Interpretation of data.

UNIT - V

Research Report – Concept – Types - Steps in Organization of Research Report – Significance of Report Writing – Drafting of reports – Contents of a report.

SUGGESTED READINGS:

Research Methodology – C. R. KOOTHARI

Research Methodology – N. Thanulington, Himalaya Publication, Mumbai

Methodology of Research in Social Sciences - O. R. Krishnaswami, M. Rangnathan.

REFERENCE BOOKS:

1. Business Research Methods - Donald R. Cooper and Pamela S. Schindler: Latest edition, Irwin McGRAW-HILL International Editions, New Delhi.
2. Research Methods for graduate business and social science students - John Adams, Hafiz T.A. Khan Robert Raeside & David White: Response Books, New Delhi – 110044.
3. Methodology and Techniques of social research - Wilkinson T.S. and Bhandarkar P.L.
4. Business Research Methods - S N Murthy & U Bhojanna: Excel Books, New Delhi.
5. Research Methodology - R. Paneerselvan: Prentice-Hall of India

MAJOR BASED ELECTIVE – I SERVICES MARKETING

OBJECTIVES:

To enable students

- know the various concepts of services marketing
- understand the strategies for managing and marketing of services and
- devise strategies for marketing services in the liberalized business environment.

UNIT - I

Services marketing – Introduction - Growth of service sector – Types - Characteristics – Constraints in services marketing – Difference between goods & services.

UNIT - II

Marketing Management process for services – organizing marketing planning – Analysing opportunities – target market – Developing the services marketing Mix.

UNIT – III

Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

UNIT - IV

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

UNIT – V

Promotion Mix for services – Place in service – Identifying & Evaluating major channel alternating – physical factors – physical environment.

TEXT BOOK RECOMMENDED:

Christian Gronroos - Service Management and Marketing, John Wiley & Sons Ltd.
V. BALAJI - S. CHAND.

BOOKS FOR REFERENCES:

1. Kruse, Service Marketing, John Wiley & Sons Ltd.
2. Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.
3. Philip Kotler, Marketing of non-profit organization, Prentice Hall.
4. Helen Woodruffe, Services Marketing, Macmillan.
5. Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw-Hill.
6. Christopher Love Lock, Service Marketing, Pearson Education Asia.

CORE COURSE – XIII

HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

To help students

- understand of the basic elements of HRM
- gain knowledge on various facets, the policies and practices of HRM and
- acquire knowledge on the recent trends in HRM.

UNIT - I

Human Resource - Definition – Characteristics and Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

UNIT - II

HR Planning - Basics and needs – Factors - Steps in HR Planning – Job Analysis, Job Description and Job Specification - Recruitment-Selection– Interviews and Tests and Placement of Personnel.

UNIT - III

Training – Objectives – Methods – Importance of Executive Development –Methods – Promotion- Criteria and types – Transfer - Types - Career Planning.

UNIT - IV

Wages– Different methods of wage payments – Time and Piece rate system –Incentive Schemes - Fringe benefits.

UNIT - V

Performance Evaluation- Importance – Methods– Discipline and Disciplinary procedure – Grievances - Steps in Grievance Handling.

RECOMMENDED TEXTBOOK:

Human Resource Management – C. B. GUPTA – Sultan Chand

Human Resource Management- S.S. Khanka - Himalaya publishing House

Human Resource Management – P.S. SUBBORAO

BOOKS FOR REFERENCE:

1. Personnel Management – C.B. MAMORIA, Himalaya Publishing House.
2. Human Resource Management – L. NATARAJAN – Margam Publications
3. Human Resource Management - S.M. SHAW-Himalaya Publishing House.4th Edition 2013.
4. Personnel Management and Industrial Relations – K.K. AHUJA, Kalyani Publishers.
5. Personnel Management and Industrial Relations – P.C. TRIPATHI, Sultan Chand

CORE COURSE – XIV MANAGEMENT ACCOUNTING

OBJECTIVES:

To help students

- understand the nature and scope of management accounting
- gain knowledge in the preparation of financial statement analysis, marginal costing, budget, working capital, standard costing and
- utilize the management tools and techniques to take appropriate financial decisions.

UNIT - I

Management Accounting – Definition – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Ratio Analysis - Construction of Balance sheet (simple problems).

UNIT - II

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction.

UNIT - III

Marginal Costing – Objectives and Limitations – Cost Volume Profit (CVP) Analysis – Break Even Analysis – Merits and Demerits - Margin of Safety.

UNIT - IV

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

UNIT - V

Working Capital – Types – Factors Determining Working Capital - Estimate of Working Capital Requirements – Standard Costing – Material and Labour Variance only.
(Marks: Theory 40% and Problems 60%)

RECOMMENDED TEXTBOOK:

Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.
2. Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.
3. Principles of Management Accounting– MANMOHAN & S.N. GOYAL
4. Management Accounting – Tools and Techniques – N.VINAYAKAM, I.B. SINHA, Himalaya Publishing House.
5. Management Accounting – S.K.R.PAUL, New Central Book Agency, Calcutta.
6. Management Accounting Theory & Practice, A. MOORTHY S. GURUSAMY, Vijay Nicole.

CORE COURSE – XV ENTREPRENEURIAL DEVELOPMENT

OBJECTIVES:

To help students

- understand the concepts of entrepreneurship development
- acquire requisite knowledge and skills for becoming successful entrepreneurs and
- formulate and develop business projects.

UNIT - I

Entrepreneurship – Evolution of entrepreneurship - Traits of an Entrepreneur – Functions - Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

UNIT - II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT - III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIIC, SISI, SIPCOT and SIDBI.

UNIT - IV

Project Management – Concept of Project and Classification – Sources of a Business Idea -Project Identification – Project Formulation – Project Appraisal Methods - Preparation of Project Reports.

UNIT - V

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas – Industrial Estates.

TEXT BOOK RECOMMENDED:

C.B. Gupta & Srinivasan, Entrepreneurial Development, Sultan Chand & Sons

BOOKS FOR REFERENCE:

1. Vasant Desai, Dynamics of Entrepreneurial Development.
2. P.Saravanavel, Entrepreneurship Development Principles, Policies and Programmes.
3. Gordan& Natarajan, Entrepreneurship Development.
4. Raj Sankar, Essentials of Entrepreneurship.

MAJOR BASED ELECTIVE – II MANAGEMENT CONCEPTS IN THIRUKKURAL

OBJECTIVE:

The objective of this course is to expose the students of management studies, Thirukkural the book of wisdom that has stood the test of time for over 2000 years and still remains relevant as a guiding force for the mankind. It was written by Saint Thiruvalluvar who was born near Chennai in 30 BC. Thirukkural has been divided into three major divisions, viz, Virtue, wealth and Love. It has in all 1330 Versa.

Only the relevant verses related to contemporary Management Concept is selected for the study.

UNIT – I

Business Ethics in verse 113 Thirukkural. Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural. Learning the intricacies of different tasks in verse 462 and 677

UNIT – II

Communication Principles in Decision making process – verse 948, 472, 467,663, Thirukkural, Leadership in verse 436,770 and 994.

UNIT – III

Goal setting in verse 596, planning verse 468, capital investment Decision Verse 471,461 and 478

UNIT – IV

Social Responsibility of Business Verse 211 Stress Management in Verse 627,351,331,369,380,377)

UNIT – V

Personnel selection in verse 515, Personnel Welfare in verse 520, staffing in verse 517

TEXT BOOKS RECOMMENDED:

Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd
4374/4B Ansari Road, New Delhi 110 002.

REFERENCE BOOKS:

1. Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash Publishing House Pvt Ltd, Jangpura, New Delhi 110 014
2. Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.

MAJOR BASED ELECTIVE – III GLOBAL BUSINESS MANAGEMENT

OBJECTIVES:

To make students

- understand the fundamental concepts of international trade
- comprehend basic principles of t of MNCs and
- acquire broad knowledge on Global Liberalization and WTO Agreements.

UNIT– I

International Business:an overview – Types of International Business–Domestic and International Business – Economic and Political Environment - Cultural Environment - Recent World Trade and Foreign Investment Trends.

UNIT - II

Indian Export Performance – Problems in export trade – Export promotion in India – Export promotion incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses -Trading Houses – Star Trading Houses – Super Star Trading Houses.

UNIT - III

GATT – Uruguay Round Negotiation - WTO – GATS – TRIMS - TRIPS – Agreement - Dispute settlement under WTO – Tariff Barriers.

UNIT – IV

MNC - Meaning – Dominance of MNCs – MNCs and International Trade - Models – MNCs in India.

UNIT – V

Globalization of Business – Recent Trends - Implication and Impact – Policy Options - Liberalization and Integration with the Global Economy – Impact of Privatization in India.

TEXT BOOK RECOMMENDED:

Francis Cherunilam: ‘International Business’ (EEE), PHI – New Delhi – 2004
(Chapters 5,9,20,24 & 26)

International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.

BOOKS FOR REFERENCE:

1. Victor Luis Anthuvan – Issues in Globalization.
2. International Business – By Donald A Ball and others, India Edition, TATA Mcgraw Hill.
3. International Business – S. Shajahan, Macmillan India Ltd., Chennai.
4. International Business – Justin Paul, PHI Learning Pvt.Ltd. New Delhi.



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024.

Applicable to the candidates admitted from the Academic year 2015-16 onwards

Part IV - VALUE EDUCATION (Revised syllabus)

Unit I Philosophy of Life and Social Values

Human Life on Earth (Kural 629) Purpose of Life (Kural 46) Meaning and Philosophy of Life (Kural 131, 226) Family (Kural 45), Peace in Family (Kural 1025) Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) Five responsibilities / duties of Man (a) to himself (b) to his family (c) to his environment (d) to his society, (e) to the Universe in his lives (Kural 43, 981).

Unit II Human Rights and Organisations

Definitions, Nature of Human Rights. Universal Declaration of Human Rights, International covenant on Civil and Political Rights - International covenant of Economic, Social and Cultural Rights. Amnesty International Red Cross.

Unit III Human Rights : Contemporary Challenges

Child labour - Womens Right - Bonded labour - Problems of refugees - Capital punishment. National and State Human Rights Commissions

Unit IV Yoga and Health

Definition, Meaning, Scope of Yoga - Aims and objectives of Yoga - Yoga Education with modern context - Different traditions and schools of Yoga - Yoga practices: Asanas, Pranayama and Meditation.

Unit V Role of State Public Service Commission

Constitutional provisions and formation - Powers and Functions - Methods of recruitment - Rules and notification, syllabi for different exams - written and oral - placement.

BOOKS FOR REFERENCES:

1. Thirukkural with English Translation of Rev. Dr. G.U. Pope, Uma Publication, 156, Serfoji Nagar, Medical College Road, Thanjavur 613 004
2. திருக்குறள் - ஜி.யு.போப் - ஆங்கில மொழியாக்கத்துடன் உமா நூல். வெளியீட்டகம், தஞ்சாவூர்.
3. Leah Levin, Human Rights, NBT, 1998
4. V.R. Krishna Iyer, Dialectics and Dynamics of Human Rights in India, Tagore Law Lectures.
5. Yogic Therapy - Swami Kuvalayananda and Dr.S.L.Vinekar, Government of India, Ministry of Health, New Delhi.
6. SOUND HEALTH THROUGH YOGA - Dr.K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024

ENVIRONMENTAL STUDIES

(Applicable to the candidates admitted from the Academic year 2019-20 onwards)

- Unit: 1** The Multidisciplinary nature of environmental studies
Definition, scope and importance. (2 lectures)
Need for public awareness
- Unit: 2** Natural Resources:
Renewable and non-renewable resources:
Natural resources and associated problems.
- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
 - b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
 - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
 - f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.
- (8 lectures)
- Unit: 3** **Ecosystems**
- Concept of an ecosystem.
 - Structure and function of an ecosystem.
 - Producers, consumers and decomposers
 - Energy flow in the ecosystem
 - Ecological succession.
 - Food chains, food webs and ecological pyramids
 - Introduction, types, characteristic features, structure and function of the following ecosystem:-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

(6 lectures)

Unit: 4 Biodiversity and its conservation

- Introduction – Definition : Genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Biological Diversity Act 2002/ BD Rules, 2004

(8 lectures)

Unit: 5 Environmental Pollution

Definition

Causes, effects and control measures of :

- a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Marine Pollution
 - e. Noise pollution
 - f. Thermal Pollution
 - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution
 - Pollution case studies
 - Disaster management: floods, earthquake, cyclone and landslides.
 - Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

(8 lectures)

Unit: 6 Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns.

Case studies

- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness.

(7 lectures)

Unit: 7 Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case studies.

Unit: 8 Field Work

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
 2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
 3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
 4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
 5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
 6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
 7. Down to Earth, Centre for Science and Environment (R)
 8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
 9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay (R)
 10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press 1140 p.
 11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
 12. Mckinney, M.L. & Schoch R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition 639 p.
 13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
 14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
 15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
 16. Rao MN & Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
 17. Sharma B.K. 2001 Environmental chemistry Goel Publ House, Meerut.
 18. Survey of the Environment, The Hindu (M).
 19. Townsend C. Harper, J and Michael Begon, Essentials of Ecology, Blackwell science (TB)
 20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
 21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB).
 22. Wagner K.D. 1998 Environmental Management. W.B. Saunders Co. Philadelphia USA 499 p
- (M) Magazine (R) Reference (TB) Textbook
23. <http://nbaindia.org/uploaded/Biodiversityindia/Legal/33%20Biological%20Diversity%20Rules,%202004.pdf>.

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT-I

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

UNIT 1: COMMUNICATION

1. **Listening:** Listening to instructions
2. **Speaking:** Telephone etiquette and Official phone conversations
3. **Reading** short passages (3 passages selected from Commerce and Management)
5. **Writing:** Letters and Emails in professional context
6. **Grammar in Context:**
 - Wh and yes or no,
 - Q tags
 - Imperatives
7. **Vocabulary in Context:** Word formation - .
 - i) Creating antonyms using Prefixes
 - ii) Intensifying prefixes (E. g inflammable)

Changing words using suffixes

A) Noun Endings

B) Adjective Endings

C) Verb Endings

UNIT 2: DESCRIPTION

Listening – Listening to process description

Speaking - Role play

Formal: With faculty and mentors in academic environment, workplace communication

Informal: With peers in academic environment, workplace communication

Reading –Reading passages on trade/commerce/management

Writing – Writing sentence definitions (e.g. ledger) and extended definitions (e.g. accountancy)

Picture Description – Description of fashion and beauty products (a small write-up promoting the product/an objective review of the product in 150 to 200 words).

Grammar in Context: Connectives and linkers.

Vocabulary – Synonyms (register) - Compare & contrast expressions.

UNIT 3: NEGOTIATION STRATEGIES

Listening - Listening to interviews of specialists / inventors in fields (Subject specific)

Speaking – Brainstorming. (mind mapping). Small group discussions (subject-specific)

Reading – Longer Reading text. (Comprehensive passages)

Writing – Essay Writing (250 word essay on topics related to subject area, like recording business trans)

Grammar in Context: Active voice & Passive voice – If conditional –

Vocabulary: - Collocations

–Phrasal verbs

UNIT 4: PRESENTATION SKILLS

Listening - Listening to presentation. Listening to lectures. Watching – documentaries (discovery / history channel)

Speaking –Short speech

- Making formal presentations (PPT)

Reading – Reading a written speech by eminent personalities in the relevant field /Short poems / Short biography.

Writing - Writing Recommendations

Interpreting visuals - charts / tables/flow diagrams/charts

Grammar in Context – Modals

Vocabulary (register) - Single word substitution

UNIT 5: CRITICAL THINKING SKILLS

Listening - Listening to advertisements/news and brief documentary films (with subtitles)

Speaking – Simple problems and suggesting solutions.

Reading: Motivational stories on Professional Competence, Professional Ethics and Life Skills (subject-specific)

Writing Studying problem and finding solutions- (Essay in 200 words)

Grammar-Make simple sentences

Vocabulary -Fixed expressions

SUGGESTED ACTIVITIES

UNIT 1

Listening: Links for formal conversation can be given - Gap filling exercises – Multiple Choice questions – Making notes.

Speaking - Role play activity

Reading – Note making. Note-Taking.

Writing: Guided Writing (developing hints)

Email

Grammar: Vocabulary – Worksheets – Games.

UNIT 2

Listening-

Process Descriptions (like recording business transactions in chronological order in the journal/ a process from the field of logistics)

Speaking – Role Play

Reading – Multiple choice questions - Evaluative answers – Classifying and labeling

Writing - Picture description – Description of fashion and beauty products (a small write-up promoting the product/an objective review of the product in 150 to 200 words).

Vocabulary: Expansion of compound nouns

UNIT 3

Listening- Gap fill exercises – Listening comprehension

Speaking -Debates

Reading -Reading comprehension

Writing – Essay Writing

Grammar &Vocabulary: Activities, Worksheets & Games.

UNIT 4

Listening - Note taking (of listening & viewing items) - Filling a table based on the listening item.

Speaking – JAM, Presentations. (PPT-subject related)

Reading-Reading comprehension

Writing– Difference between recommendations and instructions

Questions/MCQs based on graphs/flow diagrams/charts

Grammar & Vocabulary: Activities, Worksheets & Games.

UNIT 5

Listening – Radio News/ TV-News telecast /

Speaking - Watch or listen to documentaries and ask questions

Reading - Reading motivational stories (success stories in subject area)

Writing - Essay writing.

Grammar&Vocabulary: Activities, Worksheets & Games

Professional English-Semester-II [part-III -add on Course]

Weightage: 4 Credits

Duration: 90hrs

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence

(18 hrs)

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication

(18 hrs)

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence

(18 hrs)

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination

(18 hrs)

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions (subject based)

Unit 5- Workplace Communication& Basics of Academic Writing (18 hrs)

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcomes of the Course.

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
 - Adapt easily into the workplace context, having become communicatively competent.
 - Apply to the Research &Development organisations/ sections in companies and offices with winning proposals.

Instruction to Course Writers:

1. **Acquisition of subject-related vocabulary should not be overlooked.**
Textboxes with relevant vocabulary may be strategically placed as a Pre Task or in Summing Up
2. Grammar may be included if the text lends itself to the teaching of a Grammatical item. However, testing and evaluation does not include Grammar.

NON MAJOR ELECTIVES (ARTS)

(For the candidates admitted from the academic year 2016-2017)

SI. No.	DEPARTMENT OFFERING THE NON-MAJOR ELECTIVE COURSES	TITLE OF THE NON-MAJOR ELECTIVE COURSES
1.	Applied Tamil	I. தமிழ் நடைக்கூறுகள் II. சிந்தனையியல்
2.	B.Litt.	
3.	Pulavar Degree	
4.	Tamil	
5.	B.B.A. (Bachelor of Business Administration)	I. Management Principles (or) Stock Exchange Practices II. Banking Practices (or) International Business
6.	B.Com.	I. Personal Investment (or) Elements of Insurance II. Introduction to Accountancy (or) Salesmanship
7.	B.Com. (Applied)	
8.	B.Com. (Computer Applications)	
9.	B.Com. (Bank Management)	I. Banking Practices (or) Indian Banking System II. Rural Banking (or) Elements of Insurance
10.	B.Com (Corporate Secretaryship)	I. Elements of Company Law II. Stock Markets in India
11.	B.Com (Co-operation)	I. Fundamentals of Cooperation (or) Cooperative Finance and Banking II. Cooperatives in Foreign Countries (or) Cooperative Bookkeeping System
12.	Economics	I. Advertisement Management II. Economics of Transportation
13.	English	I. Presentation Skills II. Functional Skills
14.	History	I. Freedom Movement in India II. Working of Indian Constitution
15.	Journalism & Mass Communication	I. Basic Photography II. Freelance Journalism
16.	Public Administration	I. Public Administration for Civil Services II. Indian Government and Administration
17.	Sanskrit	I. Introduction to Early Sanskrit Literature (or) History of fables & Popular tales and Didactic Literature Pub. R.S. Vadhyer Pub. Palakad II. Scientific Literature (or) Indian Aesthetics
18.	Social Work	I. Human Rights II. Contemporary Social Issues and Problems
19.	Sociology	I. Dynamics of Society II. Women Empowerment
20.	Tourism And Travel Management	I. Basics of Tourism II. Cultural Tourism

NON-MAJOR ELECTIVE - I
PUBLIC ADMINISTRATION FOR CIVIL SERVICES

Objectives :

1. Students studying other majors may get familiarize with the basic concepts of Public Administration
2. To expose the students to various basic theories in Public administration.

Unit I - Introduction Meaning, Nature, Scope and Significance of Public Administration - Comparative Public Administration - Public and Private Administration - New Public Management.

Unit II - Basic Concepts Organisation - Hierarchy - Unity of command - Span of control - Co-ordination - Centralization and Decentralization - Line and Staff.

Unit III - Theories of Administration Scientific Management (Taylor and the Scientific Management Movement) - Classical Theory (Fayol, Urwick, Gulick and others) - Bureaucratic Theory (Weber and his critics) - Behavioural Approach - Systems approach.

Unit IV - Administrative Behaviour Decision making - Communication and control, Leadership.

Unit V - Accountability and Control The concepts of Accountability and control : Legislative, Executive and Judicial control - Citizen and Administration : Role of civil society - People's Participation and Right to Information.

Reference :

1. Avasthi and S.R. Maheswari , “ Public Administration’ , Lakshmi Navas, Agra, 2006
2. Rumki Basu, Concepts and Theories of Administration, Sterling Publication, New delhi 2004.
3. Lakshmi Kanth P, Public Administration for UPSC McGraw Hill, New Delhi-2011.

NON-MAJOR ELECTIVE - II

INDIAN GOVERNMENT AND ADMINISTRATION

Objective : It facilitates the students to understand its various aspects of the subjects - evolution and constitutional frame work, salient features of Indian Administration, Union executive, State executive, District Administration.

Unit - I Evolution of Indian Administration - Constitutional Development Framework – Salient Feature of Indian constitution

Unit - II Union Administration – President - Prime Minister - Council of Ministers – Ministries and Departments – Supreme Court.

Unit - III State Administration – Executive – Council of Ministers – Departments and Directorate – State Public Service Commission – High Court – District Administration – Local Government.

Unit - IV Constitutional Authorities - Finance Commission - Union Public Service Commission - Election Commission - Comptroller and Auditor General of India

Unit - V Issues in Indian Administration - Generalists vs. Specialists - Centre-State relations Corruption – Lokpal, Lokayuktha - Administrative Reforms in India

References:

1. Dr.Vishnoo Bhagwan and Dr.Vidya Bhushan Indian Administration, S.Chand and Company Ltd., New Delhi, 2011.
2. M.Sharma ,Indian Administration ,Anmol Publications Pvt. Ltd., New Delhi, 2007.
3. S.R. Maheswari ,Indian Administration, S.Chand Co., New Delhi, 2010.

பாரதிதாசன் பல்கலைக்கழகம்,
(2016-17ஆம் கல்வியாண்டு முதல் சேர்க்கை பெறும் மாணாக்கர்களுக்கு)



திருச்சிராப்பள்ளி - 620 024

மூன்றாம் பருவம்

அடிப்படைத் தமிழ் - I
(Basic Tamil – I)

நோக்கம்: தமிழ்மொழியின் அடிப்படைகளை அறிந்துகொள்ளுதல். தமிழ் மொழியை எழுதவும் படிக்கவும் கற்றுக்கொள்ளுதல்.

அலகு 1

எழுத்துக்கள் அறிமுகம் - எழுத்துக்களின் வகைப்பாடு, எண்ணிக்கை - உயிரெழுத்துக்கள் - மெய்யெழுத்துக்கள் - உயிர்மெய்யெழுத்துக்கள் - ஆய்த எழுத்து - இனஎழுத்துக்கள் - வடமொழி எழுத்துக்கள்.

அலகு 2

எழுதும் பயிற்சி - தமிழ் எழுத்து வடிவங்களைக் காட்டி - அவற்றை இனங்காணவும் - வேறுபடுத்தி அறியவும் பயிற்சி தருதல் - ஒலிப்பு - பொருத்தமான எழுத்தைத் தேர்ந்தெடுக்கப் பரிசோதித்தல் - எழுத்துக்களை எழுதப் பயிற்றுவித்தல்.

அலகு 3

சொற்கள் கற்றல் - கோடிட்ட இடங்களை நிரப்புவதன் மூலம் எழுத்துகளையும் சொற்களையும் பயிற்றுவித்தல். வாசித்தல் - படம் ஒலிபெயர்ப்புச் சொல், இணையான ஆங்கிலச்சொல் முதலியவற்றைத் தந்து எழுத்துகளையும் சொற்களையும் பயிற்றுவித்தல்.

அலகு 4

சிறுதொடர் கற்றல் - எளிய தொடர்களை அறிமுகப்படுத்துதல் - சிறு தொடரின் உறுப்புகளைக் கற்றுத்தருதல் - அவ்வறுப்புக்களைத் தொடரில் இனங்காணச்செய்தல் - சிறு தொடர்களை எழுதும் பயிற்சி தருதல்.

அலகு 5

மழலைப் பாடல்கள், அறநெறிக்கதைகள் - பாடல்களையும் கதைகளையும் பிழையின்றி வாசிக்கச் செய்தல் - பிழையின்றி எழுதச்செய்தல்.

பார்வை :

தமிழ் இணையப் பல்கலைக்கழகச் சான்றிதழ்க் கல்விப்பாடத்திட்டத்தில் உள்ள முதல் அலகான "அடிப்படைநிலை" (www.tamilvu.org)

நான்காம்பருவம்

அடிப்படைத் தமிழ் - II (Basic Tamil – II)

நோக்கம்: இப்பாடத்தில் கீழே தடித்த எழுத்துக்களில் தரப்பட்டுள்ள பாடங்களின் வழியாகத் தமிழ்மொழியை எழுதவும் வாசிக்கவும் பழக்குதல்.

அலகு 1

சந்தை - மலர்கள், காய்கறிகள், பழங்கள் முதலியன குறித்த செய்திகளை அறியச் செய்தல் - அவை தொடர்பான வாக்கியம் அமைக்கப் பழக்குதல் எங்கள் குடும்பம் - குடும்ப உறுப்பினர், குடும்ப உறவு முறைகள் பற்றி அறியச் செய்தல் - தொடர்பான சொற்கள், தொடர்கள் முதலியவற்றை வாசிக்கவும் எழுதவும் பழக்குதல்.

அலகு 2

விருந்தோம்பல் - உணவு பரிமாறும் முறை - உணவு வகைகள் முதலியன பற்றி விளக்கமாக அறியச் செய்தல் - ஆறு, குளம், கடல், வானம், மேகம், மலை, மழை முதலியன பற்றி அறியச் செய்தல் : இவை தொடர்பான சொற்கள், தொடர்கள் முதலியவற்றை வாசிக்கவும் எழுதவும் பழக்குதல்.

அலகு 3

பாரதியார் - பாரதியார் பற்றிய வரலாறு, அவரது ஓரிரு கவிதைகள் பற்றி அறியச்செய்தல் - கணைக்கால் இரும்பொறை - இம்மன்னனின் தன்மான உணர்வினை நாடகத்தின் வழியாக உணர்த்துதல். இப்பாடங்கள் தொடர்பான சொற்கள், தொடர்களை வாசிக்கவும் எழுதவும் பழக்குதல்.

அலகு 4

மாமல்லபுரம் - மாமல்லபுரம் அமைந்துள்ள இடம் மற்றும் கலைக்கோயில்கள் பற்றி விளக்குதல் - பயணம் - பேருந்தில் பயணம் செய்யும் முறையை விளங்க வைத்தல் இ வாசிக்கவும் எழுதவும் பழக்குதல்.

அலகு 5

மொழி - விளக்கம் - மொழிக்குடும்பங்கள் - உலகச் செம்மொழிகள் - இந்தியச் செம்மொழிகள் - செம்மொழித் தகுதிகள் - வரையறைகள் - வாழும் தமிழ்ச் செம்மொழி - தமிழின் தொன்மை - தமிழின் சிறப்புகள் - தமிழ்ச் செம்மொழி நூல்கள் - தமிழ்ச் செம்மொழி அறிந்தேற்பு பரிதிமாற்கலைஞர் அவர்கள் முதல் கலைஞர் திரு.மு.கருணாநிதி அவர்கள் வரை (அறிஞர்கள் - அமைப்புகள் - நிறுவனங்கள் - இயக்கங்கள் தொடர் முயற்சிகள் - அறப்போராட்டங்கள் - உலகத் தமிழ்ச் செம்மொழி மாநாடு, கோவை 2010)

பார்வை :

தமிழ் இணையப் பல்கலைக்கழகச் சான்றிதழ்க் கல்வி பாடத்திட்டத்தில் உள்ள இரண்டாம் அலகு மற்றும் மூன்றாம் அலகுகளான முறையே இடைநிலை, மேல்நிலை ஆகியவை (www.tamilvu.org).



பாரதிதாசன் பல்கலைக்கழகம்,

திருச்சிராப்பள்ளி - 620 024

(2016-17ஆம் கல்வியாண்டு முதல் சேர்க்கை பெறும் மாணாக்கர்களுக்கு)

மூன்றாம் பருவம்

சிறப்புத் தமிழ் - தாள் I
(Special Tamil - I)

(பத்து அல்லது பன்னிரண்டாம் வகுப்பு வரை தமிழ் படித்திருந்து இளநிலைப் பட்டப்படிப்பில் (UG) பகுதி I இல் இதர மொழிப்பாடங்கள் படிக்கின்ற மாணவ / மாணவியர் படிக்க வேண்டிய சிறப்புத் தமிழ் முதலாம் தாளாக்குரியபாடத்திட்டம். இப்பாடத்திட்டப் பகுதிகள் பல்கலைக்கழக இளங்கலை முதலாமாண்டு செய்யுள் திரட்டு நூலை அடிப்படையாகக் கொண்டது.)

அலகு - I

பாரதியார்	1. செந்தமிழ்நாடு	2. புதுமைப்பெண்
பாரதிதாசன்	1. அழகு	2. தமிழனுக்கு வீழ்ச்சியில்லை
கவிமணி தேசிகவிநாயகம் பிள்ளை	1. சுகாதாரக்குமரி	
சுரதா	1. கலப்பை	

அலகு - II

கவி காமு ஷெரீப்	1. நிலவே சொல்	2. அறிய முயல்
கண்ணதாசன்	1. நட்பு	
வாணிதாசன்	1. வாழ்க இளம்பரிதி	

அலகு - III

நாட்டுப்புறப்பாடல்கள்	1. தாலாட்டுப் பாடல்	2. ஒப்பாரிப் பாடல்
புதுக்கவிதைகள்	1. அப்துல் ரகுமான் - வெற்றி	
	2. அறிவுமதி - நட்புக்காலம்	
	3. ஆண்டாள் பிரியதர்ஷினி - நிலாச்சோறு	
	4. சிற்பி - ஓடு ஓடு சங்கிலி	
	5. தாமரை - தீர்ப்பு	
	6. மீரா - தலைகுனிவு	
	7. மேத்தா.மு - வெளிச்சம் வெளியே இல்லை	
	8. வைரமுத்து - ருசி	

ஐக்க கவிதைகள்

1. அமுதபாரதி	2. அரிமதி இளம்பரிதி	3. அரிமதி தென்னகன்
4. அன்பாதவன்	5. இராசன்.எ.மு.	6. உயிர்வேலி ஆலா
7. கார்முகில்	8. செந்தமிழன்	9. புதுவை இளவேனில்
10. புதுவை தமிழ் நெஞ்சன்		

அலகு - IV

சிறுகதை	1. கைவண்ணம்...(தேர்ந்தெடுக்கப்பட்ட சிறுகதைகள்) தொகுப்பாசிரியர் முனைவர் தங்க. செந்தில்குமார் அய்யா நிலையம், கதவு எண், 1603, ஆரோக்கிய நகர், ஐந்தாம் தெரு, E.B. காலனி, நாஞ்சிக்கோட்டைச் சாலை, தஞ்சாவூர் - 613 006 விலை ரூ.70/-
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அலகு - V

இலக்கிய வரலாறு	1. மரபுக் கவிதை	2. புதுக்கவிதை	3. சிறுகதை
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நான்காம்பருவம்

சிறப்புத் தமிழ் - தாள் II (Special Tamil - II)

(பத்து அல்லது பன்னிரண்டாம் வகுப்பு வரை தமிழ் படித்திருந்து பகுதி I இல் இதர மொழிப்பாடங்கள் படிக்கின்ற மாணவ / மாணவியர் படிக்க வேண்டிய **சிறப்புத் தமிழ் இரண்டாம் தாளுக்குரிய பாடத்திட்டம்**. இப்பாடத்திட்டப் பகுதிகள் பல்கலைக்கழக இளங்கலை இரண்டாமாண்டு செய்யுள் திரட்டு நூலை அடிப்படையாகக் கொண்டது.)

அலகு - I

புறநானூறு

1. 'வள்ளியோர் படர்ந்து' எனத் தொடங்கும் பாடல் (பாடல் எண். 47)
2. 'நின்னயந்துறைஞர்க்கும்' எனத் தொடங்கும் பாடல் (பாடல் எண். 163)

குறுந்தொகை

1. 'வில்லோன் காலன கழலே' எனத் தொடங்கும் பாடல் (பாடல் எண். 07)
2. 'அகவன் மகளே! அகவன் மகளே' எனத் தொடங்கும் பாடல் (பாடல் எண். 23)

அலகு - II

சிறுபாணாற்றுப்படை (முழுவதும்)

அலகு - III

திருக்குறள் நாலடியார்

1. புறங்கூறாமை (அதிகாரம் 19) 2. மானம் (அதிகாரம் 97)
1. 'அரும்பெறல்' எனத் தொடங்கும் பாடல் (பாடல் எண். 34)
2. 'கல்லாதுபோகிய நாளும்' எனத் தொடங்கும் பாடல் (பாடல் எண். 169)

அலகு - IV

சிலப்பதிகாரம்

- அடைக்கலக் காதை (பல்கலைக்கழக செய்யுள் திரட்டில் உள்ள பகுதி மட்டும்)

கம்பராமாயணம்

- குகப் படலம் (பல்கலைக்கழக செய்யுள் திரட்டில் உள்ள பகுதி மட்டும்)

அலகு - V

இலக்கிய வரலாறு

- அற இலக்கியம்,
சங்க இலக்கியம்
காப்பிய இலக்கியம்

OFFICE MANAGEMENT
Skill Based Elective I (Semester IV)
INTRODUCTION TO OFFICE MANAGEMENT

UNIT I

Office management – Meaning – Elements of office management – Functions of office management.

UNIT II

Office organization – Definition, Characteristics and Steps – Types of Organization – Functions of an Office administrator

UNIT III

Office record management – Importance – Filing essentials –Classification and arrangement of files-Modern methods of filing-Modern filing devices

UNIT IV

Office Communication – Correspondence and Report writing –Meaning of office communication & mailing

UNIT V

Form letters –Meaning, Principles, and Factors to be considered in designing office forms – Types of report writing

TEXT BOOKS RECOMMENDED:

1. Fundamentals of office management – by J.P.Mahajan,
2. OfficeManagement by S.P.Arrora
3. Office Management – R.S.N.Pillai & Bagavathi- S.Chand.

Skill Based Elective II (Semester V)

OFFICE MANAGEMENT TOOLS

UNIT I

Computer Fundamentals

Computer and Operating system Fundamentals – Components of a computer system –Input and Output devices – Memory Handling –Storage Device s

UNIT II

MS -Word

Introduction to MS-Word and User Utilities – Exploring Template and Formation of Documents – Table handling –Mail Merge and Print Process

UNIT III

MS – Excel

Spreadsheet –workbook window –Formatting Cells / Worksheet – Working with Formula, Function and Charts – Filtering data and Printing a Presentation

UNIT IV

MS – Power Point

Introduction to MS –Power Point –Creating Templates – Font and color editing – Adding – Multimedia effects – Consolidating using MS-Power Point

UNIT V

Officer Appliances

Accounting machine – Addressing machine – Envelope Sealing machine – Franking machine & other modern office gadgets

TEXT BOOKS RECOMMENDED:

1. Computer Application in Business –Dr.S.V.Srinivasa Vallabhan, Sultan Chand and Sons, New Delhi
2. MS-Office and Internet by Alexis Leon
3. Computer Application in Business – K.Mohan Kumar, Vijay Nicole imprints Private Limited Dr.S.Rajkumar –Chennai
4. Computer Basics – V.Rajaraman – PHI.
5. Office Management – R.S.N.Pillai & Bagavathi – S.Chand

Skill Based Elective III (Semester V)

COMMUNICATION AND INTERPERSONAL SKILLS

UNIT I

Basic Communication

Communication – Meaning and Definition – Medium of Communication –
Barriers to Communication

UNIT II

Listening

Needs and Advantages of Listening – Active – Elements of active listening
with reading - coherence of listening with reading and Speaking

UNIT III

Speaking

Features of effective speech – Role play-Conversation building –Topic
presentation – Group Discussions

UNIT IV

Reading

Comprehensive of Technical and Non- Technical Material – Skimming
Scanning – inferring Guessing

UNIT V

Writing

Writing Effective Sentences – Cohesive writing – Clarity and Conciseness in
writing –Resumes and job applications

TEXT BOOKS RECOMMENDED:

1. Basic Communication Skills by p.Kiranmani Dutt and Geetha Rajeevan
2. Business Scenarios by Heidi Schuttz Ph.D
3. Business Communication –Asha Kaul – PHI.
4. Business Communication – Sathya Swaroop Debasish & Bhagaban Das – PHI
5. Business Communication – NS Raghunathan & Santhanam – Marghum.

**SOFT SKILLS DEVELOPMENT****Learning Objective**

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.

Unit I

Know Thyself/ Understanding Self

Introduction to Soft skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values

Unit II

Interpersonal Skills/ Understanding Others

Developing interpersonal relationship-Team building-group dynamics-Net working-Improved work relationship

Unit III

Communication Skills / Communication with others

Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette

Unit IV

Corporate Skills / Working with Others

Developing body language-Practising etiquette and mannerism-Time management-Stress management

Unit V

Selling Self / Job Hunting

Writing resume/cv-interview skills-Group discussion- Mock interview-Mock GD – Goal setting - Career planning

TEXT BOOKS:

Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R. Publishers & Distributors, No, B-20 & 21, V.M.M. Complex, Chatiram Bus Stand, Tiruchirappalli- 620 002.

(Phone No: 0431-2702824; Mobile No: 94433 70597, 98430 74472)

Alex K. (2012) Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi- 110 055.

Mobile No : 94425 14814 (Dr.K.Alex)

REFERENCE BOOKS:

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by *Jim Collins*
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional Intelligence Daniel Goleman
- (v) You can win Shive Khera
- (vi) Principle centred leadership Stephen Covey



Bharathidasan University, Tiruchirappalli – 24

Gender Studies

Objectives

- ❖ To make boys and girls aware of each others strengths and Weakness.
- ❖ To develop sensitivity towards both genders in order to lead an ethically enriched life.
- ❖ To promote attitudinal change towards a gender balanced ambience and women empowerment .

Unit – I

Concepts of Gender: Sex – Gender – Biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of labour – Gender Stereotyping – Gender Sensitivity – Gender Equity – Equality – Gender Mainstreaming - Empowerment.

Unit – II

Women’s Studies vs Gender Studies : UGC’s Guidelines – VII to XI Plans – Gender Studies : Beijing Conference and CEDAW – Exclusiveness and Inclusiveness.

Unit – III

Areas of Gender Discrimination : Family – Sex Ratio – Literacy – Health – Governance – Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State Policies and Planning .

Unit – IV

Women Development and Gender Empowerment : Initiatives – International Women’s Decade – International Women’s Year – National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies .

Unit – V

Women’s Movements and Safeguarding Mechanism : In India National /State Commission for Women(NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd and 74th Amendment for PRIS

பாலின சமத்துவம்

அலகு - I

பாலினம் தொடர்பான கோட்பாடுகள் :பாலியல் - பாலினம் - உடற்கூறுரீதியாக நிர்ணயித்தல் - ஆணாதிக்கம் - பெண்ணியம் - பாலின பாகுபாடு - பாலின வேலைப்பாகுபாடு - பாலின ஒருபடித்தானவைகள் - பாலின உணர்வூட்டல் - பாலின சமவாய்ப்பு - பாலின சமத்துவம் - பாலின மையநீரோட்டமாக்கல் - அதிகாரப்படுத்துதல்

அலகு -II

மகளிரியல் Vs பாலின சமத்துவக்கல்வி - பல்கலைக்கழக மானியக்குழுவின் வழிக்காட்டுதல்கள் - ஏழாவது ஐந்தாண்டுதிட்டம் முதல் பதினோராவது ஐந்தாண்டுதிட்டம் - பாலின சமத்துவக்கல்வி : பெய்ஜிங் மாநாடு மற்றும் பெண்களுக்கு எதிரான அனைத்து வன்முறைகளையும் ஒழிப்பதற்கான சர்வதேச உடன்படிக்கை - இணைத்தல் /உட்படுத்துதல் - ஒதுக்கல் -

அலகு - III

பாலியல் பாகுபாட்டிற்கான தளங்கள் : குடும்பம் - பாலின விகிதாச்சாரம் - கல்வி - ஆரோக்கியம் - ஆளுமை -மதம் - வேலை Vs வேலை வாய்ப்பு - சந்தை - ஊடகங்கள் - அரசியல் - சட்டம் -குடும்ப வன்முறை -பாலியல் துன்புறுத்தல் - அரசு கொள்கைகள் மற்றும் திட்டங்கள் .

அலகு - IV

பெண்கள் மேம்பாடு மற்றும் பாலின சமத்துவ மேம்பாடு : முயற்சிகள் - சர்வதேச பெண்களுக்கான தசாப்தம் - சர்வதேச பெண்கள் ஆண்டு - பெண்களின் மேம்பாட்டிற்கான தேசிய கொள்கை - பெண்கள் அதிகார ஆண்டு 2001 - சர்வதேச கொள்கைகளை மைய நீரோட்டமாக்கல்

அலகு - V

பெண்கள் இயக்கங்கள் மற்றும் பாதுகாப்பு நிறுவன ஏற்பாடுகள் : தேசிய மற்றும் மாநில மகளிர் ஆணையம் - அனைத்து மகளிர் காவல் நிலையங்கள் - குடும்ப நீதி மன்றங்கள் - குடும்ப வன்முறையிலிருந்து பெண்களைப் பாதுகாக்கும் சட்டம் 2005 - பணியிடங்களில் பெண்கள் மீதான பாலியல் துன்புறுத்தல்களை தடுப்பதற்கான உச்சநீதிமன்ற வழிகாட்டுதல்கள் - தாய்சேய் சேமநலச்சட்டம் - பெண்சிசுவை கருவிலேயே கண்டறியும் தொழில் நுட்பம் (முறைப்படுத்துதல் மற்றும் தவறாக பயன்படுத்துதலை தடை செய்திடும்) சட்டம் - ஈவ்ஹிங் (பெண்களை தொல்லை செய்தல்) தடுப்புச்சட்டம் - சுய உதவிக் குழுக்கள் - பஞ்சாயத்து அமைப்புகளுக்கான 73வது மற்றும் 74வது சட்டத்திருத்தம்.

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CODE OF CONDUCT FOR STUDENTS

1. Students should not leave the College premises during class hours without written permission of the Principal / Competent authority.
2. Students should be punctual in attending classes and other co-curricular and extra-curricular activities. Late comers will not be allowed in the class.
3. Students will be responsible for all equipment entrusted to them. Students should not cause any damage to any property, equipment, instruments, tools etc., of the College. An amount of Rs.150 towards General maintenance, is payable by each Student at the end of the Academic Year, prior to Examinations. In case of any damage, the actual cost will be recovered from the student along with a fine.
4. Students should take care of their belongings while within the campus. The College will not be responsible for any loss of such belongings.
5. Use of Mobile phones, Pagers, Cameras, etc., are prohibited inside the campus, during College hours, from 10am to 4pm. If found in contravention, they will be confiscated.

Smoking and consumption of pan is prohibited inside the campus. Consumption of any intoxicants or drugs is totally prohibited, and will lead to immediate dismissal from the College.

6. Students should display their Identity Card prominently, while they are within the campus and while travelling in the College bus. The security staff will not permit any student inside the campus without their identity card.
7. All Students should dress in a presentable manner. T-shirts and sleeveless dresses are not permitted.
8. The management reserves the right to modify the class timings and schedule.
9. Students should not hold any meetings or collect any money from other students without proper permission from the Principal / HOD.
10. Students should not involve themselves in any political or religious activity inside the Campus.

Ragging in any form is totally banned and is punishable as per the Government Order. If any student is found to be indulging in any sort of ragging or harassment to juniors or other fellow students, inside or outside the campus, bus, he/she will be dismissed immediately from the College, and criminal action will be taken against them as per the rules.

11. The following acts of misconduct will result in immediate dismissal from the College:

- (i) Assault of any person
- (ii) Willful damage to College property
- (iii) Intimidation, coercion and/or interference with other students
- (iv) Misbehavior with other students and/or Staff

12. The decision of the Principal decision is final and binding on all the students, in all matters pertaining to the College.

13. All other rules, regulations and guidelines prescribed by University / Government agencies will be implemented.

14. Attendance

1. Absence from class without proper reason and without prior permission from the HOD is tantamount to breach of discipline and such absence will attract punishment and should be avoided. One period of absence in the forenoon or afternoon session will be treated as half a day of absence.

2. Absence for more than 10 days without prior permission from the HOD may lead to removal from the nominal roll.

3. Students appearing for the University examinations must have at least 80% of attendance as per the rules of the University. A minimum of 70% attendance is required to appear for examinations.

RULES OF CONDUCT AND DISCIPLINE

1. All students should conduct themselves with DECENCY, DECORUM and DIGNITY at all times and in all places.

2. Students must co-operate in protecting and taking care of all college property and equipments. They are expected to keep the building, playfield and their rooms neat and tidy.

3. Difficulties experienced by the students and suggestions for improving their welfare may be brought to the notice of the principal or any other staff member for consideration and necessary action.

4. Students who want to participate in matches and competitions not conducted by the college can do so only after getting the permission of the principal.

5. Students are forbidden from taking any part in political activities of any kind particularly those directed against the authority of the government.

6. Students who are found damaging college property will be expelled from the college. If any damage to the college property is caused by the student who is not identified minimum collective fine of Rs.100/- per student will be levied at the end of the year.

RULES REGARDING ATTENDANCE & LEAVE OF ABSENCE

1. A Candidates other than private one shall be required to put in seventy five percent to qualify for admission to any prescribed examination of the university.

2. If a student is absent for one or more hours during a session (Forenoon or afternoon) he/she will lose the attendance for half-a-day.

3. The Principal of the college shall have a power to condone shortage of attendance of students to be admitted for university examinations upto a maximum of a 10 percent, ie., nine days each semester on valid reasons as ill health etc., on payment of the prescribed condonation fee of Rs.500/-.

4. Statement of attendance of the students shall be displayed in the college notice board every month.
5. In case the shortage of attendance of a student exceeds the limit prescribed for purpose of condonation of attendance, he/she will not be presented to the University examinations.
6. A student will be given only one opportunity to carry forward the deficiency in attendance of one semester to the next semester during the degree course, failing which he/she will have to re-do the course.

DISCIPLINE REGULATIONS

The following rules shall be on force in the college as per the Tamilnadu Educational rules.

1. No Student who has been convicted of any offence in a criminal court will be allowed to continue his studies in the college.
2. Students should abstain from active participation in party or communal politics.
3. Students who indulge in political propaganda or who organize fellow students in to political factions in the premises of the college or who otherwise engage themselves in party politics are liable to be expelled from the college.
4. Principal or other constituted college authorities may frame and issue from time to time disciplinary rules of a permanent or temporary nature relating to the conduct, inside and outside the college premises, of students.
5. Principal and other constituted college authorities shall have full powers to inflict the following punishments in the interest of the students or of the institution concerned fine, denial of attendance, denial of terms certificates, suspensions and expulsion.
6. Students should not indulge in any activity leading to the disruption of peace and discipline and dislocation of normal work in the college premises. Those who are guilty of violation of this rule will be severely dealt with.
7. Ragging is strictly forbidden. Anyone who is guilty of ragging will be severely punished.
8. Students who are guilty of (a) rude language towards the staff of the college or (b) assault or attempt to assault the staff or fellow students of the college, will be expelled from the institution.

RAGGING – WARNING

- Ragging of any sort is banned.
- Ragging is illegal and punishable.
- Ragging in any form at any place in the college campus or outside is strictly prohibited.
- Ragging is punishable with imprisonment upto 7 years with a fine of Rs.25,000. Strict disciplinary action will be taken against any student found indulging in an act of ragging.

- Any complaint about ragging has to be reported to the respective HODs or authorities.
- Ragging of any sort will be informed to the Police authorities.

IDENTITY CARD

Every student will be provided with an identity card with his photo duly attested by the principal. Students are required to keep their identity card with them always.