



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 BANK MANAGEMENT

INDEX

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1.	DEPARTMENT PROFILE	
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Profile of B.Com (Bank Management)

B.Com Banking Management is a 3-year full-time undergraduate course divided into 6 semesters.

The course offers to enrolled candidates knowledge of different aspects of Banking along with thorough understanding of the practical application of the theory.

It also provides advanced lessons in Business Communication, Business Economics Paper, Environmental Studies, Accountancy & Financial Management and Mathematical & Statistical Techniques.

Career Prospects

- B.Com Banking Management course imparts basic knowledge to students about trade and commerce practices in society and prepares a student for job opportunities in a wide variety of sectors.
- B.Com graduates can work in both public and private sectors and are fit to work in a variety of industries in roles like administration, hospitality, accounting, marketing, retailing, production planning etc.
- Career options available after B.Com degree are endless. B.Com Banking jobs range from roles in Finance and Accounting, Banking Industry, Corporate Sector etc. Some of the sectors which employ B.Com degree holders are Banking, Media, BPOs, Tourism Industry, Hospitality, FMCG Telecom etc.

**B.COM- BANK MANAGEMENT**

**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)	Principles of Accountancy	6	5	3	25	75	100
		Core Course-II (CC)	Indian Financial System	6	5	3	25	75	100
		First Allied Course-I (AC)	Management Concepts	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)	Banking Theory Law and Practice	6	5	3	25	75	100
		Core Course-IV (CC)	Business Tools For Decision Making	6	5	3	25	75	100
		First Allied Course-II (AC)	Business Economics	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)	Business Accounting	6	5	3	25	75	100
		Core Course-VI(CC)	Co-operative Banking	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 (NME) Those who choose Tamil in Part-I can choose a non- major elective course offeredby other departments. Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was notstudied in school level or b) Special Tamil if Tamil Languagewasstudied upto 10 th &12 th Std.	1. Personal Investment (or) 2. Elements of Insurance (For other than All B.Comand BBA)	2	2	3	25	75	100
		Total		30 +6 *	25				700
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)	Credit Management	6	5	3	25	75	100
		Core Course-VIII(CC)	Services Marketing	6	5	3	25	75	100
		Second Allied Course-II (AC)	Business Communication	4	3	3	25	75	100
	IV	Non Major Elective Course-I (NME) Those who choose Tamil in Part-I can choose a non- major elective course offeredby other departments. Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was notstudied in school level or b) Special Tamil if Tamil Language was studied upto 10 th &12 th Std.	1. Introduction to Accountancy (or) 2. Salesmanship (For other than All B.Comand BBA)	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@@	Digital Skills for Employability - Microsoft	-	2	3	25	75	100
		Total		30	23				700

V	III	Core Course- IX (CC)	Corporate Accounting	5	5	3	25	75	100
		Core Course- X(CC)	Computer Applications in Business (Theory)	5	5	3	25	75	100
		Core Practical -I (CP)	Computer Applications in Business (Practical)	5	5	3	40	60	100
		Core Course- XI (CC)	Management Accounting	5	5	3	25	75	100
		Major Based Elective Course-I (MBE)	1. Entrepreneurship Development (or) 2. Marketing Management	5	5	3	25	75	100
	IV	Skill Based Elective Course-I	Information Technology Concepts	3	2	3	25	75	100
		Soft Skills Development		2	2	3	25	75	100
		Total		30	29				700
VI	III	Core Course-XII (CC)	Digital Banking	5	5	3	25	75	100
		Core Course-XIII (CC)	Income Tax Law and Practice	6	5	3	25	75	100
		Core Course-XIV (CC)	Financial Services	6	5	3	25	75	100
		Major Based Elective Course- II (MBE)	1. Investment Banking (Or) 2. International Finance	5	5	3	25	75	100
		Project		4	3		20	80	100
	IV	Skill Based Elective Course-II	Basics of Goods and Service Tax	3	2	3	25	75	100
	V	Gender Studies		1	1	3	25	75	100
		ExtensionActivities		--	1	--	--	--	--
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Banking, Logistics and Audit Essentials for employability	-	2	3	25	75	100
		Total		30	29		150	450	800
		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 PROGRAMMES – COMMERCE

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	1	5	100
5.		Allied Courses I & II	4	12	400
6.		Major Based Elective Courses	2	10	200
7.		Add –on Course (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 Commerce Programmes)	3	6	300
	Total		44	154	4300

PROGRAMME OBJECTIVES:

PROGRAMME OUTCOMES:

PROGRAMME SPECIFIC OUTCOMES:

First Year

**CORE COURSE-I
PRINCIPLES OF ACCOUNTANCY
(Theory)**

Semester-I

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to understand the basic principles and concepts of Accountancy.
- To enhance the students to prepare the Final accounts for Sole Traders and rectification of errors.
- To gain the knowledge to prepare the accounts for Non-Profit organisation and Bills of exchange.
- To motivate the students to prepare Accounts for Consignment and Joint Ventures.
- In overall students can acquire conceptual knowledge and prepare the accounts of the Single Entry System. Depreciation - Methods, provisions and reserves.

UNIT-I INTRODUCTION OF ACCOUNTING AND CONCEPTS:

Introduction–Accounting concepts and conventions–Accounting Standards–Meaning–Double entry system–Journal, Ledger, Subsidiary books, Trial Balance- Bank Reconciliation Statement.

UNIT-II FINAL ACCOUNTS OF SOLE TRADERS:

Final Accounts of sole traders with adjustment entries- Rectification of Errors.

UNIT- III ACCOUNTS FOR NON PROFIT ORGANISATION:

Accounts of Non-profit organization–Bills of exchange–Average due date–Account Current.

UNIT-IV CONSIGNMENTS AND JOINT VENTURES ACCOUNTS:

Consignments and Joint Ventures.

UNIT-V SINGLE ENTRY SYSTEM AND DEPRECIATION:

Single Entry System. Depreciation-Methods, provisions and reserves.

(Theory 20% Problems 80%)

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

Contemporary Development related to the course during the Semester concerned

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. R.L.Gupta and Others,"**Advanced Accountancy**,"Sultan Chand Sons, New Delhi
2. S.P.Jainand K.L.Narang,"**Advanced Accounting**,"KalyaniPublishers, New Delhi
3. RSN.Pillai, Bagavathi S.Uma,"**Advanced Accounting**," S.Chand&Co, New Delhi.
4. M.C.Shukla,"**Advanced Accounts**,"S.Chand and Co., New Delhi.
5. Mukerjee and Haneef, **Advanced Accountancy**,Tata McGraw Hill, New Delhi.
6. Arulanandam,"**Advanced Accountancy**,"Himalaya Publication, Mumbai.
7. R.L. Gupta & V.K. Gupta "**Principles and practice of Accountancy**", Eleventh edition- 2005 Sultan & Sons, New Delhi
8. S.Manikandan&R.RakeshSankar,"**FinancialAccounting**,"Scitech Publications Pvt Ltd, Chennai. Volume I & II.
9. T.S.Reddy&Dr.A.Murthy,"**Financial Accounting**,"MarghamPublications,Chennai.
10. Tulsian., P.C.(2016) Financial Accounting, Tata McGraw-Hill, New Delhi.

LEARNING OUT COMES: On successful completion of the subject, the studentsacquired knowledge about:

- The Concepts and Conventions of Financial Accounting.
- Accounting for sole traders with adjustment entries and Rectification of Errors
- Calculation of Accounts of Non-profit organization and Bills of exchange.
- Accounts of the Agency Business and temporary partnership.
- Preparation of Accounts under Single Entry System. Calculation of Depreciation and Provisions and Reserves by using the various methods

First Year

**CORE COURSE-II
INDIAN FINANCIAL SYSTEM
(Theory)**

Semester-I

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the meaning and significance of financial system.
- To make the students to know the organization and functions of RBI.
- To enable the students to know the functions of commercial banks.
- To develop knowledge about all India development banks.
- To know the objectives and functions of state level development banks.

UNIT – I FINANCIAL SYSTEM :

Meaning, significance and components – composition of Indian financial system. Indian money market – Indian capital market.

UNIT – II RESERVE BANK OF INDIA :

Organization , management and functions – credit creation and credit control ; monetary policy.

UNIT – III COMMERCIAL BANKS:

Meaning , functions , management and investment policies of commercial banks – recent trends in Indian commercial banks.

UNIT – IV ALL INDIA DEVELOPMENT BANKS :

Meaning, concept, objectives and functions operational and promotional activities of all India Development Banks - UTI.

UNIT – V STATE LEVEL DEVELOPMENT BANKS:

Objectives, functions and role of State level banks; State financial corporations; development banks in industrial financing.

UNIT VI CURRENT CONTOURS (For continuous Internal Assessment Only) :

Cooperative Banks

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Bhol, L.M “ **Financial Markets and Institution**” Tata Mcgraw-Hill Publishing Company, New Delhi.
2. Khan, M.Y., “ **Indian Financial system: Theory and practice**” , Vikas publishing House, New Delhi.
3. Chandra, Prasanna, “ **Finacial Management: Theory and practice**” , Tata McGrawHill, New Delhi.
4. Kapila, Raj and Kapila, Uma, “**Banking and Financial Sector Reform in India**”, Academic Foundations. Delhi.
5. Madura, Jeff, “ **Financial Markets and Institutions**”, West Publishing Co., New York.
6. Srivastava, R.M., “**Management of India Financial Instituions**”, Himalaya Publishing House, Mumbai.

OUTCOMES : On successful completion of the subject, the students acquired knowledge about :

- The meaning and significance of financial system.
- The organisation and functions of RBI.
- The functions of commercial banks.
- The objectives and functions of all India Development Banks.
- The objectives and functions of state level Development Banks.

First Year

**FIRST ALLIED COURSE-I
MANAGEMENT CONCEPTS
(Theory)**

Semester-I

Code:

Credit: 3

OBJECTIVES :

- To expose students to the history of management thought.
- To facilitate students, understanding of their own managerial skills for decision making,
- To examine the complexity of organization structure for business,
- To understand the importance of communication,
- To aware of controlling techniques used in organization.

UNIT -I INTRODUCTION TO MANAGEMENT:

Management- Definition- Nature, Scope, Functions and Levels of Management- Art, Science and Profession-Functions of Managers - Development of Management Thought- Contributions by F.W.Taylor, Henry Fayol and Others.

UNIT- II ROLE OF PLANNING:

Planning - Classification- Objectives- Characteristics- Steps- Process- Types- Methods- Advantages-Limitations, Decision Making- Policies.

UNIT -III ORGANIZATION STRUCTURE:

Organization and Structure- Types-Supervision and Span of Control- Departmentation- Organisation Charts-Authority and Responsibility-Delegation and Decentralization.

UNIT -IV MOTIVATION AND COMMUNICATION:

Motivation- Types-Theories-Maslow, Herzberg, Mc Gregor and Others – Communication- Principles-Types and Barriers of Communication.

UNIT -V LEADERSHIP:

Leadership - Functions- Styles - Theories- Coordination- Features-Types and Techniques- Control -Process-Effective Control System-Techniques of Control.

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

Globalization- Development of Environment-Ethics and Social Responsibility- Multicultural Effectiveness- Challenges in Modern Leadership-Time Management-Increasing Team Spirit

REFERENCE BOOKS:

1. L.M.Prasad, Principles and Practice of Management -Sultan Chand and Company
2. K.Sundar, Principles of Management- Vijay Nicole Imprints Private Limited Chennai
3. Fred Luthans ,Organisational Behaviour - Mcgraw Hill New York
4. Louis A.Allen Management And Organisation - Mcgraw Hill Tokyo
5. Weihrich And Koontz Et.Al Essentials of Manangement –Tata Mcgraw Hill New Delhi.

COURSE OUTCOMES:

- To Understand the Evolution and theory of Management,
- To develop the students to take decisions in various fields.
- To get a knowledge about various organization structure and its responsibility,
- To develop the flow of communication among the people,
- To examine and practice the suitable leadership pattern in organization.

First Year

**CORE COURSE-III
BANKING THEORY LAW AND
PRACTICE
(Theory)**

Semester-II

Code:

Credit: 5

LEARNING OBJECTIVES

- To acquire knowledge about relationship between banker and customer and services rendered
- To make the students understand the various types of accounts and savings schemes
- To give them an overview about types of customers
- To have clarity about the rights, responsibilities and duties of paying and collecting banker
- To make them aware of recent trends in Modern Banking,

UNIT -I BANKER AND CUSTOMER:

Definition of the term banker and customer – General relationship – special relationship – main functions and subsidiary services rendered by banker – agency services and general utility services.

UNIT- II TYPES OF SAVING ACCOUNTS:

Operations of Bank Accounts – Fixed Deposits – Fixed Deposit Receipt and its implications Savings Bank accounts – Current accounts – Recurring Deposit accounts- New Deposit savings schemes introduced by Banks – Super Savings Package – Cash Certificate, Annuity Deposit – Reinvestment plans – Perennial Premium plan – Non Resident (External) accounts Scheme

UNIT -III TYPES OF CUSTOMERS:

Types of Customers – Account holders – Procedure for opening and closing of accounts of Customers- particulars of individuals including Minor, illiterate persons- Married women – Lunatics – Drunkards – Joint Stock Companies – Non- Trading Associations – Registered and Unregistered Clubs – Societies, Attorney - Executive and administration – Charitable institutions – trustees – Liquidators – Receivers – Local authorities – steps to be taken by banker in the event of death, Lunacy, Bankruptcy – winding up Garnishee Order.

UNIT- IV PAYING AND COLLECTING BANKER:

Paying and collecting bankers – rights, responsibilities and duties of paying and collecting banker – precautions to be taken in payment and collection of cheques – protection provided to them – nature of protection and conditions to get protection – payment in due course – recovery of money paid at mistake.

UNIT -V PASS BOOK AND CHEQUES:

Pass book and Issue of duplicate pass book – cheques - Definition of a cheque – requisites of a cheque – drawing of a cheque - types of cheque – alteration – marking – crossing – different forms of crossing and their significance – Endorsement loss of cheques in transit – legal effect. Modern Banking, Banking practice – e banking – Internet banking – Mobile banking – ATMS- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.

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

Recent Trends, assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Sundaram and Varshney, “Banking Theory, Law & Practice” Sultan Chand Company, New Delhi
2. S.M. Sundaram “Banking Theory, Law & Practice” Sri Meenaksi Publications, Karaikudi
3. M.Kumar, Srinivasa , “ Banking” New Central Book Agency
4. M.S. Ramasamy, “Tanna’s Banking Law & Practice in India” Sultan Chand Company, New Delhi.
5. E. Gordon and N. Natarajan” Banking Theory, Law &Practice” Himalaya Publication.
6. B.Santhanam, “Banking Theory, Law &Practice” Margham Publications, Chennai.R.J. Jayasankar, “Marketing,” Margham Publications, Chennai.

LEARNING OUTCOME

- Elucidate the services rendered by banks
- Have an understanding about various types of accounts and savings schemes
- Generate information types of customers
- Analyse information about the rights, responsibilities and duties of paying and collecting banker
- Express opinions recent trends in Modern Banking,

First Year

CORE COURSE-IV

Semester-II

BUSINESS TOOLS FOR DECISION MAKING

Code:

(Theory)

Credit: 5

LEARNING OBJECTIVE:

- To impart introduction to statistics, and Measure of central tendency
- To learn Measures of Dispersion and Skewness.
- To understand Simple correlation and regression
- To familiar with Time series and interpolation
- To study Index numbers.

UNIT – I:

Introduction – Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation – Diagrams and graphs – Bar and Pie diagrams – Graphs of one and two variables
Graphs of frequency distribution - Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean.

UNIT – II:

Measures of Dispersion – Range – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation - Measurement of Skewness.

UNIT – III:

Correlation – Simple correlation – Karl Pearson's coefficient of correlation – Spearman's rank correlation – Concurrent deviation method - Regression analysis – Simple regression – Regression equations

UNIT – IV:

Analysis of Time series – Components – Methods – Semi average – Moving average - Method of least square – Interpolation – Meaning, Uses, Assumptions – Problems in Newton's method only.

UNIT – V:

Index numbers – Price index numbers – unweighted and weighted – Tests in index numbers (Problems in Time and factor reversal tests only) - Cost of living index number – Aggregate expenditure method – Family budget method.

(Theory 20% Problems 80%)

UNIT –VI CURRENT CONTOURS (For Continuous Internal Assessment):

Recent Trends, assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Elements of Statistics by S.P. Gupta – Sultan Chand & Sons
2. Tools and Decision making by SL Aggarwal and SL Bharadwaj, Kalyani Publishers
3. Business Statistics by PA. Navanitham, Jai Publications, Trichy.
4. Elements of Practical Statistics by S.K. Kappor – Oxford and IBHP Publishing Company

LEARNING OUTCOMES: On successful completion of the course, the students will acquire knowledge on:

- Basics in statistics, Classification, Tabulation and Measure of central tendency
- Measures of Dispersion and Skewness.
- Simple correlation and regression
- Time series and interpolation
- Index numbers

First Year

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

Semester-II

Code:

Credit: 3

LEARNING OBJECTIVE:

- To know about basics of Economics
- To understand the concept of demand and supply
- To know the factors of production and economics of large scale production.
- To understand the concept of pricing under perfect and monopolistic competition.
- To learn fiscal policy of the Government.

UNIT –I:

Introduction: Definition, Nature and Scope of Economics– Art or Science – Concepts – Tools of Economic Analysis –Micro and Macro Economics – Decision making in Business – Meaning of Business Economics- The Economic System–Objectives of the Business Firm.

UNIT –II:

Demand Analysis: Types of Demand–Law of Demand– Demand curves - Utility Analysis of Demand–Elasticity of Demand and Demand Forecasting – Production function and law of returns: Factors of production–Law of variable proportions–The law of returns to scale–Economies of scale – Consumer's Equilibrium.

UNIT –III:

Analysis of Supply: Supply – Law of Supply - supply schedule and supply curve – Determinants of supply–Measurement of Elasticity of supply – Market Structure – Equilibrium of firm and industry – Optimum firm – Pricing under perfect & Monopolistic competition – Types of supply curves.

UNIT –IV:

Competitions and Theories of Factors of Production: Perfect Competition–Imperfect Competition–Theories of Rent, Wages, Interest and Population – National Income and Expenditure – Measurement – Fiscal policy method.

UNIT –V:

Cost and Revenue: Concepts of Cost –Cost of Production in short and long period–Demand and revenue curves–Relation between average and marginal revenue– Break Even Analysis.

UNIT –VI CURRENT CONTOURS (For Continuous Internal Assessment) :

Recent Trends, assignments and Seminars

REFERENCE BOOK:

1. Business Economics by **T. Aryamala** – vijay Nicole Imprints Private Limited – Chennai.
2. Business Economics by **Dr.S.Sankaran**– Margam Publication , Chennai.
3. Business Economics by **K.P.M. Sundaram and Sundharam** - Sultan chand & Co., New Delhi.
4. Business Economics by Misra & Puri – Himalaya Publications, Mumbai.
5. Business Economics by P. N. Reddy & Appannaiah – S.Chand& Co., Chennai.

LEARNING OUTCOMES:

- The Micro and Macro Economics relating to business.
- Demand and concepts in relation to Law of Demand, Demand Curves and Elasticity of Demand.
- Production function, scale of production and economics of large scale production and limitations.
- Law of Supply, Optimum firm, pricing under Perfect and Monopolistic competition.
- Income and Expenditure pattern of National Income.

**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	Semester-II
	ENVIRONMENTAL STUDIES	
Code:	(Theory)	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
BUSINESS ACCOUNTING
(Theory)**

Semester-III

Code:

Credit: 5

LEARNING OBJECTIVES:

- To help students gain knowledge about branch accounts and departmental accounts.
- To impart knowledge of handling hire purchase accounts and Installment purchasesystem.
- To transform knowledge about Self Balancing and Sectional Balancing ledgers andRoyalty Account
- To enable students to prepare the accounts for Fire Insurance claims and sale of return.
- To impart skills for prepare the accounts for insolvency, statement of affairs.

UNIT-I BRANCH AND DEPARTMENTAL ACCOUNTS:

Branch accounts - (Excluding foreign branches) – Departmental accounts

UNIT-II HIRE PURCHASE & INSTALLMENT PURCHASE SYSTEM:

Hire Purchase accounts & Installment purchase system.

UNIT-III ROYALTY ACCOUNTS:

Self Balancing and Sectional Balancing ledgers – Royalty Account.

**UNIT-IV FIRE INSURANCE CLAIMS AND ACCOUNT FOR SALE OF
RETURN:**

Fire Insurance claims for loss of stock and profits – Accounting for sale or return.

UNIT-V INSOLVENCY ACCOUNTS:

Insolvency accounts – statement of affairs – insolvency of individual only.

Theory 20% Problem: 80%

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

Recent Trends, assignments and Seminars

TEXT AND REFERENCE BOOKS (latest revised edition only)

1. R.L. Gupta and Others :“**Advanced Accountancy**”, Sultan Chand Sons, New Delhi.
2. S.P. Jain and K.L. Narang: “**Advanced Accounting**”, Kalyani Publishers, New Delhi.
3. R.S.N. Pillai, Bagavathi, S. Uma: “**Advanced Accounting**”,S.Chand& Co, New Delhi.

4. M.C. Shukla: **“Advanced Accounts”** S. Chand and Co., New Delhi.
5. Mukerjee and Haneef **“Modern Accountancy”**, Tata McGraw Hill, Delhi.
6. Arulanandam **“Advanced Accountancy”** , Himalaya Publications, Delhi
7. N Vinayagam & B. Charumathi **“Financial Accounting”**, Second revised edition-2008
S. Chand & Company Ltd, New Delhi
8. **Compendium of Statement and standards of Accounting**: The Institute of
Chartered Accountants, New Delhi
9. Maheswari, S.N. & Maheshwary, S.K(2012)., **“Fundamentals of Accounting”**, Viikas
Publishing, New Delhi.
10. Gosh, T.P., **“Fundamentals of Accounting”**, Sultan Chand & Sons, New Delhi

LEARNING OUT COMES:

On successful completion of the subject, the students acquired knowledge about;

- Students are familiarized with branch accounts and departmental accounts
- Students can deal with hire purchase system and Installment purchase system
- Become knowledgeable on self balancing and sectional balancing ledgers and royalty account.
- Trained to handle the Insolvency accounts and statement of affairs
- Trained to calculate Fire insurance claims and accounting for sale or return.

Second Year

**CORE COURSE –VI
CO - OPERATIVE BANKING
(Theory)**

Semester-III

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the growth and structure of co-operative credit.
- To enable the students to know the functions of PACCS.
- To enhance the students to know about the working and functions of district and state co-operative banks.
- To develop knowledge about co-operative land development banks.
- To enable the students to know about the NABARD, SBI and commercial banks.

UNIT – I:

Growth of co- operative credit in India – structure of co-operative credit – prospects and problems.

UNIT – II:

Primary agricultural co-operative credit society (PACCS) – organisation, functions and workings – lending policies and procedures – recovery and overdue problems – viability of primary co-operatives.

UNIT – III:

District co-operative banks – organization, functions and workings – lending policies and procedures, funds position – recovery and overdue problems. State co- operative banks – constitution and workings. Its role in institutional financing.

UNIT – IV:

Co-operative land development bank – SLDB – PLDB – constitution, workings – sources of funds, lending and overdue problems. Urban co-operative banks – employees co-operative credit societies – objects – functions and workings.

UNIT – V:

Role of NABARD and co-operative development - SBI and co-operatives – commercial banks and co-operative credit – marketing co-operative – structure – primary co-operative marketing societies – State co-operative marketing society – constitution – objectives – functions.

UNIT –VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Cooperative Banking in India – Dr.S.Nakkiran., Rainbow Publication Coimbatore.
2. Cooperative Banking – C.D. Indule , Continental Prakashan, Pune.
3. Principles and practice of Cooperative Banking in India – B.N. Chobey.,
- 4 Asia Publishing House, London.

OUTCOMES :

On successful completion of the subject, the students acquired knowledge about ;

- The growth and structure of co-operative credit. The functions of PACCS.
- The functions of district and state co-operative banks.
- The objects of co-operative land development banks.
- The role of NABARD, SBI and commercial banks.

Second Year

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

Semester-III

Code:

Credit: 3

LEARNING OBJECTIVES

- To gain knowledge about the law relating to Business activities'
- To gain knowledge law relating to Contract
- To gain knowledge law relating to Bailment, pledge and Agency
- To gain knowledge about the Law of sale of Goods Act
- To gain Knowledge about the Negotiable Instruments Act and Information Technology Act and to create awareness about e-commercial law(IT Act and Cyber - Crime)

UNIT- I:

Mercantile Law: Introduction – Definition and Scope of Mercantile law – Sources of Mercantile Law – Contracts – Nature, Kinds and requisites for Valid contracts – Contingent Contract – Quasi Contract – Void agreements

UNIT –II:

Contract: Performance of a Contract – Discharge of a contract - Remedies for breach including Specific Performance

UNIT – III:

Agency: Indemnity and Guarantee – Bailment and pledge – Agency- Creation of Agency – Classification of Agents, Powers and Duties of Agent and Principal – Termination of Agency.

UNIT – IV:

Law of sale of Goods :Definition- Essentials of a Contract of Sale – Goods – Classification of Goods - Distinction between Sale and Agreement to sell – Document of Title to Goods – Rules Regarding delivery of goods – Acceptance of delivery – Rights of an unpaid seller – condition & warranty.

UNIT – V:

Law of Negotiable Instruments: Law of Negotiable Instruments (Instrument Amendment Act, 2015 – Definition – characteristics – classification- notes, bills, cheques and promissory note.) -

UNIT VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

Recent Laws relating to business: Cyber Laws- Information Technology Act 2000
Recent Trends in Business Laws
Recent amendments in Contract Act - Case studies

REFERENCE BOOKS:

1. Mercantile law by M.C. Shukla – S. Chand & Company, New Delhi.
2. Business law by N.D.Kapoor – S. Chand & Sons, New Delhi.
3. Mercantile law by Batra and Kalra – Tata McGraw Hill Co, Mumbai
4. Mercantile law by M.C. Kuchhal – Vikas Publishing House, Chennai
5. Dynamic Business Law Nancy Kubasek and M. Neil Browne and Daniel Herron and Lucien , 5 th edition MC Graw Hill
6. Essentials of Business Law Student Edition, [Anthony Liuzzo](#), MC Graw Hill
7. <https://www.pinterest.com/pin/business-law-10th-edition-by-henry-r-cheeseman-in-2022--1105141196033462626/>
8. Business Law I Essentials - Open Textbook Library (umn.edu)
9. The Information Technology Act, 2000|Legislative Department | Ministry of Law and Justice | GoI
10. The Information Technology Act, 2000(3).pdf (meity.gov.in)

LEARNING OUTCOME: After the successful completion of the course students will able to get

- Knowledge about the basics of Law and to know about the meaning of contract.
- Knowledge about the Principle and Practices of law relating to contract.
- Knowledge about the law relating to Bailment, pledge and Contract of Agency
- Knowledge about the different aspects and the rules and regulations connected with Sale of Goods Act
- Knowledge about the basics law pertaining to Negotiable Instruments, cyber-crime and the law relating to Information Technology.

Second Year

NON MAJOR ELECTIVE COURSE –I

Semester-III

Code:

1. PERSONAL INVESTMENT

(Theory)

Credit: 2

OBJECTIVES:

- To make the students aware of various investment avenues and to facilitate them for effective investment planning.
- To enable the students to prepare Investment and financial planning
- To understand the students various bank deposit schemes and insurance policies
- To know the basic concepts of Income tax benefits.
- To know about role of SEBI under Investments.

UNIT – I INTRODUCTION:

Meaning and Definition of Investment – Concepts of Investment, Nature of Investment , Types of Investors, Stages in Investment, Speculation- Types of Speculators, Distinction between Investment and Speculation, Gambling – Meaning, features, Distinction between Investment and Gambling

UNIT – II PRINCIPLES OF INVESTMENT:

Importance and basic -Principles of Investment , Kinds of Investment – Direct Investment alternatives – Fixed Principal Investments, Variable Principal Securities and Non-Security Investments – Stages in Investment.

UNIT – III INVESTMENT PLANNING:

Investment Planning – Financial Planning and Investment Planning, Features of Investment Planning, Setting of investment goals at different stages of an individual , Deciding the investment time frame.

UNIT – IV POPULAR INVESTMENT MEDIA:

Popular Investment Media – Bank deposits –Saving deposits, Fixed deposits, Recurring Deposits, Instruments of post office ,Savings certificates, Public Provident Fund , Company deposits – Life Insurance Schemes – Endowment policy, Whole Life policy, Term Life Policy, Money Back Policy, Joint Life Policy, Children's Insurance Policy, Group Policy, Unit Linked Insurance Plans – Income tax benefits with respect to payment of premiums. Real Estate – Reasons for growth, problems with Real Estate Investments, Chit funds, Plantation and Farm Houses, Gold and Silver

UNIT – V TYPES OF SHARES:

Investment in Equity and Preference Shares. Methods of Trading in Stock Exchanges, Investors' Protection, Problems & Remedies, Role of SEBI in protecting investors' interests

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

To update students are saving, investing, Financial production, Tax saving, and retirement planning's in detailed.

TEXT AND REFERENCE BOOKS:

1. Punithavathy Pandiyan – Security Analysis and Portfolio Management, Vikas Publishing house, New Delhi
2. Dr.Radha, Parameswaran and Dr. Nedunchezian – Investment Management, Prasanna Publishers, Chennai.
3. Preeti Singh – Investment Management, Himalaya Publishing House, Mumbai.
4. V.A.Avadhani – Investment Management, Himalaya Publishing House, Mumbai
5. Rajivk.tayal-Art of handling money and investments: a practical guide to personal finances Atlantic publishers and distributors (p) ltd,

COURSE OUTCOMES: On successful completion of the subject the student acquired knowledge about

- Concept and conversions of personal investment
- Calculation of personal investment planning
- Knowledge about various methods of insurance policies.
- Fundamentals of Investment in Equity and Preference Shares
- Well in prepared Investment Planning

Second Year

**NON MAJOR ELECTIVE COURSE –I
2. ELEMENTS OF INSURANCE
(Theory)**

Semester-III

Code:

Credit: 2

OBJECTIVES:

- To highlight the importance of insurance and its basic concepts.
- To make the students aware of various insurance and to impact of economic development
- To enable the students to prepare procedure regarding settlement of policy claims
- To understand the students various Principles of life insurance, marine, fire, Medical insurance etc.
- To aware the students know Principles of life insurance and various kinds.

UNIT – I INTRODUCTION:

Introduction to insurance: purpose and need of insurance – insurance as a social security tool – insurance and economic development – types of insurance.

UNIT – II AGENT:

Procedure for becoming an agent: Pre-requisite for obtaining a license – duration of license – cancellation of license – revocation or suspension/termination of agent appointment – code of conduct – unfair practices

UNIT – III FUNDAMENTALS OF AGENCY:

Fundamentals of agency - definition of an agent – agents regulations – insurance intermediaries – agents' compensation – IRDA.

UNIT – IV FUNCTIONS OF THE AGENT:

Functions of the agent: proposal form and other forms for grant of cover – financial and medical underwriting – material information – nomination and assignment – procedure regarding settlement of policy claims

UNIT – V PRINCIPLES OF LIFE INSURANCE:

Fundamentals/Principles of life insurance/marine/fire/medical/general insurance: Contracts of various kinds – insurable interest – Actuarial science.

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

To aware students are Difining risk fortutity, insurable interest, and Risk shifting and Risk Distribution in insurance.

TEXT AND REFERENCE BOOKS:

1. Insurance by Dr. P. Periyasamy – Tata McGraw Hill
2. Fundamentals of Insurance by P. Periasamy by Vijay Nicole Imprints (P) Ltd
3. Insurance in India by P.S.Palande, R.S.Shah.
4. Insurance principles and practices by Mishra M.N – S.Chand& Co.
5. Insurance Regulatory Development Act, 1999.

COURSE OUTCOMES:

On successful completion of the subject the student acquired knowledge about

- Concept and conversions of elements of insurance
- Fundamentals of agency, Procedure for becoming an agent
- Knowledge about various methods of insurance policies.
- Calculation of Agent proposal form and other forms
- Know about procedure regarding settlement of policy claims.

Second Year

**CORE COURSE –VII
CREDIT MANAGEMENT
(Theory)**

Semester-IV

Code:

Credit: 5

OBJECTIVES:

- To learn Forms of credit.
- To acquire knowledge about Principles of lending.
- To know the Benefits and dangers in using credit.
- To understand Credit Policy.
- The student will understand the Consumer Assessments.

UNIT – I:

Definition of Credit-concept of credit management-characteristics of credit- Forms of credit: Consumer credit, Commercial credit, Export credit, Banking credit, Agriculture credit.

UNIT – II:

Principles of lending – The 7C's of Credit – Fair practice code – Various types of Borrowers.

UNIT – III:

Benefits and dangers in using credit, understanding consumer rights and obligations.

UNIT – IV:

Credit Policy: Definition – Role and use of the policy – Basic contents of the policy.

UNIT – V

Consumer Assessments: Credit Bureau, Credit Applications, References, Credit evaluation of borrowers, Collection procedure, Debt Recovery Tribunal, Writing off Bad Debts.

UNIT -VI CURRENT CONTOURS (For Continuous Internal Assessment)

Recent Trends self study, assignments, Seminars Quiz and Self reading on Current developments related to the Credit management during the semester through collection, discussion and evaluation.

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Credit Management by Ed.Vol – Oscar Publication, New Delhi.
2. Credit Management Hand book by Cecil J.Bond , McGraw Hill., USA
3. Credit Planning and Management by Krishna Gupta – Arihant Publishers, Jaipur.
4. Credit Appraisal, Risk Analysis and Decision making – Dr.D.D.Mukherjee, Snow White Publications, Chennai.
5. Risk Management, IIBF, Macmillan, New Delhi.
6. Credit Risk Management, Andrew Fight, Butterworth Heinmann, Oxford, UK.

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- Forms of credit.
- Principles of lending.
- Benefits and dangers in using credit.
- Credit Policy.
- Consumer Assessments.

Second Year

**CORE COURSE –VIII
SERVICES MARKETING
(Theory)**

Semester-IV

Code:

Credit: 5

OBJECTIVES:

- To enable the students to understand the word of Service Marketing.
- To understanding the Service product
- To enable the students to know the Service Location
- To enable the students to know the Service Process and Challenges for service managers
- To enable the students to learn the Role of Service Mix

UNIT –I:

Meaning and Definition of Service – Classification of Services – Services Marketing Triangle Significance of Services Marketing – Reasons for the Growth of the Services sector – The Service as a System.

UNIT – II:

Service product- Underlying Concepts – The Product Life-Cycle – New Service – Service Product Range – New Service Development (NSD) – New Service Product Features – Failure of new service Products – Achieving success in development of new service products – Service Product Elimination. Pricing for Services: Characteristics of Services and Prices – Price Terminologies – Understanding the costs of service incurred by customers – Understanding Value – Establishing monetary pricing objectives – Pricing relative to demand levels – Communicating Prices to the Target Markets – Additional Aspects of Service Pricing - Pricing strategy – Pricing and Marketing Strategy

UNIT – III:

Service Location- Flexibility – Classification by location – Accessibility through coproduction Service Channel Development – Methods of distributing Services – Innovations in Methods of Distributing Services –Inputs for location decisions – Basic Location Models. Promoting Services: – Promotional Objectives – Differences in Promoting Services – Selection Criteria – Developing the promotional mix – Guidelines for Improving the Promotion of Services – The role of sales promotion – Sales Promotion tools – Direct Marketing – Public Relations – The role of marketing communication – Target Audience – Branding services: Trends – Brand image development – Setting advertising objectives – Audience response – Guidelines for Service Advertising.

UNIT – IV:

Service Process- Introduction – Classification of Services Operating Systems – Policies and flowcharting – Balancing supply and demand – Change – Organisational Conflict in Service Systems – The Systems Concept in Services – Purchase Process – Process of vision – Facilitating process – Challenges for service managers – Breakthrough services – Process improvement – The Self – Reinforcing Service Cycle. Service Design –Design Methodology –The Service Design and management model – Overview of model stages – Blueprinting –

Building a service blueprint – Benefits of service blueprinting – Service Mapping – Service Failures – Design elements – Quality function deployment.

UNIT – V:

Role of Service Mix – Health Care – Tourism – Hotel – Travel – Insurance – Banking – PublicUtility Services – Educational Services.

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

Quiz and Self reading on Current developments related to the Service Marketing during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources- Print, Internet, Interaction, Social Media, Webinars and so on.

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Services Marketing and Management Chand & Company Pvt Ltd.
2. Services Marketing –VasantiVenugopal& Raghu M.M – Himalaya Publishing House, Mumbai
3. Services Marketing Text and Cases – Harsh Vivesma – Pearson Education, Delhi
4. Services Marketing (Concepts, Practices, Cases from Indian Environment –Dr.S.Shajahan – Himalaya Publishing House, Mumbai
5. Services Marketing - Zeithaml, V., Bitner, M.J., Gremler, D. and Pandit, A., – Tata McGraw-Hill Education,

OUTCOMES:

On the completion of modules, the students will acquired knowledge about ;

- Meaning and Classifications services Marketing.
- New Service Product, Achieving Success in Development and Failure of new Products.
- Service Location, Methods of distributing Services and Promoting Services.
- Service Process, Challenges for service managers.
- Role of Service Mix

Second Year

**SECOND ALLIED COURSE –II
BUSINESS COMMUNICATION
(Theory)**

Semester-IV

Code:

Credit: 3

LEARNING OBJECTIVE:

- To know the basics of communication
- To understand various types of communication
- To know how to prepare various reports
- To prepare different types of letters
- To prepare different types of corporate communication

UNIT –I COMMUNICATION IN BUSINESS:

Meaning–Importance of communication – Forms of Communication - Nature–Scope–
Network of the Communication – Process of Communication – Barriers to
Communication.

UNIT–II ENQUIRIES,ORDERS,CREDITANDCLAIMS:

Enquiries and Replies–Orders and their Execution– Credit and Status Enquiries–Claims and
Adjustments.

**UNIT–III COLLECTION, SALES, CIRCULAR AND BANK
CORRESPONDENCE:**

Collection letter – Sales letter –Circular letter–Letters to Government-Bank Correspondence-
Import and Export Agency.

UNIT–IV APPLICATION LETTERS:

The form and contents of an application letter–Bio-data–Application blanks – Specimen
application letters– Reports-By individuals–By Committees.

UNIT–V MODERNCOMMUNICATIONMETHODS:

OnlineCommunication–Fax–E-mail-Voicemail-SMS-Internet-Teleconferencing-
Videoconferencing-Electronic bulletin boards.

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

REFERENCE BOOK:

1. Business Communication by **N.S.Ragunathan & B.Santhanam.**
2. Effective business English–**Patternhetty**
3. Essentials of Business Communication –**Rajendra Pal & KoralaHalli**
4. Effective business English–**Pattern Shetty.**

LEARNING OUTCOMES FOR THE COMMUNICATION :

- Understands the basics of communication
- Knowledge about different types of communication
- Through knowledge on report writing
- Knowledge on preparation of different official letters
- Knowledge on corporate communication

Second Year

NON MAJOR ELECTIVE COURSE –II
1. INTRODUCTION TO ACCOUNTANCY
(Theory)

Semester-IV

Code:

Credit: 2

OBJECTIVE:

- To enable the students to know the importance of accountancy and its concepts.
- To make the students aware of Double entry Book keeping system rules and procedures.
- To enable the students to prepare procedure Final Accounts of Sole Trader
- To enable the students to know Bank Reconciliation Statement.
- Describe the role of accounting

UNIT – I INTRODUCTION:

Definition of Accounting – Nature, Objectives and Utility of Accounting in Industrial and Business Enterprise – Difference between Book-keeping and Accounting – Accounting Concepts and Conventions

UNIT – II DOUBLE ENTRY SYSTEM:

Double Entry System – Rules – Advantages and Disadvantages – Journal – Subsidiary Books.

UNIT – III JOURNAL AND LEDGER:

Ledger – Meaning – Balancing of Accounts – Difference between Journal and Ledger – TrialBalance – Objectives – Limitations – Preparation of Trial Balance.

UNIT – IV RECTIFICATION OF ERRORS:

Rectification of Errors – Objectives – Types – Methods – Bank Reconciliation Statement.(Simple problems only)

UNIT – V FINAL ACCOUNTS:

Final Accounts of Sole Trader (with Simple Adjustments).

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

Students state the meaning and need of accounting discuss accounting as a source of information, identify the internal and external uses of accounting information.

TEXT AND REFERENCE BOOKS:

1. Advanced Accountancy – Arulanandam, Himalaya Publications, New Delhi.
2. Advanced Accounting – S.P. Jain and K.L. Narang, Kalyani Publishers, Chennai
3. Advanced Accounts – M.C. Shukla T.S. Grewal and S.C. Gupta, S.Chand& Sons, NewDelhi.
4. Principles of Accounting – Finnelly, H.A. and Miller, H.E., Prentice Hall.

5. Introduction to Accountancy – Jaya, Charulatha and Baskar, Vijay Nicole Imprints (P) Ltd, Chennai 20

COURSE OUTCOMES:

On successful completion of the subject the student acquired knowledge about

- Concept and conversions of Accounting
- Fundamentals of Double Entry System
- Knowledge about various Journal and Ledger.
- Preparation of Final accounts .
- Knowledge about various methods Final account adjustments

Second Year

NON MAJOR ELECTIVE COURSE –II

Semester-IV

2. SALESMANSHIP

Code:

(Theory)

Credit: 2

OBJECTIVE:

- To make the students aware of selling techniques and planning
- To enable the students to types of salesman in the Marketing area
- To understand the students in buyer motives and behaviours
- To enable the students to know the importance of online stores and sales opportunities.
- To know about various selling techniques.

UNIT – I INTRODUCTION:

Introduction to selling- meaning- definitions- importance- methods- qualities- functions duties-responsibilities – types of sales person – sales careers.

UNIT – II SELLING PROCESS:

Selling process – steps- customer expectations – understanding prospects- importance sources- buyer motives and behaviour- transaction oriented selling – relationship selling.

UNIT – III SELLING TECHNIQUES:

Selling techniques – planning- setting objectives- approach techniques – building rapport- product knowledge- product benefits- features –functions- sales presentation demonstration- handling objections- handling difficult customers- closing sales – after sales service

UNIT – IV-

Sales territory- sales targets/quotas- creating product strategies – understanding selling terms and prices- retail store sales person- online stores and sales opportunities – personal selling in the information age

UNIT – V SALES FORCE MANAGEMENT:

Sales force management- selection- training- motivation- compensation – supervision and control- sales reports and knowledge management – evaluation- selling expenses- sales team professionalism – ethics- personal grooming.

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

Sales management focuses on the activities of first line field sales managers, course pack will enable students to understand supply chain management which has improved the efficiency in distribution.

TEXT AND REFERENCE BOOKS:

1. Sahu and Raut: Salesmanship and Sales Management, Vikas Publishing House, Chennai.
2. CL Tyagi & Arun Kumar: Sales Management, Atlantic Publishers
3. SaChunawalla: Sales Management, Himalayas Publications, New Delhi.
4. Sundar and Madhavan: Salesmanship and Sales Management, Vijay Nicole Imprints (P) Ltd, Chennai
5. PC Pardesi: Salesmanship and Sales Management, Nirali Prakashan

COURSE OUTCOMES:

On successful completion of the subject the student acquired knowledge about

- Concept and conversions of salesmanship
- Fundamentals of selling process and its activities
- Knowledge about various Sales force management.
- To know how about Selling techniques.
- knowledge about personal selling and sales team professionalism

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: 90 hrs

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 –IX
CORPORATE ACCOUNTING
(Theory)**

Semester-V

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know about accounting procedure in corporate accounting
- To make learner to understand format of company final accounts and various schedules of company final accounts.
- To make learner to acquaint information of buy-back of shares and their legal formalities
- To acquaint learner with various methods and techniques of amalgamation
- To understand sources of financial activities towards company
- Develop among learners various skills of corporate techniques to be applied for minimization of cost and maximization of profit

UNIT –I:

Shares - introduction legal provisions regarding issue of shares, application, allotment, calls, calls-in-arrears, calls-in-advance, issue of shares at premium- issue of shares at discount-forfeiture of shares - re-issue-accounting entries.

UNIT- II:

Debentures -Issue and redemption of debentures - methods of redemption of debentures-installment - cum-interest and Ex-interest redemption by conversion, sinking fund, insurance policy. Redemption of preference shares- implication of Section 80 and 80A of the Companies Act

UNIT –III:

Amalgamation - purchase consideration- accounting treatment - pooling of interest method and purchase method, Absorption, external and internal reconstruction of companies.

UNIT -IV:

Accounts of Holding company - legal requirements relating to presentation of accounts -Consolidation of balance sheet (excluding chain holding)

UNIT –V:

Final accounts of banking companies (new format) and Insurance companies (NewFormat)

Theory: 20%, Problem: 80%

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

REFERENCES:

1. Advanced Accountancy by M.C. Guptha, Shukla and Grewal - S. Chand publishing, Delhi
2. Advanced Accountancy by R.L. Gupta and Radhaswamy - Sultan Chand & Sons, New Delhi.
3. Advanced Accountancy by Jain and Narang - Kalyani Publishers, Chennai
4. Corporate Accounting by Palaniappan & Hariharan - Vijay Nicole Imprints (P) Ltd, Chennai.
5. Advanced Accountancy by Arulanandam and Raman - Himalayan Publishers, New Delhi.
6. Corporate accounting by Mohamed Hanif-amazon
7. Fundamentals of *Corporate Accounting* ; Authors, *Mohammed Hanif*, Amitabha Mukherjee ; Publisher, McGraw-Hill Education

LEARNING OUTCOMES FOR COST ACCOUNTING:

After completing this book they should enlighten by

- To make learner to understand format of company final accounts and various schedules of company final accounts.
- To make learner to acquaint information of buy-back of shares and their legal formalities
- To acquaint learner with various methods and techniques of amalgamation
- To understand sources of financial activities towards company
- Develop among learners various skills of corporate techniques to be applied for minimization of cost and maximization of profit

Third Year

**CORE COURSE –X
COMPUTER APPLICATION IN
BUSINESS
(Theory)**

Semester-V

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the importance of computer application in business. and MS word
- To learn Ms Excel
- To understand computerized accounting particularly Tally
- To familiar with accounting of inventories
- To know computerization of final account.

UNIT – I:

Computer – Meaning – Characteristics – Areas of application – Components – Memory control unit – Input and output devices – Ms Word – Creating word documents – creating business letters using wizards – editing word documents – inserting objects – formatting documents – spelling and grammar check – word count – thesaurus, auto correct working with tables – opening, saving and closing documents – mail merge.

UNIT – II:

Spread sheet – Spread sheet programmes and applications – Ms Excel and features – Building work sheets – entering data in work sheets, editing and formatting work sheets – creating and formatting different types of charts - application of financial and statistical function – creating, analyzing and organizing data – opening and closing work books – Introduction to Pivot tables.

UNIT – III:

Fundamentals of Computerized accounting – Computerized accounting Vs manual accounting - Architecture and customization of Tally – Features of Tally – latest version – Configuration of Tally – Tally screens and menus – Creation of company – Creation of groups – Editing and deleting groups – Creation of ledgers – Editing and deleting ledgers – Introduction to vouchers – Vouchers entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Contra vouchers – Journal vouchers – Editing and deleting vouchers.

UNIT – IV:

Introduction to Inventories – Creation of stock categories – Creation of Stock groups – Creation of Stock items- Configuration and features of stock item– Editing and deleting stocks – Usage of stocks in Vouchers entry. Purchase orders – Stock vouchers – Sales orders – Stock vouchers – Introduction to cost – creation of cost category – Creation cost centers – Editing and deleting cost centers & categories – Usage of cost category and cost – centers in vouchers entry – Budget and controls – Creation of budgets – Editing and deleting budgets – Generating and printing reports in detailed and condensed format.

UNIT – V:

Day books– Trial balance – Profit and Loss account – – Balance sheet . Ratio analysis, Cash flow statement – Fund flow statement – Cost centre report – Inventory report – Bank Reconciliation Statement.

UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides –Saving a Presentation

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Computer Applications in Business – S.V. SrinivasaVallabhan – Sultan & Chand Publication.
2. Microsoft office – Jones & Derek – John wiley& sons inc.
3. Implementing Tally – A.K. Nadhani, BPB Publications.
4. Computer Application in Business – R. Paramasivam – S.Chand& Co, New Delhi.
5. Computer Application in Business: Dr. Joseph Anbarasu, Learntech Press

LEARNING OUTCOMES:

On successful completion of the course, the students will acquire knowledge on:

- Basics of computer application in business. and Creating and editing of word documents, opening, saving and closing documents; and mail merge
- Spread sheet programmes and applications, creating and formatting different types of charts, and application of financial and statistical function
- Architecture and customization of Tally, Editing and deleting ledgers, and Vouchers entry
- Accounting of inventories, Budget and controls
- Day books, Trial balance, final account and Bank Reconciliation Statement

Third Year

**CORE PRACTICAL-I
COMPUTER APPLICATIONS IN
BUSINESS
(Practical)**

Semester-V

Code:

Credit: 5

LEARNING OBJECTIVE :

- To develop skill on preparation of business letters, bio-data, Table.
- To create work sheet, Charts, and enclosures.
- To filter data using Auto filter, and application of accounting and statistical formulae.
- To make voucher entries, Prepare final accounts from the trial balance and Inventory report
- To Prepare Bank Reconciliation Statement and pay roll and computation of GST.

LIST OF PRACTICAL

UNIT- I - MS WORD PROCESSING :

1. Creating business letters
2. Creating an application for the job with the bio-data
3. Creating Circular letter with mail-merge options
4. Creating a Table by using the split and merge options

UNIT -II - MS-EXCEL – SPREAD SHEET APPLICATIONS :

1. Creating a work sheet like mark sheet, Pay Slip, PF Contribution list etc.
2. Creating Charts – All types of charts and graphs
3. Creating a list for the enclosures

UNIT -III - MS-EXCEL – SPREAD SHEET APPLICATIONS :

1. Filtering the data using Auto filter custom filters using comparison operations
2. Creating Pivot tables
3. Commercial Formula applications
4. Statistical formula applications (within the syllabus of business tools for decisions)

UNIT -IV - ACCOUNTING PACKAGE :

1. Preparing voucher entries for the given transactions.
2. Preparing final accounts from the trial balance given with any ten adjustments
3. Inventory report

UNIT -V - ACCOUNTING PACKAGE :

1. Bank Reconciliation Statement
2. Preparation of pay roll vouchers based on attendance
3. GST computation & forms

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

MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation

(Practical – 100 marks UE: 60 marks IA: 40marks)

Learning Outcomes:

On successful completion of the course, the students will acquire knowledge on:

- Preparation of business letters, bio-data, and Table.
- Creating work sheet, Charts, and enclosures.
- Filtering data using Auto filter, and application of accounting and statistical formulae.
- Entering vouchers, Prepare final accounts from the trial balance and Inventory report.
- Preparing Bank Reconciliation Statement and pay roll and computation of GST

Third Year

**CORE COURSE – XI
MANAGEMENT ACCOUNTING
(Theory)**

Semester-V

Code:

Credit: 5

OBJECTIVES:

- To understand the concepts of Management Accounting.
- To gain knowledge on fund flow and cash flow in Business operation.
- To understand budget and budgetary control in Business organization.
- To know the technique of marginal costing and standard costing
- To know the various methods of capital budgeting.

UNIT- I INTRODUCTION AND FINANCIAL STATEMENT ANALYSIS:

Management accounting – Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting – Management Accounting Vs Cost accounting - Financial statement analysis – Comparative statement – Common size statement–Trend percentage–Ratio analysis.

UNIT- II FUND FLOW AND CASH FLOW STATEMENT:

Fund flow statement – Schedule of changes in working capital – Funds from operation – Sources and applications –Cash flow statement–Fund flow statement Vs Cash flow statement–Preparation of cash flow statement as per AS-3

UNIT –III BUDGET AND BUDGETARY CONTROL:

Budget and Budgetary control –Advantages- limitations – Types – Preparation of Purchase, Production, sales, Flexible, Cash and Master budget

UNIT -IV MARGINAL AND STANDARD COSTING:

Marginal costing – CVP analysis – Break even analysis – BEP – Managerial applications – Margin of safety – Profit planning. Standard Costing – Problems relating to Material and Labour variance only.

UNIT -V CAPITAL BUDGETING

Capital Budgeting – Payback period – Accounting rate of return –Discounted cash flow – Net present value – Profitability index – Internal rate of return.

(Problem 80 %, Theory 20 %)

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

TEXT AND REFERENCE BOOKS : (Latest revised edition only)

1. S.N.Maheswari - Management Accounting – Sultan Chands & sons publications, New Delhi.
2. Sharma and Guptha – Management Accounting- Kalyani Publishers, Chennai.
3. R.Ramachandran and R.Srinivasan – Management Accounting–Sriram publication.
4. A.Murthi and S.Gurusamy – Management Accounting Vijay Nicole Publications, Chennai.
5. R.S.N.Pillai & V.Baghavathi – Management Accounting – S.Chand & Co, Mumbai
6. Hingorani & Ramanathan – Management Accounting - S.Chand & Co, NewDelhi.

LEARNING OUTCOMES:

- The understand Basic knowledge on Management Accounting.
- Preparation of fund flow statement and cash flow statement as per AS – 3
- Design various types of Budget
- Understand the Marginal costing and Variance analysis
- Select better project by applying appropriate capital budgeting.

Third Year

MAJOR BASED ELECTIVE COURSE-I
1. ENTREPRENEURSHIP DEVELOPMENT
(Theory)

Semester-V

Code:

Credit: 5

OBJECTIVES:

- To inculcate students to come up with good entrepreneur,
- To overcome the problems and challenges from the society,
- To know the role of small scale industries to obtain the next level of business,
- To improve the knowledge of process of business,
- To understand the passage of getting loan from project finance

UNIT- I INTRODUCTION TO ENTREPRENEURSHIP:

Entrepreneurship-Definition-Nature- Scope in Local and Global Market -Characteristics-Functions-Types- Entrepreneur and **Intrapreneur**-Women and Rural Entrepreneurs-The Revolutionary Impact of Entrepreneurship-Types of Enterprises and their Features-Manufacturing, Service and Trading-Steps in setting up of a Business.

UNIT- II ENTREPRENEURIAL COMPETENCIES:

Entrepreneurial Environment-Components-Role of Family and Society- Entrepreneurial Motivation- Barriers in Business -Training and Development – Entrepreneurial Change-Occupational Mobility-Factors in Mobility.

UNIT -III INSTITUTION FOR THE DEVELOPMENT OF SMALL SCALE INDUSTRIES:

Entrepreneurship Development Programs (EDP)-Objectives- Importance-Phases- Evaluation-EDP Institutions in India-SSIB-SIDCO-SISIS-DICS-NSIC-SIDO-KVIC- NISEBUD-NISIET-Technical Consultancy Organizations-Functions

UNIT –IV PROJECT MANAGEMENT:

Project Management-Concept of Project-Classification-Sources of Business Ideas-Project Identification-Project Formulation and Design-Feasibility Analysis-Financial Analysis-Social Cost Benefit Analysis-Project Appraisal Methods -Project Report Preparation

UNIT-V ENTREPRENEURIAL DEVELOPMENT AGENCIES:

Project Finance-Sources of Finance-Institutional Finance-Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT-Commercial Banks-Appraisal of Bank for Loans- Entrepreneurship Incentives –Subsidies-Industrial Units- Benefits-Role of Industrial Estates

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

Geographical Challenges- Historical Attributes to Business-Country Topographical Features-New Business Formation- Current Market Trends-Decision Making Skills.

REFERENCE BOOKS:

1. C.B.Gupta and Srinivasan, Entrepreneurial Development, Sultan Chand and Sons.Dr.S.S. Khanka-Entrepreneurial Development, Sultan Chand and Sons.
2. Dr.P.Saravanavel Entrepreneurial Development, Learntech Press Trichy.
3. Vasant Desai, Dynamics of Entrepreneurial Development, Sultan Chand and Sons
DR.S.G.Bhanushali Entrepreneurial Development, Himalaya Publishing House -New Delhi.

COURSE OUTCOMES:

- To enhance a student to behave as a good businessman,
- To emancipate the society to be mingled with,
- To obtain the next level of business value,
- To improve the process of business,
- To know the outset of proper financial plan for the development of business.

Third Year

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

Semester-V

Code:

Credit: 5

OBJECTIVES:

- To understand the trends in, Marketing Management and to make aware of regulations of foreign trade practices in the era of globalization.
- To know the elements of Marketing Management
- To assess of buying behavior and consumer behavior.
- The student will understand the overview of Marketing Management
- To gain thorough knowledge on customer satisfaction

UNIT -I INTRODUCTION TO MARKETING MANAGEMENT:

Introduction to Marketing Management – nature and scope – Concepts of marketing – Functions and problems of marketing management – Traditional marketing – Modern Marketing – Responsibilities of marketing manager – Role of marketing management in Indian economy.

UNIT –II CONSUMER BEHAVIOUR:

Buyer behavior – Consumer behavior vs. business buying behavior – Factors affecting consumer behavior – Consumer research – Importance – Consumer research process – Consumer research design – Steps in consumer research.

UNIT- III PROMOTION:

Promotion – Tools of promotion – Communication process – Characteristics of promotion- Merits – Demerits – Designing a promotion campaign – Promotion – mix – Determinants – Promotion tools – Advertising – Sales promotion – Public relations.

UNIT –IV MARKETING ORGANIZATION AND CONTROL:

Marketing organization and control – Emerging trends and issues in marketing – Rural marketing – Social marketing – On – line marketing – Green marketing – network marketing.

UNIT –V CUSTOMER SATISFACTION:

Customer satisfaction – Difference between consumer and customer – Consumerism – Rights of consumers – Customer expectation – Changing perceptions of customer – Benchmarking – Total quality management.

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

Quiz and Self reading on Current developments related to the Marketing management during the semester through collection, discussion and evaluation.

TEXT AND REFERENCE BOOKS :(Latest Revised Edition Only):

1. R.S.N. Pillai and Bagavathi, Modern Marketing – Principles and Practices, S.Chand& Co,2010.

BOOKS FOR REFERENCE:

1. V.S. Ramaswamy and S. Namakumari, Marketing Management: Global Perspective, Indian Context, Om Books publisher, 2009.
2. S.A. Sherlakar - Marketing Management, Himalaya.
3. Grewal , 14th edition (2015), Marketing, Tata McGraw Hill management, New Delhi.
4. B.S.Raman, Marketing, United Publishers, Managalore.
5. R.L. Varshney and B. Bhattacharya, International Marketing Management – An Indian perspective, Sultan Chand and Sons, 2015.
6. Monga &ShaliniAnand, (2000), Marketing Management, Deep & Deep Publications, New Delhi
7. Rajan Nair.N., Sanjith R.Nair, (1999),Marketing, Sultan Chand & Sons, New Delhi.
8. J. Jayasankar , 2nd edition,(2013), Marketing, Margham Publications, Chennai.
9. Dr. L. Natarajan (2013), Marketing, Margham Publications, Chennai.
10. Kotler Philip, 15th edition, (2015) Marketing Management, Prentice Hall of India (Pvt) Ltd., New Delhi.

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- Responsibilities of marketing manager.
- Consumer behavior.
- Promotion tools.
- Emerging trends and issues.
- Customer satisfaction.

Third Year

**SKILL BASED ELECTIVE COURSE – I
INFORMATION TECHNOLOGY
CONCEPTS
(Theory)**

Semester-V

Code:

Credit: 2

LEARNING OBJECTIVES:

- To introduce Evolution, Classification and Applications of Computers
- To know Computer peripherals
- To learn about Software, Programming Language, Word Processing and Spread Sheets Presentation
- To study Data Communication and BDP
- To aware utility of computers at different places, computer security and internet

UNIT- I:

Introduction to Computers - Definition, .Characteristics of computer, Evolution of Computer, Block Diagram Of a computer, Generations of Computer, Classification Of Computers, Applications of Computer, Capabilities and limitations of computer.

UNIT -II:

Computer peripherals - Role of I/O devices in a computer system. Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types, Voice Recognition Systems, Vision Input System, Touch Screen, Output Units: Monitors and its types. Printers: Impact Printers and its types. Non Impact Printers and its types, Plotters, types of plotters, Sound cards, Speakers, storage units.

UNIT- III:

Software and its needs, Types of S/W. System Software: Operating System, Utility Programs Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Application S/W and its types: Word Processing, Spread Sheets Presentation, Graphics, DBMS s/w.

UNIT- IV:

Data Communication and BDP: Communication Process, Data Transmission speed, Communication Types (modes), Data Transmission Medias, Modem. Business Data Processing: Introduction, data storage hierarchy, Method of organizing data, File Types, File Organization.

UNIT- V:

Computers at Home, Education, Entertainment, Business, Science, Medicine and Engineering - Introduction to Computer Security - Computer Viruses, Bombs, Worms - WWW and Internet

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

Recent developments in computer world

REFERENCE BOOKS:

1. P.K.Sinha, Computer Fundamentals
2. Dr.S.V.Srinivasa Vallabhan - Computer Applications in Business, Sultan Chand, New Delhi
3. Alexis Leon and Mathews Leon by Fundamentals of Information, Technology. Vikas Publishing Company, New Delhi
4. Deepak Bharihoke, Fundamentals of Information Technology, Excel Publications, New Delhi.

LEARNING OUTCOMES:

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

- Know Evolution, Classification and Applications of Computers
- Understand Computer peripherals
- Have knowledge on Software, Programming Language, Word Processing and Spread Sheets Presentation
- Do Data Communication and BDP
- Aware utility of computers at different places, computer security and internet

Third Year

**CORE COURSE-XII
DIGITAL BANKING
(Theory)**

Semester-VI

Code:

Credit: 5

OBJECTIVES:

- To learn e-banking and its features.
- To acquire knowledge about electronic delivery channels.
- To impart regulations of e-banking cards
- To understand digital banking cards
- To understand the genesis and concept of Online-Banking

UNIT –I ELECTRONIC BANKING:

E-Banking – Meaning - Benefits – Internet Banking Services –Drawbacks – Mobile Banking – Features – Drawbacks – Call Centre Banking – Features – Challenges –Traditional Vs e-banking - e-banking in India.

UNIT- II DIGITAL CARDS:

Introduction –concept and meaning-the electronic delivery channels- need for computerization-ATM – Types - Features – Benefits – Challenges – Credit Cards –Benefits – Constraints – Debit Card – Benefits– Smart Card – Features – Benefits of Smart cards - Biometric Cards – Features.

UNIT –III MODERN BANKING OPERATIONS:

National Electronic Fund Transfer (NEFT) - RBI Guidelines – Benefits of Electronic Clearing Systems – E- Cheques – E-Money – Real Time Gross Settlement (RTGS) – Benefits to Banker and Customer – Cheque Transaction –Core Banking Solutions (CBS) – Benefits – Single Window Concepts – Features- CIBIL (Credit Information Bureau (India) Ltd – MICR Cheques .

UNIT –IV E-BANKING SECURITY:

Introduction need for security –Security concepts-Privacy – Survey. Findings on security Attack-Cyber crimes-Reasons for Privacy-Tampering- Encryption –Meaning-The encryption process-may appear as follows -Cryptogram- Cryptanalyst-cryptography-Types of Cipher systems –Code systems-Cryptography-Cipher- Decipher-Jumbling-Asymmetric-Crypto system Data Encryption Standard (DES).

UNIT- V E-BUILDER SOLUTIONS:

Digital certificate-Digital Signature &Electronic Signature-E- Security solutions—solutions providers-E-locking technique-E-locking services-Netscape security solutions-Pry Zone -E software security Internet-Transactions-Transaction security-PKI-Sierras Internet solutions inc –security devices-Public Key Infrastructure- (PKI)-Firewalls Secure Ledger-(FSL)- Secure Electronic Transaction(SET).

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

Quiz and Self reading on Current developments related to the Digital Banking during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources- Print, Internet, Interaction, Social Media, Webinars and so on.

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. C.S. Rayudu, E-Business, Himalaya Publishing House Roger Hunt & John Shelly, Computers and Commonsense. Bhushan Dewan, E-Commerce
2. An Introduction to Information Technology by Dr. Srinivasa vallabhan, Sulthan Chand & Sons.
3. Law of Information Technology, D.P. Mittal, Tax Man. e Markets, Macmillan, 2007

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- e-banking in India.
- Usage of e-banking cards.
- Payment through NEFT, RTGS and others.
- Cipher systems.
- Security devices.

Third Year

CORE COURSE-XIII
INCOME TAX LAW AND PRACTICE
(Theory)

Semester-VI

Code:

Credit: 5

LEARNING OBJECTIVES:

- To understand the concept of Income tax
- To describe how to arrive taxable income from salary
- To find out the tax able income from house property
- To calculate the taxable income from Business and Profession.
- To ascertain the capital gains and income from other sources

UNIT-I INCOME TAX ACT 1961 AND RESIDENTIAL STATUS:

Income–Tax Act, 1961–Definitions- Basis of charge different types of assesses previously earned Assessment year – capital and revenue income, expenditure and loss– incomes exempted under section10 – Residential status.

UNIT-II INCOME FROM SALARY:

Income from salary: Basis of charge–Different forms of salary, allowances, perquisites and their valuation– computation of taxable salary-deductions from salary.

UNIT-III INCOME FROM HOUSE PROPERTY:

Income from House Property: Basis of charge– determination of annual value–GAV, NAV–income from let-out property–self occupied property–deductions–computation of taxable income.

UNIT- IV INCOME FROM BUSINESS OR PROFESSION:

Income from Business or Profession: Basis of charge –methods of accounting – deductions – disallowances, computation of taxable income –profit and gains of business and profession.

UNIT -V INCOME FROM CAPITAL GAINS INCOME FROM CAPITAL GAINS:

Basis of charge–short and long term capital gains–indexed cost of acquisition and improvement–exemptions–computation of taxable capital gains-Computation of Income from other sources

Theory 20% Problem80%

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

Recent Trends self study, assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest and revised editions):

1. Gaur and Narang, Income Tax Law and Practice
“Kalyani Publishers”, New Delhi.
2. Dr.HC.Mehrotra, “Income Tax Law and Accounts, ”Sahithya Bhavan
publishers
3. Dr.Vinod K.Singhania, Students Guide to Income tax“Taxmen’s
Publications, New Delhi
4. Murthy “ Income Tax Law & Practice” Vijay Nichole, Imprints (P) Ltd.
5. Dr. T.S. Reddy & Hariprasad Reddy ‘ Income tax’ – Margham Publications, Chennai

LEARNING OUT COMES:

After completing this course, the student will be able to

- Know about the procedures regarding basic rules and regulations and residential status.
- Update the new tax slabs regarding salaried employees
- Get the latest information about deductions for house property.
- Make sure about the admissible, inadmissible expenses and deductions.
- Allowable for business or professional incomes
- Grasp the concept of capital gains, other sources of income.

Third Year

**CORE COURSE-XIV
FINANCIAL SERVICES
(Theory)**

Semester-VI

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the meaning and types of financial services.
- To make the students to understand the meaning and features of hire purchase.
- To develop Knowledge about mutual funds.
- To Knowledge the students to know the meaning and features of venture capital.
- To enhance the students to know about the significance and types of Factoring.

UNIT – I INTRODUCTION TO FINANCIAL SERVICES:

Financial services – meaning – classification – financial products and services – challenges facing the financial service sector – merchant banking – meaning – functions – SEBI guidelines – scope of merchant banking in India. NBFCs – RBI guidelines.

UNIT – II HIRE PURCHASE AND LEASING:

Hire purchase – meaning – features – process – hire purchase and credit sales – hire purchase vs installment purchase – leasing – concept – steps involved in leasing – lease vs hire purchase – types of lease – problems and prospects of leasing in India.

UNIT – III MUTUAL FUNDS:

Mutual funds – meaning – types – functions – advantages – institutions involved – UTI, LIC, commercial banks – entry of private sector – growth of mutual funds in India – SEBI guidelines – asset management companies.

UNIT – IV VENTURE CAPITAL:

Venture capital – meaning – features – methods of venture capital financing – models of venture financing – venture capital investment process – factors determining venture investment – advantages of venture capital – issues of Indian venture capital .

UNIT – V FACTORY:

Factoring - concepts – significance – types – factoring vs bills discounting – factoring in India – forfeiting – meaning – forfeiting Vs export factoring – Problems of forfeiting / factor in

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

Recent Trends , assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Financial markets & services by E.Gordon and K. Natarajan – Himalayapublishing house, New Delhi.
2. Financial services by E.Dhanraj – S.Chand& Co., New Delhi.
3. Financial services by S.Mohan and R.Elangovan – Deep and DeepPublications, New Delhi.
4. Financial services by S.Gurusamy – Vijay Nicole Imprints (P) Ltd, Chennai.
5. Lease Finacial and Hire Purchase by Vinod Kothari – Wadhaw and Co., Nagpur.

LEARNING OUTCOMES :

On successful completion of the subject, the students acquired knowledge about;

- The meaning and types of financial services.
- The features of hire purchase.
- The functions of mutual funds.
- Meaning and features of venture capital.
- The significance and types of factoring.

Third Year

MAJOR BASED ELECTIVE COURSE-II
1.INVESTMENT BANKING
(Theory)

Semester-VI

Code:

Credit: 5

LEARNING OBJECTIVES:

- To understand the Investment banking
- To educate Securities Market
- To learn Global Capital market
- To impart Corporate restructuring
- To learn Venture capital

UNIT – I:

Investment banking – Introduction – History and evolution of Universal banks and Financial conglomerates. Industry structure – Indian investment banks – asset management and securities business.

UNIT – II

Securities Market : Primary Market - Introduction – Equity Capital Market, Debt Capital Market and Derivatives segments. Primary market intermediaries. Role of Merchant bankers in the issue management of IPO and FPO . Underwriting.

UNIT – III:

Global Capital market – International listing – Equity Issues through Depository Route. Bond markets and Issues. Buy backs and De listings.

UNIT – IV:

Corporate restructuring – Internal and External restructuring – Types – Asset based restructuring – demerger, hive off, asset sale etc. Equity based restructuring – equity spin off, Disinvestment etc. Mergers and Acquisitions – methodologies.

UNIT – V:

Venture capital – methods. Leasing and Hire purchase business – methods. Mutual Funds management. Securitisation of debts, Factoring and **Forfaiting** services.

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

Quiz and Self reading on Current developments related to the Investment Banking during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources- Print, Internet, Interaction, Social Media, Webinars and so on.

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Investment Banking – Pratap Giri.S., Tata McGraw Hill Education , New Delhi
2. Merchant Banking & Financial Services - Dr. S. Guruswamy- Tata McGraw Hill Education
New Delhi
3. Merchant Banking & Financial Services - S.B.Kulkarni & M.Govindaraj-
NiraliPrakashan,Pune.

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- Industry structure, Indian investment banks.
- Securities Market and Primary market intermediaries.
- Equity Issues through Depository Route.
- Corporate restructuring: Internal and External restructuring.
- Venture capital and Mutual Funds management

Third Year

MAJOR BASED ELECTIVE COURSE-II
2. INTERNATIONAL FINANCE
(Theory)

Semester-VI

Code:

Credit: 5

OBJECTIVES:

1. To help the students understand the reason why financial markets exist,
2. To understand how financial institutions serve them and the services the institutions offer.
3. To provide students with an introduction to the theory and practice of financial markets and institutions.
4. To help students to gain a thorough understanding of the working of financial markets and of financial instruments.
5. To introduce the students to the management of financial markets and institutions in an international context.

UNIT-I INTERNATIONAL FINANCIAL ENVIRONMENT:

The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution

UNIT-II INTERNATIONAL FLOW OF FUNDS AND INTERNATIONAL MONETARY SYSTEM:

International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate International flows. BOP, Equilibrium & Disequilibrium. Trade deficits.

UNIT-III -FOREIGN EXCHANGE MARKET:

Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Nominal, Real and Effective exchange rates, Determination of Exchange rates in Spot markets.

UNIT-IV INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS:

Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements

UNIT-V FORECASTING FOREIGN EXCHANGE RATE:

Measuring exchange rate movements- Exchange rate equilibrium – Factors affecting foreign exchange rate- Forecasting foreign exchange rates .Interest Rate Parity, Purchasing Power Parity & International Fisher effect.Covered Interest Arbitrage

UNIT – VI CURRENT CONTOURS (For continuous internal assessment only)

Faculty member will impart the basic concepts and theories of International financial market and instruments to the students.

REFERENCES:

1. International Finance Management - Eun & Resnick, 4/e, Tata McGraw Hill.
2. International Financial Management – Madhu Vij, Excel BOOKS, 2010.
3. International Financial Management – Apte P. G, 6/e, TMH, 2011
4. Multinational Business Finance – Eiteman, Moffett and Stonehill, 12/e, Pearson, 2011.
5. International Financial Management – Siddaiah T, 1/e, Pearson, 2011.
6. Financial Institutions Management, Anthony Saunders, Marcia Millon Cornett, McGraw Hill Education, 2014
7. Financial Markets Institutions & Financial Services, Dr. Vinod Gupta, Atul Gupta, Manmeet Kaur – Taxmann 2017
8. Financial Markets and Services, E Gordon, K Natarajan, 2016 edition, Himalaya Publishing House
9. International Financial Management – Jain, Peyrard & Yadav, Macmillan 2010.
10. International Finance – Imad Moosa, 3/e, Tata McGraw Hill, 2011.

BOOKS/E-MATERIALS LINKS:

1. <https://ccsuniversity.ac.in/bridge-library/pdf/Eco-International-Finance.pdf>
2. <http://www.jmpcollege.org/Adminpanel/AdminUpload/Studymaterial/International%20finance.pdf>
3. [https://www.distanceeducationju.in/pdf/International%20Finance%20\(Unit%20I- IV\).pdf](https://www.distanceeducationju.in/pdf/International%20Finance%20(Unit%20I- IV).pdf)
4. [http://sdeuoc.ac.in/sites/default/files/sde_videos/MCM4EF03%20\(190619\)%20\(1\).pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/MCM4EF03%20(190619)%20(1).pdf)
5. <https://backup.pondiuni.edu.in/sites/default/files/global%20financial%20mgt- 260214.pdf>

COURSE OUTCOMES:

- Students will be able to explore the International financial environment
- Students will know the accounting components of BOP
- Students will know the functioning of global capital market
- Students will understand the Function and Structure of the Forex markets
- Students can identify the methods of acquiring venture capital.

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
BASICS OF GOODS AND SERVICE TAX
(Theory)**

Semester-VI

Code:

Credit: 2

LEARNING OBJECTIVES:

- To Understand the Basics of GST.
- To Study the Registration and Computation of GST.
- To Acquaint the Students with Filing of Returns.
- To understand the concepts of GST technology.
- To explore the knowledge relating to the penalties and offences relating to GST.

UNIT -I :

Overview of Goods and Service Tax-Introduction - Meaning of GST - IGST - Scope of GST - Present/Old Tax Structure V/S GST - GST In Other Countries- Existing Taxes Proposed to be Subsumed Under GST-Principles Adopted for Subsuming the Taxes-Dual GST-Benefits of GST-GST Council-GST Network (GSTN) And GST Regime-Integrated Goods and Services Tax Act- 2017- Title and Definitions- Administration.

UNIT- II:

Registration Under GST -Rules-Procedure of Registration- Exempted Goods And Services Under GST - Rates of GST– GST At 5 % - GST At 12 % - GST At 18 % - GST At 28% - Procedure Relating To Levy (CGST &SGST) -Various Schedules Related To Supply - Computation of Taxable Value and Tax Liability [CSGT &SGST] -Procedure Relating To Levy (IGST)

UNIT –III:

Input Tax Credit (ITC)- Eligibility and Conditions for Taking Input Tax Credit- Apportionment of ITC and Blocked Credit -Various Documents Under GST- Tax Invoice- Bill for Supply- Debit Note- Credit Note- Payment Voucher- Receipt Voucher- E-Way Bill- HSN Code and SAC Code - Simple Problems on Utilization Of Input Tax Credit

UNIT-IV:

Assessment and Administration of GST - Types of GST Returns- Types of Assessment &Assessment Procedures- Role and Functions of GST Council- Tax Authorities and Their Powers; Tax Deduction at Source &Tax Collection at Source- Refund of Tax-Offence and Penalties.

UNIT –V:

GST and technology -Introduction to GSTN – Power and Functions of GSTN – Design and Implementation Framework – Design &Implementation Framework GSTN. Goods And Service Tax Suvidha Provider (GSP) - Concept.

Theory 80% Problems 20%

UNIT VI CURRENT CONTOURS (for continuous internal assessment only)

REFERENCE BOOKS:

1. V.S Datey – Taxman's: GST
2. Madhykar N Hiregange: GST
3. GST – Law and Practice, Dr. B.G Bhaskar and Manjunath
4. Mariyappa – GST
5. Step By Step Guide to GST – Compliances - Avinash Poddar
6. A Complete Guide To Goods and Services Tax – Sanjiv Agarwal
7. GST Law Manual – R.K.Jain
8. Hand Book On GST- Pratik Shah
9. GST Handbook to students – CA Vivek KR Agarwal, 2022, Neelam Book House.
10. GST for laymen, CA Apeshika Solanki, 2021, Bloomsbury India.

WEBSITE

1. <https://www.taxmann.com/academy/>
2. <https://gstcouncil.gov.in/>

COURSE OUTCOME

- The students will get a general understanding of the GST law in the country
- The students will provide an insight into practical aspects of GST
- The students will equip themselves to become tax practitioners.
- The students will be able to calculate GST at different levels.



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI - 620 024

B.Com (Bank Management) Syllabus under CBCS

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

updated on 7-12-2017

Sem	Part	Course	Ins. Hrs	Credit	Exam Hours	Marks		Total
						Int.	Ext.	
I	I	Language Course – I (LC) – Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - I (ELC)	6	3	3	25	75	100
	III	Core Course – I (CC) Principles of Accountancy	6	5	3	25	75	100
		Core Course – II (CC) Indian Financial System	6	5	3	25	75	100
		Allied Course –I (AC) Business Management	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total		30	21				600
II	I	Language Course – II (LC) - Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – II (ELC)	6	3	3	25	75	100
	III	Core Course – III(CC) Business Tools for decision making	6	5	3	25	75	100
		Core Course – IV (CC) Banking Theory Law & Practice	6	5	3	25	75	100
		Allied Course – II (AC) Business Economics	4	3	3	25	75	100
		Environmental Studies	2	2	3	25	75	100
	Total		30	21				600
III	I	Language Course – III (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - III (ELC)	6	3	3	25	75	100
	III	Core Course – V (CC) Financial Accounting	6	5	3	25	75	100
		Core Course – VI (CC) Co-Operative Banking	6	5	3	25	75	100
		Allied Course – III(AC) 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 10th +2 but opt for other languages in degree programme A) Banking Practices (or) B) Indian Banking System	2	2	3	25	75	100
	Total		30	21				600

IV	I	Language Course –IV (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – IV (ELC)	6	3	3	25	75	100
	III	Core Course – VII (CC) – Credit Management	5	5	3	25	75	100
		Core Course - VIII (CC)- Services Marketing	5	5	3	25	75	100
		Allied Course – IV (AC) Business Communication	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) Rural Banking (or) B) Elements of Insurance	2	2	3	25	75	100
	V	Skill Based Elective I	2	2	3	25	75	100
		Total	30	23				700
V	III	Core Course – IX (CC) Corporate Accounting	5	5	3	25	75	100
		Core Course – X (CC) E – Banking	5	5	3	25	75	100
		Core Course – XI (CC) Computer Applications and Banks Theory - 60 marks; (UE: 45 ; IA: 15) Practical 40 marks ; (UE: 30 ; IA: 10) * Theory 2 hours & Practical 2 hours	5	5	*4	25	75	100
		Core Course – XII (CC) Management Accounting	5	5	3	25	75	100
		Major Based Elective – I A) Entrepreneurial Development (or) B) International Marketing	4	3	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
		Soft Skills Development	2	2	3	25	75	100
		Total	30	29				800
VI	III	Core Course – X III (CC) Financial Management	6	5	3	25	75	100
		Core Course – XIV (CC) Income Tax Theory Law & Practice	6	5	3	25	75	100
		Core Course – XV (CC) Financial Services	6	5	3	25	75	100
		Major Based Elective II A) Foreign Exchange Management (or) B) Investment Banking	5	4	3	25	75	100
		Major Based Elective III A) Insurance Management (or) B) Development Banking	6	4	3	25	75	100
	V	Extension Activities		1	-	-	-	-
		Gender Studies	1	1	3	25	75	100
		Total	30	25				600
		Grand Total	180	140	-	-	-	3900

Language Part – I	-	4
English Part –II	-	4
Core Papers	-	15
Allied Papers	-	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 (1 Credit only)

* for those who studied Tamil up to 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 outside 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. Theory & Practical:

Internal Assessment: Theory – 15 Marks; Practicals – 10 Marks.

University Examination : Theory - 45 Marks ; Practicals - 30 Marks

Separate passing minimum is prescribed for Internal and External

Passing Minimum

A candidate shall be declared to have passed in each course if he / she secures not less than 40 % marks out of 75 marks (i.e., 30 marks) in the University Examination (UE) and 40% out of 25 marks (i.e., 10 marks) in the Internal Assessment.(CIA)

CORE COURSE - I
PRINCIPLES OF ACCOUNTANCY

Objectives: To understand the basic principles of accounts and its applications in Business.
(Theory & Problem)

Unit I:

Introduction – Accounting concepts and conventions –Accounting Standards – Meaning
- Double entry system – Journal, Ledger, Subsidiary books, Trial Balance- Bank Reconciliation Statement.

Unit II:

Final Accounts of sole traders with adjustment entries - Rectification of Errors.

Unit III

Accounts of Non-profit organization – Bills of exchange – Average due date – Account Current.

Unit IV

Consignments and Joint Ventures.

Unit V:

Single Entry System. Depreciation - Methods, provisions and reserves.

(Theory 25% Problems 75%)

Text and Reference Books (Latest revised edition only)

1. R.L. Gupta and Others ,” **Advanced Accountancy**,” Sultan Chand Sons, New Delhi
2. S.P. Jain and K.L. Narang, “**Advanced Accounting**,” Kalyani Publishers, New Delhi
3. RSN. Pillai, Bagavathi S. Uma, “ **Advanced Accounting**,” S. Chand &Co, New Delhi.
4. M.C. Shukla, “ **Advanced Accounts**,” S. Chand and Co., New Delhi.
5. Mukerjee and Haneef, **Advanced Accountancy**, Tata McGraw Hill, New Delhi.
6. Arulanandam, “ **Advanced Accountancy**,” Himalaya Publication, Mumbai.
7. S.Manikandan& R.Rakesh Sankar,” **Financial Accounting**,” Scitech Publications Pvt Ltd, Chennai. Volume I & II.
8. T.S.Reddy & Dr.A.Murthy, “**Financial Accounting**,” Margham Publications, Chennai

CORE COURSE – II
INDIAN FINANCIAL SYSTEM

Objective: To learn about the Indian Financial System and to understand the role and development of Banks in India.
(Theory Only)

UNIT I:

Financial System: Meaning, significance and components - Composition of Indian financial system. Indian money market – Indian capital market.

UNIT II:

Reserve Bank of India: Organization; Management; Functions – credit creation and credit control; Monetary policy.

UNIT III:

Commercial Banks: Meaning; Functions; Management and investment policies of commercial banks; Recent trends in Indian commercial banks.

UNIT IV:

All India Development Banks: Concept, objectives, and functions of various all India Development Banks; Operational and promotional activities of all India Development Banks – UTI.

UNIT V:

State Level Development Banks: Objectives, functions and role of state level banks; State financial corporations; Development banks in industrial financing.

Text and Reference Books (Latest revised edition only)

1. Bhole, L.M. “**Financial Markets and Institutions**” Tata McGraw-Hill Publishing Company, New Delhi.
2. Khan, M.Y., “**Indian Financial System: Theory and practice**”, Vikas Publishing House, New Delhi
3. Chandra, Prasanna, “**Financial Management: Theory and Practice**”, Tata McGraw Hill, New Delhi.
4. Sharma, G.L. and Singh, Y.P. (eds.) “**Contemporary Issues in Finance and Taxation**”, Academic Foundation, Delhi.
5. Kapila, Raj and Kapila, Uma, “**Banking and Financial Sector Reforms in India**”, Academic Foundations, Delhi.
6. Saunders, Antony, “**Financial Institutions Management a Modern Perspective**”, Irwin Publications, McGraw Hill Co., New York.
7. Madura, Jeff, “**Financial Markets and Institutions**”, West Publishing Co., New York.
8. Srivastava, R.M., “**Management of India Financial Institutions**”, Himalaya Publishing House, Mumbai.

ALLIED COURSE –I
BUSINESS MANAGEMENT

Objective: To impart knowledge on the concepts and principles of Management and application of practices in various organisation.

(Theory only)

UNIT I

Management – Definition, nature, scope, functions and Levels of Management-Art, Science and Profession - functions of Managers- Development of management thought – Contribution by F.W.Taylor, Henry Fayol and others.

UNIT II

Planning –Classification – Objectives – characteristics-Steps - process- types- Methods- advantages - limitations, Decision making – Policies.

UNIT III

Organisation and Structure– Types – Supervision and Span of Control - Departmentation – Organisation charts – Authority and Responsibility- Delegation and Decentralisation.

UNIT IV

Motivation - types -Theories – Maslow, Herzberg, McGregor, and others. Communication - Principles - types and barriers of communication.

UNIT V

Leadership –functions - styles - theories. Co-ordination – features – types and techniques. Control- process- effective control system - Techniques of control.

Text and Reference Books (Latest revised edition only)

1. Dinkar Pagare, “**Principles of Management**,” Sultan Chand & Sons New Delhi.
2. K. Sundar, “**Principles of Management**,” Vijay Nicole Imprints Private Limited, Chennai.
3. Drucker Peter F, Butterworth Heinemann, “**Management Challenges**,” Oxford.
4. Weihrich and Koontz, et.al, “**Essentials of Management**,” Tata- McGraw Hill, New Delhi.
5. Fred Luthans, “**Organizational Behaviour**,” McGraw Hill, New York.
6. Louis A. Allen, “**Management and Organisation**,” McGraw Hill, Tokyo.
7. Hampton, David R, “**Modern Management**,” McGraw Hill, New York.
8. Stoner and Free, “**Management**,” Prentice - Hall, New Delhi.
9. Prasad. L.M, “**Principles & Practice of Management**,” Sultan Chand & Sons, New Delhi.

CORE COURSE - III

BUSINESS TOOLS FOR DECISION MAKING (Theory & Problem)

Unit I:

Introduction – Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation – Diagrams and graphs – Bar and pie diagrams – Graphs of one and two variables – Graphs of frequency distribution - Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean.

Unit II:

Measures of Dispersion – Range – Quartiles – Deciles – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation - Measurement of Skewness (Karl Pearson & Bowley methods only)

Unit III:

Correlation – Simple correlation – Karl Pearson's coefficient of correlation – Spearman's rank correlation – Concurrent deviation method - Regression analysis – Simple regression – Regression equations 'X on Y' and 'Y on X'.

Unit IV:

Analysis of Time series – Components – Methods – Semi average – Moving average - Method of least square – Interpolation – Meaning, Uses, Assumptions – Newton's method only.

Unit V:

Index numbers – Price index numbers – unweighted and weighted – Tests in index numbers (Time and factor reversal tests only) - Cost of living index number – Aggregate expenditure method – Family budget method.

(Problem 80% and Theory 20%)

Text and Reference Books (Latest revised edition only)

1. S.P. Gupta “**Elements of Statistics**” Sultan Chand & Sons, New Delhi
2. SL Aggarwal and SL Bharadwaj, “**Tools and Decision making**” Kalyani Publishers, New Delhi.
3. PA. Navanitham, “**Business Statistics**” Jai Publications. Trichy
4. S.K. Kappor “**Elements of Practical Statistics**” Oxford and IBHP Publishing Company, Mumbai

CORE COURSE – IV

BANKING THEORY LAW AND PRACTICE

**Objectives: To impart knowledge on the theory and practice of Banking and to understand the process of Banking activities.
(Theory only)**

Unit I:

Definition of the term banker and customer – General relationship – special relationship – main functions and subsidiary services rendered by banker – agency services and general utility services.

Unit II:

Operations of Bank Accounts – Fixed Deposits – Fixed Deposit Receipt and it's implications – Savings Bank accounts – Current accounts – Recurring Deposit accounts- New Deposit savings schemes introduced by Banks – Super Savings Package – Cash Certificate, Annuity Deposit – Reinvestment plans – Perennial Premium plan – Non Resident (External) accounts Scheme.

Unit III:

Types of Customers – Account holders – Procedure for opening and closing of accounts of Customers- particulars of individuals including Minor, illiterate persons- Married women – Lunatics – Drunkards – Joint Stock Companies – Non- Trading Associations – Registered and Unregistered Clubs – Societies, Attorney - Executive and administration – Charitable institutions – trustees – Liquidators – Receivers – Local authorities – steps to be taken by banker in the event of death, Lunacy, Bankruptcy – winding up Garnishee Order.

Unit IV:

Paying and collecting bankers – rights, responsibilities and duties of paying and collecting banker – precautions to be taken in payment and collection of cheques – protection provided to them – nature of protection and conditions to get protection – payment in due course – recovery of money paid at mistake.

Unit V:

Pass book and Issue of duplicate pass book – cheques - Definition of a cheque – requisites of a cheque – drawing of a cheque - types of cheque – alteration – marking – crossing – different forms of crossing and their significance – Endorsement loss of cheques in transit – legal effect. Modern Banking, Banking practice – e banking – Internet banking – Mobile banking – ATMS- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.

Text and Reference Books (Latest revised edition only)

1. Sundaram and Varshney, "**Banking Theory, Law & Practice**" Sultan Chand Company, New Delhi
2. S.M. Sundaram "**Banking Theory, Law & Practice**" Sri Meenaksi Publications, Karaikudi
3. M.Kumar, Srinivasa, "**Banking**" New Central Book Agency
4. M.S. Ramasamy, "**Tannan's Banking Law & Practice in India**" Sultan Chand Company, New Delhi.
5. E. Gorden and N. Natarajan "**Banking Theory, Law & Practice**" Himalaya Publication.
6. B.Santhanam, "**Banking Theory, Law & Practice**" Margham Publications, Chennai.

ALLIED COURSE II

BUSINESS ECONOMICS

OBJECTIVE: To understand the concepts and application of economic tools in business.
(Theory only)

UNIT- I

Business Economics – definition - Scope and Nature Art or Science –Concepts – relationship with other disciplines - Micro and Macro Economics relating to business.

UNIT-II

Demand Analysis- Demand Schedule - Law of Demand- Demand curves- Elasticity of Demand- Demand forecasting - Indifference curve analysis- Marginal rate of substitution – Consumer's equilibrium.

UNIT-III

Production function-Factors of production - Isoquant analysis -scale of production- economies of large scale production and limitations.

UNIT-IV

Supply-supply schedule-Law of supply-Supply curve-Elasticity of supply. Market structure- Equilibrium of firm and industry- Optimum firm. Meaning and characteristics of perfect, monopoly, duopoly oligopoly and monopolistic markets. Pricing under Perfect & Monopolistic competition

Unit V

National Income- concept – Measurement – inequalities of income – Fiscal policy method. Public Finance – Definition – Scope - importance.

Text and Reference Books (Latest revised edition only)

1. S.Sankaran, ."**Business Economics**" Margam Publications, Chennai.
2. Misra and Puri, ."**Business Economics**" Himalaya Publications, Mumbai
3. MithaniD.M. ."**Business Economics**", Himalaya Publications, Mumbai
4. K.P.M.Sundharam and sundharam,"**Business Economics**" sultanchand& co., New Delhi.
5. P.Ravilochanan, ."**Business Economics**"Ess Pee Kay Publishing House
6. P.N.Reddy and Appannaiah, ."**Business Economics**"S.Chand & Co., Chennai.
7. T.Aryamala, ."**Business Economics**"Vijay Nicole Imprints Private Limited, Chennai.

CORE COURSE – V

FINANCIAL ACCOUNTING

Objective:

To enable the students to know the importance of Financial Accounting and to understand the basic concepts.

Unit - I

Self-balancing ledgers excluding rectifications of errors – Accounts from incomplete records.

Unit - II

Partnership Accounts – Admission, retirement and death of a partner, Joint life Policy. Amalgamation of firms.

Unit - III

Partnership accounts – Dissolution – Insolvency of a partner – sale to a company – piece meal distribution.

Unit - IV

Hire purchase and Instalment systems – Royalties – Insolvency Accounts

Unit - V

Branch & Departmental accounts excluding foreign branches – Insurance claims.

Text and Reference Books (Latest revised edition only)

1. R.L. Gupta and Others ,” **Advanced Accountancy**,” Sultan Chand Sons, New Delhi
2. S.P. Jain and K.L. Narang, “**Advanced Accounting**,” KalyaniPublishers,New Delhi
3. RSN. Pillai, Bagavathi S. Uma, “ **Advanced Accounting**,” S. Chand &Co, New Delhi.
4. M.C. Shukla, “ **Advanced Accounts**,” S. Chand and Co., New Delhi.
5. Mukerjee and Haneef, **Modern Accountancy**, Tata McGraw Hill, New Delhi.
6. Arulanandam, “ **Advanced Accountancy**,” Himalaya Publication, New Delhi.
- 7.T.S.Reddy&Dr.A.Murthy, “**Financial Accounting**,” Margham Publications, Chennai.

CORE COURSE – VI

CO-OPERATIVE BANKING

Objective:

To understand the basic principles of co-operation and its application in banking.

Unit – I

Growth of Co-operative Credit in India - Structure of Co-operative Credit - Limitations and Problems.

Unit – II

Primary Agricultural Co-operative Credit Society – Organisation, Functions and Working - Lending Policies – Programmers – Recovery and Overdue Problems – Viability of Primary Co-operatives.

Unit – III

District Co-operative Banks – Organisation Functions and Working – Lending Policy and Procedures. Funds Position – Recovery and Overdue Problems. State Co-operative Banks – Constitution and Working. Its role in institutional Financing.

Unit – IV

Co-operative Land Development Bank – SLDB – PLDB – Constitution, Objects, Working – Sources of Funds Lending and Overdue Problems. Urban Co-operative Banks – Employee Co-operative Credit Societies – Objects – Functions and Working.

Unit – V

Role of NABARD and Co-operative Development. SBI and Co-operatives – Commercial Banks and Co-operative Credit – Marketing Co-operatives – Structure – Primary Co-operative Marketing Societies – State Co-operative Marketing Society – Constitution – Objectives – Functions.

Text and Reference Books (Latest revised edition only)

1. Cooperative Banking in India – Dr. S. Nakkiran., Rainbow Publication Coimbatore.
2. Cooperative Banking – C.D. Indule , Continental Prakashan, Pune.
3. Principles and practice of Cooperative Banking in India – B.N. Chobey., Asia Publishing House, London.

ALLIED COURSE – III

BUSINESS LAW

Objective:

To enable the students to gain knowledge about mercantile law and its importance.

Unit – I

Introduction – Definition and scope of mercantile law – growth and sources of mercantile law – Nature and kinds of contracts – offer and acceptance – consideration – capacity of parties – free consent – legality of object, Void Agreements – contingent contracts

Unit – II

Performance of contracts – Discharge of contracts – remedies for breach including specific performance – Quasi contracts.

Unit – III

Indemnity and Guarantee – Bailment and pledge – Agency.

Unit – IV

Laws of sale of Goods – Definitions - Buyer – Goods – Delivery – Mercantile Agent
- Sale and Agreement to sell – Conditions & Warranty.

Unit – V

Law of Negotiable Instruments. (Instrument Amendment Act, 2015 – Definition – characteristics – classification- notes, bills, cheques and promissory note.)

Text Books Recommended: (Latest revised editions only)

1. Mercantile law by M.C. Shukla – S. Chand & Company, New Delhi.
2. Business Law by V. Balachandran & Thothadri S – Vijay Nicole Imprints (P) Ltd, Chennai.
3. Commercial law by Chawla and Garg – Kalyani Publishers, Chennai.
4. Business law by N.D. Kapoor – S. Chand & Sons, New Delhi.
5. Mercantile law by Batra and Kalra – Tata McGraw Hill Co, Mumbai
6. Mercantile law by M.C. Kuchhal – Vikas Publishing House, Chennai
7. Mercantile law with Industrial law by S.P. Iyengar and B.K. Goyal – R. Chand & Co.

NON MAJOR ELECTIVE - I

(A) BANKING PRACTICES

Objectives:

1. To make the Students understand the concept of Money & Banking.

Unit - I

Introduction to Money – Kinds – Functions and Significance – Demand for and Supply of Money – Monetary Standards – Gold Standard – Bimetallism and Paper Currency Systems – Paper Money – Money Market.

Unit - II

Classification of Banks – Functions – Creation of Credit – Balance Sheet – Investment Policies – Bank Assets – Banking Structure – Clearing Houses.

Unit - III

Central Banking – Evolution – Definition – Concepts – Functions – Qualitative Methods of Credit Control.

Unit - IV

Foreign Exchanges – Exchange Market and Rates of Exchange – Exchange Control.

Unit - V

Indian Banking System – Reserve Bank of India – Organisation – Management – Function – NABARD – State Bank of India – Exchange Banks – Commercial Banks – Indigenous Banks – Co – operative Banks.

Text and Reference Books (Latest revised edition only)

1. Sundharam, K.P.M, Money, Banking & International Trade, Sulltan Chand & Sons, New Delhi.
2. Vasudevan, S.V, Theory of Banking, S. Chand & Company Ltd., New Delhi
3. Gurusamy S, Banking Theory Law & Practice, Vijay Nicole Imprints (P) Ltd, Chennai
4. Sundharam, K.P.M. &Varshney, P.N, Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi.

NON MAJOR ELECTIVE - I

(B) INDIAN BANKING SYSTEM

Objective:

To acquire knowledge about the functioning and procedures of Indian banks

Unit - I

Indian banking system: structure and organization of bank; Reserve Bank of India; Apex banking institution; Commercial banks; Regional rural banks; Co- Operative banks; Development banks

Unit - II

State Bank of India: Brief History; objectives; Functions; Structure and organization; Working and progress

Unit - III

Banking Regulation Act, 1949: History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co- operative banks

Unit - IV

Regional Rural and Co- operative Banks in India: Functions; Role of Regional rural and co-operative banks in rural India; Progress and performance

Unit - V

Reserve Bank of India: Objectives; Organization; Function and working; Monetary policy; Credit control measures and their effectiveness

Text and Reference Books (Latest revised edition only)

1. Basu A.K: Fundamentals of Banking- Theory and practice; A Mukerjee and co.
2. Sayers R.S: Modern Banking; Oxford University Press.
3. Panandikar S.G. and Mithani DM: Banking in India; Orient Longman
4. Gurusamy S : Modern Banking, Vijay Nicole Imprints (P) Ltd

CORE COURSE – VII

CREDIT MANAGEMENT

Objective:

To enhance the students to know about the concepts and its application in credit management.

Unit – I

Definition of Credit. Forms of credit: Consumer credit, Commercial credit, Export credit, Banking credit, Agriculture credit.

Unit – II

Principles of lending – The 7C's of Credit – Fair practice code – Various types of Borrowers.

Unit – III

Benefits and dangers in using credit, understanding consumer rights and obligations.

Unit – IV

Credit Policy: Definition – Role and use of the policy – Basic contents of the policy.

Unit – V

Consumer Assessments: Credit Bureau, Credit Applications, References, Credit evaluation of borrowers, Collection procedure, Debit Recovery Tribunal, Writing off Bad Debts.

Text and Reference Books (Latest revised edition only)

1. Credit Management by Ed.Vol – Oscar Publication, New Delhi.
2. Credit Management Hand book by Cecil J.Bond , McGraw Hill., USA
3. Credit Planning and Management by Krishna Gupta – Arihant Publishers, Jaipur.
4. Credit Appraisal, Risk Analysis and Decision making – Dr.D.D.Mukherjee, Snow White Publications,Chennai.
5. Risk Management, IIBF, Macmillan, New Delhi.
6. Credit Risk Management, Andrew Fight, Butterworth Heinmann, Oxford, UK.

CORE COURSE – VIII

SERVICES MARKETING

Objective:

To enable the students to trace the growing importance of Services, and a vital role in decision making, development process & approaches.

Unit - I: Introduction

Meaning and Definition of Service – Classification of Services – Services Marketing Triangle – Significance of Services Marketing – Reasons for the Growth of the Services sector – The Service as a System.

Unit - II: Service Product and Pricing

Service product- Underlying Concepts – The Product Life-Cycle – New Service – Service Product Range – New Service Development (NSD) – New Service Product Features – Failure of new service Products – Achieving success in development of new service products – Service Product Elimination. Pricing for Services: Characteristics of Services and Prices – Price Terminologies – Understanding the costs of service incurred by customers – Understanding Value – Establishing monetary pricing objectives – Pricing relative to demand levels – Communicating Prices to the Target Markets – Additional Aspects of Service Pricing – Pricing strategy – Pricing and Marketing Strategy

Unit – III: Service Location and Promoting Services

Service Location- Flexibility – Classification by location – Accessibility through co-production – Service Channel Development – Methods of distributing Services – Innovations in Methods of Distributing Services – Inputs for location decisions – Basic Location Models. Promoting Services: – Promotional Objectives – Differences in Promoting Services – Selection Criteria – Developing the promotional mix – Guidelines for Improving the Promotion of Services – The role of sales promotion – Sales Promotion tools – Direct Marketing – Public Relations – The role of marketing communication – Target Audience – Branding services: Trends – Brand image development – Setting advertising objectives – Audience response – Guidelines for Service Advertising.

Unit – IV: Service Process and Service Design

Service Process- Introduction – Classification of Services Operating Systems – Policies and flowcharting – Balancing supply and demand – Change – Organisational Conflict in Service Systems – The Systems Concept in Services – Purchase Process – Process of vision – Facilitating process – Challenges for service managers – Breakthrough services – Process improvement – The Self – Reinforcing Service Cycle. Service Design -Design Methodology – The Service Design and management model – Overview of model stages – Blueprinting – Building a service blueprint – Benefits of service blueprinting – Service Mapping – Service Failures – Design elements – Quality function deployment.

Unit - V: Service Mix Scenario

Role of Service Mix – Health Care – Tourism – Hotel – Travel – Education – Insurance – Banking.

Text and Reference Books (Latest revised edition only).

1. Services Marketing –VasantiVenugopal& Raghu M.M – Himalaya Publishing House, Mumbai
2. Services Marketing Text and Cases – Harsh Vivesma – Pearson Education, Delhi
3. Services Marketing (Concepts, Practices, Cases from Indian Environment – Dr.S.Shajahan – Himalaya Publishing House, Mumbai
4. Services Marketing – GovindApte – Oxford University Press, Delhi

ALLIED COURSE – IV

BUSINESS COMMUNICATION

Objective:

To enable the students to write business letters effectively and develop communication skills.

Unit - I

Nature and Scope of Business Communication – Meaning and Importance of Communication, Kinds of Business Letters – Layout – Barriers to Communication.

Unit - II

Enquiry and Reply – Orders and their Execution – Credit and Status enquiries – Claims and Adjustments.

Unit - III

Collection Letters – Sales letters – Circular Letters – Bank Correspondence; Correspondence of a Company Secretary.

Unit - IV

Application Letters – Meaning, Types- Guidelines to write Application letters and Resumes - Form and content of an Application letter. Report writing – Features, Types of Reports, Organisation of a Business Report, Preparation of Report – Long and Short Report: Report by Individuals and Committees.

Unit - V

Modern Communication methods – Online Communication – Fax, E-mail, Voicemail, SMS, Internet, Tele – Conferencing, Video – Conferencing, Electronic Bulletin Boards.

Text and Reference Books (Latest revised edition only)

1. Essentials of Business Communication – Rajendra Pal and J.S. Korlahalli.
Sultan Chand, New Delhi
2. Effective Business English and Correspondence by M.S.Ramesh and Pattenshetty –
R.Chand& Company, New Delhi
3. Business Correspondence and Report writing by Sharma and Krishna Mohan –
- Tata McGraw Hill, New Delhi.

NON MAJOR ELECTIVE – II

(A) RURAL BANKING

Objective:

To enable the students to know about rural banking and its development.

Unit - I

Principles and functions of banking, Co-operative banking, Special features, Negotiable instruments, Cheques, Bill of Exchange, Promissory Notes -Banker customer relationship, Psycho-demographic approach, Customer centric vs business centric approach.

Unit - II

Co-operative banking, agriculture and non-agriculture organization, function of Apex MSCB, DCCB, RBI functions and role, NABARD, Lead Bank Scheme, RRB objective and functions -Banking and I.T., E-banking. ATM. M-banking

Unit - III

Domestic Cash Management, ST/MT Funding, Meaning and importance cash management, Objectives, Cash flow cycle, Cash flow budgeting and forecasting, Electronic cash management, MT and LT funding, Term loans, Securitization, Cost center, Profit center, Planning and control, Capital Budgeting.

Unit - IV

Liquidity Management- Objectives-Sources-Maturity concerns: Projected cash and core sources- Contingency Plans- ST/NT Liquidity – Maturity Ladder Limit- Internal control- Information- Netting.

Unit - V

Regulation, Supervision and Compliance- Need and significance of internal and external audit.

Text and Reference Books (Latest revised edition only)

1. Banking Regulation Act.
2. Basu. A.K. Fundamentals of Banking Theory and Practice.
3. Chatterjee, A., Bank Credit Management.
4. Choubay, B.N., Principles and Practice of Co-operative Banking.
5. Tanan, M.L. Banking Law and Practice in Negotiable Instrument India Act.

NON MAJOR ELECTIVE - II

(B) ELEMENTS OF INSURANCE

Objective:

To highlight the importance of insurance and its basic concepts.

Unit - I

Introduction to insurance: purpose and need of insurance – insurance as a social security tool – insurance and economic development – types of insurance.

Unit - II

Procedure for becoming an agent: Pre-requisite for obtaining a license – duration of license – cancellation of license – revocation or suspension/termination of agent appointment– code of conduct – unfair practices.

Unit - III

Fundamentals of agency law: definition of an agent – agents regulations – insurance intermediaries – agents' compensation – IRDA.

Unit - IV

Functions of the agent: proposal form and other forms for grant of cover – financial and medical underwriting – material information – nomination and assignment – procedure regarding settlement of policy claims.

Unit - V

Fundamentals / Principles of life insurance / marine / fire / medical / general insurance: Contracts of various kinds – insurable interest. – Actuarial science.

Text and Reference Books (Latest revised edition only)

1. Insurance by Dr. P. Periyasamy – Tata McGraw Hill
2. Fundamentals of Insurance by P. Periasamy by Vijay Nicole Imprints (P) Ltd
3. Insurance in India by P.S.Palande, R.S.Shah, Sage Publications Chennai.
4. Insurance principles and practices by Mishra M.N – S.Chand&Co.,New Delhi
5. Insurance Regulatory Development Act 1999.
6. Life Insurance Corporation Act 1956

CORE COURSE - IX

CORPORATE ACCOUNTING

Objective:

To enable the students to know about accounting procedure in corporate accounting

Unit – I

Company accounts – introduction – legal provisions regarding issues of shares, applications, allotment, calls, calls-in-arrears, calls-in-advance, issue of shares at premium-issue of shares at discount- forfeiture of shares-re-issue – accounting entries.

Unit – II

Issue and redemption of debentures – methods of redemption of debenture- in instalment – cum-interest and Ex-interest – redemption by conversion, sinking fund, insurance policy and redemption of preference shares- implication of Section 80 and 80A of the Companies Act.

Unit – III

Amalgamation – purchase consideration- accounting treatment – pooling of interest method and purchase method, Absorption, external and internal reconstruction of companies.

Unit – IV

Holding company account – legal requirements relating to presentation of accounts - Consolidation of balance sheet (excluding chain holding).

Unit – V

Final accounts of banking companies (new format) and Insurance companies (new format).

Theory: 25% Problem: 75%

Text and Reference Books (Latest revised edition only)

1. Advanced Accountancy by M.C. Gupta, Shukla and Grewal – S. Chand publishing, Delhi
2. Advanced Accountancy by R.L. Gupta and Radhaswamy – Sultan Chand & Sons, New Delhi.
3. Advanced Accountancy by Jain and Narang – Kalyani Publishers, Chennai
4. Corporate Accounting by Palaniappan&Hariharan – Vijay Nicole Imprints (P) Ltd, Chennai.
5. Advanced Accountancy by Arulanandam and Raman – Himalayan Publishers, New Delhi.

CORE COURSE – X

E – BANKING

Objective:

To enable the students to understand the concepts related to E-Banking.

Unit - I

Banking concepts of E-Banking – features E - banking strategy & models: IT in finance & service delivery. Introduction to ATMs, Internet Banking & Mobile Banking. Standalone systems, LAN & WAN.

Unit - II

Electronic payment systems: Teller machines at the bank counters, cash dispensers, ATMs, Anywhere Anytime banking, Home banking (Corporate and Personal), online enquiry and update facilities, personal Identification. Numbers and their use in conjunction with magnetic cards of both credit and debit cards, smart cards, signature storage and display by electronic means, cheque truncation, Micro fiche, note and coin counting devices.

Unit - III

Electronic fund transfers system – playing messages (telex or data communication) – structured messages (SWIFT etc.), RTGS information Technology: Current trends, Bank net RBI net, Demat, Nic net, I-net, Internet, E-mail etc,

Unit - IV

Impact of technology and banks protecting the confidentiality and secrecy of data effect on customers and service quality. Technology Management: RTGS: Infrastructure requirement, RTGS transactions.

Unit - V

Security features SFMS: Formats of SFMS, SFMS transaction, Security aspects; RAS: Requirements of RAS, Application, security features of RAS, Digital Certificate: PKI, CCA, CA, RA – Types of digital Certificates, application of digital Certificate, legal status, IT Act: Electronic Records, Digital Signature, application of Electronic transactions; Cyber law –Its application.

Text and Reference Books (Latest revised edition only)

1. Managing with information by H.JeromeLenter
2. Computer information Technology Global Business by Puri and Vidin Puri
3. Fundamentals of data base Systems by Jerome Lenter, Pearson
4. An Introduction to Information Technology byDr. Srinivasavallabhan, Sulthan Chand & Sons.
5. Law of Information Technology, D.P.Mittal, Tax Man. e Markets, Macmillan, 2007

CORE COURSE – XI

COMPUTER APPLICATIONS AND BANKS

Objective:

To enable the students acquire the basic knowledge of computer application in banks.

(Theory - 60 marks ; UE: 45 ; IA: 15)

Unit - I

Meaning of computer – Characteristics of computer – area of application – I-P-O cycle – components of computer – memory and control unit – input and output devices – hardware and software – operating systems – introduction to windows – logging on – desktop & taskbar – icons and desktop – start-up menu option – creation files and folder – windows explorer – find option shortcuts – briefcase – running applications customization.

Unit - II

Introduction Microsoft WORD – stating word – creation of shortcut for word – creating word documents – creating business letter using wizards – editing word documents – check – word count – thesauruses, auto correct – working with table – saving – opening and closing documents – mail merge.

Unit - III

Introduction to spread sheets – spread sheet program and application – MS excel and its features – building work sheets – entering data in work sheets. Editing and formatting work sheets – creating and formatting different types of charts – application financial statistical function – creating a list – sorting data – filtering data using auto filter customs filters. Pivot tables. Analyzing and organizing data using automatic sale totals – saving opening and closing work books.

Unit - IV

Fundamentals of computerized accounting – computerized accounting Vs Manual accounting – architecture and customization of Tally – features of Tally – configuration of Tally – Tally screens and menus – creation of company – creation of groups – editing and deleting groups – creation of ledgers – editing deleting ledgers – introduction to vouchers – vouchers entry – payment of vouchers – receipt voucher – sales voucher – purchase vouchers – contra voucher – journal voucher – editing and deleting vouchers.

Unit - V

Introduction to inventories – creation of stock categories – creation stock groups – creation of stock items – configuration of features of stock item – editing and deleting stocks – usage of stocks in voucher entry – purchase order – stock voucher – sales order – stock voucher – introduction to cost – creation of cost category – creation of cost centers – editing & deleting cost centers and categories – usage of cost category and cost center in voucher entry.

Text and Reference Books (Latest revised edition only)

1. Computer Applications in Business – Dr. S.V. SrinivasaVallabhan – Sultan Chand Publication.
2. Introduction to computer Application – Dr. S.V. SrinivasaVallabhan – Sultan Chand Publication.
3. Microsoft office for Windows 95 Bible Author Ed. Jones Derek Sultan Publications Comdex Computer Publication.
4. TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication.
5. Computerized Accounting under Tally Publication, Deva Publication.
6. Implementing Tally 5.4, 6.3, 7.2 versus. Author K.K. Nandhani Publication, BPB Publication.
7. Computer Application in Business – R.Parasuraman – S.Chand& Co., Tirupathur.
8. Computer Application in accounting software: P.Kasivairavan – Friends Publications – Tirupathur.
8. Computer Application in Business: Dr.Joseph Anbarasu, Learntech Press, Trichy. Model for practical laboratory work

(Practical – 40 marks UE: 30 marks IA:10 marks)

Microsoft Word:

1. Creating personal letter to friend
2. Creating official letter – leave letter
3. Preparation of Bio-Data
4. Use of Mail-merge
5. Creating Circular letter with mail-Merge options
6. Creating a table by using the split and merge options

Microsoft Excel:

1. Entering information in the pay bill
2. Sum function, entering formula
3. Aligning data in cells
4. Creating charts
5. Creating pivot tables.

Tally:

1. Creation of company
2. Creating groups, creating single groups, creating sub groups
3. Entering values in accounts info
4. Voucher entry – sales, purchase
5. Journal entry – contra journals
6. Creating cost centers
7. Inventory problems.

CORE COURSE – XII

MANAGEMENT ACCOUNTING

Objective:

To enable the students to know the importance of management accounting and its concepts.

Unit - I

Management accounting – Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting – Financial statement analysis – Comparative statement – Common size statement – Trend percentage – Ratio analysis – Meaning – Classification – Liquidity, solvency, turnover and profitability ratios – Dupont chart – Construction of balance sheet.

Unit - II

Fund flow statement – Meaning– Preparation – Schedule of changes in working capital – Funds from operation – Sources and applications – Cash flow statement – Meaning – Difference between funds flow statement and cash flow statement – Preparation of cash flow statement as per Accounting Standard 3.

Unit - III

Budget and Budgetary control – Meaning – Advantages – Preparation of sales, production, production cost, purchase, overhead cost, cash and flexible budgets - Standard costing – Meaning, Advantages and Limitations.

Unit - IV

Variance analysis – Significance - Computation of variances (Material and Labour variance only) - Marginal costing – CVP analysis – Break even analysis – BEP - Managerial applications – Margin of safety – Profit planning.

Unit - V

Capital Budgeting – Meaning – Importance – Appraisal methods – Payback period — Accounting rate of return - Discounted cash flow – Net present value – Profitability index – Internal rate of return.

Theory: 20% Problem: 80%

Text and Reference Books (Latest revised edition only)

1. Management accounting by S.N.Maheswari – Sultan Chand & sons publications, New Delhi
2. Management accounting by Sharma and Gupta, Kalyani Publishers, Chennai.
3. Management accounting by R.Ramachandran and R.Srinivasan – Sriram publication
4. Management accounting by A. Murthi and S. Gurusamy, Vijay Nicole Publications, Chennai.
5. Management Accounting by R.S.N.Pillai &V.Baghavathi – S.Chand& Co, Mumbai
6. Management accounting by Hingorani&Ramanathan – S.Chand& Co, New Delhi.

MAJOR BASED ELECTIVE – I

(A) ENTREPRENEURIAL DEVELOPMENT

Objectives:

To enable the students to understand the conceptual and applied knowledge about Entrepreneurship.

Unit – I

Entrepreneurship – Definition, Concept, Nature , Characteristics , functions , types and phases of EDP, Development of women and rural entrepreneurs – Women Council Scheme.

Unit – II

The start-up process, Project identification – selection of the project – project formulation and evaluation – feasibility analysis, Project Report.

Unit – III

Institutions in the development of entrepreneurs – DIC, SIDO, NSIC, MSMEDI – SSIC, SIDCO – ITCOT, IIC – KVIC.

Unit – IV

Institutional finance to entrepreneurs: IFCI, SFC, TIIC, LIC and GIC, SIPCOT – SIDBI – Commercial banks - Venture capital.

Unit – V

Incentives and subsidies – Subsidised services – seed capital assistance – Taxation benefit to SSI. Role of entrepreneur in export promotion and import substitution.

Text and Reference Books (Latest revised edition only)

1. Dynamics of Entrepreneurial Development by Vasant Desai – Himalaya Publishing House, New Delhi.
2. Entrepreneurship & Small Business Management by Dr.C.B. Gupta and Dr.S.S.Khanka-Sultan Chand & Sons, New Delhi.
3. Fundamentals of Entrepreneurship and Small Business by Renu Arora & S.KI.Sood – Kalyani Publishers, Chennai.
4. Entrepreneurial Development by Dr.S.S. Khanka – S.Chand& Co, New Delhi.
5. Entrepreneurial Development by Dr. P. Saravanavel, Learntech Press Trichy.
6. Entrepreneurial Development by Dr.S.G. Bhanushali- Himalaya Publishing House, New Delhi.

MAJOR BASED ELECTIVE – I (B) INTERNATIONAL MARKETING

Objective:

To provide the students theoretical aspects of international business.

Unit – I

International marketing – Importance – International Vs Domestic marketing.

International marketing environment. E business. Challenges in International marketing.

Unit – II

International Marketing – Planning process – social and cultural factors. Consumer

Behaviour. Cross cultural Analysis. Social and cultural influences in B to B marketing.

International Marketing Research – Opportunity identification and analysis

Unit –III

International Marketing Mix – Developing global products – understanding market needs. Pricing – factors affecting pricing decisions – strategies – Challenges in pricing.

International Market segmentation.

Unit – IV

International Marketing information system. Global marketing strategies – Direct and Indirect exporting. Joint Venture. Direct investment.

Promotional activities in global markets – Advertising and Sales promotion.

Unit – V

International distribution management – challenges – selecting intermediaries.

Managing physical distribution of goods. CRM – importance. International communication – tools – developing profitable long term relationships.

Text and Reference Books (Latest revised edition only)

1. Adhikary, Manab, Global Business Management, Macmillan, New Delhi
2. Bhattacharya, B. Going International-Response Strategies for Indian Sector, WheeterPublishing Co., New Delhi.
3. Black and Sundaram, International Business Environment, Prentice Hall of India, NewDelhi

CORE COURSE – XIII

FINANCIAL MANAGEMENT

Objective:

To enable the students to know the principles and practices of managing finance.

Unit - I

Financial Management: Meaning and scope – Objectives: Profit maximization, Wealth maximization – Functions – Financial decisions – Time value of money: Present value and Compound value – Cost of capital – Cost of debt – Cost of preference share capital – Cost of equity – Cost of retained earnings – Weighted average cost of capital.

Unit - II

Capital structure – Meaning and features – Factors determining capital structure – EBIT-EPS relationship – Indifference point of EBIT – Theories of capital structure: Net income approach, Net operating income approach, MM approach and Traditional approach.

Unit - III

Leverage – Meaning, significance and types – Operating leverage - Financial leverage – Combined leverage – Dividend policy – Determinants of dividend policy – Theories: relevance and irrelevance with value of firm – Forms of dividend – Stock dividend – Bonus issue – Stable dividend.

Unit - IV

Working capital management – Determinants of working capital – Forecasting of working capital requirements – Cash management – Motives of holding cash – Stages in cash management: Cash planning, Collection and disbursement of cash, Optimum cash balance – Boumul model – Investment of surplus cash.

Unit - V

Receivables management – Objectives – Factors influencing size of receivables – Credit policy – Credit standard – Credit term – Collection policy – Incremental analysis – Inventory management – Meaning – Types of inventory – Purpose of holding inventory – Excess or inadequate inventory – EOQ – Levels of stock: reorder level, minimum level and maximum level – Techniques – ABC, VED, FSN and HML analysis.

Theory: 20% Problem: 80%

Text and Reference Books (Latest revised edition only)

1. Elements of financial management by S.N.Maheswari – Sultan Chand & Sons., New Delhi
2. Financial Management by R.K.Sharma – Kalyani publishers, New Delhi
3. Financial Management by R.Ramachandran&R.Srinivasan – Sriram publication, Trichy
4. Theory and Problems of Financial management by Khan & Jain, McGraw Hill Publication, New Delhi
5. Financial Management by S.P.Guptha, SahityaBhavan Publication, New Delhi

CORE COURSE – XIV

INCOME TAX THEORY LAW & PRACTICE

Objective:

To enable the students to know the provisions of income tax.

Unit- I

Basic concepts – Definition - previous year –assessment year – person, assessee, income, total income, casual income, capital and revenue - residential status and incidence of tax, incomes exempt under section 10.

Unit- II

Salary – Basis of charge – different forms of salary, allowances, perquisites and their valuation – deduction from salary –Computation of taxable salary.

Unit- III

House property – basis of charge – determination of annual value - GAV, NAV – income from let-out property – self occupied property – deductions- Computation of taxable income.

Unit- IV

Profits and gains of business and profession – basis of charge – methods of accounting – deductions – dis allowances, Computation of taxable income.

Unit - V

Capital gains – basis of charge – short and long term capital gains – indexed cost of acquisition and improvement – exemptions – chargeability of short and long term capital gains – computation of taxable capital gains. Income from other sources – interest on securities, etc. deduction under Sec 80C – Introduction to direct taxes code.

Theory: 25%

Problem: 75%

Text and Reference Books (Latest revised edition only)

1. Students Guide to Income Tax by Vinodh K. Singhania, Taxmann Publications, New Delhi
2. Income tax by T.T.Gaur&Narang, Kalyani publishers, Chennai.
3. Income Tax Law and Practice by A. Murthy – Vijay Nicole Imprints (P) Ltd, Chennai.
4. Income tax – Law & Practice by DinkarPagare – Sultan Chand & Sons, New Delhi.
5. Income tax by T.S.Reddy&Hari Prasad Reddy, MarghamPublications, Chennai.
6. Income tax by Bhagwati Prasad – Vishnu Prakasham publication, Chennai.

CORE COURSE – XV

FINANCIAL SERVICES

Objective:

To enable the students to know the nature and types of financial services.

Unit - I

Financial services – Meaning – Classification – Financial products and services – Challenges facing the financial service sector – Merchant banking– Meaning – Functions – SEBI Guidelines – Scope of merchant banking in India. NBFCs – RBI guidelines.

Unit - II

Hire purchase – Meaning – Features – Process – Hire purchase and credit sales – Hire purchase vs Instalment purchase – Banks and hire purchase business – Hire purchase and transport industry – Leasing – Concept – Steps involved in leasing – Lease vs Hire purchase – Types of lease – Problems and prospects of leasing in India.

Unit - III

Mutual funds – Meaning – Types – Functions – Advantages – Institutions involved – UTI, LIC, Commercial banks – Entry of private sector – Growth of mutual funds in India – SEBI Guidelines – Asset Management Companies.

Unit - IV

Venture capital – Meaning – Features – Methods of venture capital financing – Modes of venture financing – Venture capital investment process – Factors determining venture investment – Exit mechanism – Advantages of venture capital – Issues of Indian venture capital industry.

Unit - V

Factoring – Concepts – Significance – Types – Factoring mechanism – Factoring vs bills discounting – Factoring in India – Forfaiting – Meaning – Forfaiting vs Export factoring – Problems of Forfaiting/ factoring.

Text and Reference Books (Latest revised edition only)

1. Financial markets & services by E.Gordon and K.Natarajan – Himalaya publishing house, New Delhi
2. Financial services by E.Dharmaraj – S.Chand & Co., New Delhi
3. Financial Services by S.Mohan and R.Elangovan – Deep and Deep Publications, New Delhi
4. Financial Services by S. Gurusamy – Vijay Nicole Imprints (P) Ltd, Chennai
5. Lease Financing and Hire Purchase by Vinod Kothari – Wadhaw and Co., Nagpur.

MAJOR BASED ELECTIVE – II

(A) FOREIGN EXCHANGE MANAGEMENT

Objective:

To develop knowledge about Foreign Exchange Management

Unit - I

Introduction – Foreign trade & Foreign Exchange – Balance of payments

Unit - II

Exchange System – Exchange rate system prior to IMF and under IMF – External value of Rupee – Convertibility of Rupee.

Unit - III

Exchange Control – Objectives – Methods – Foreign Exchange Management Act – Administration of Foreign Exchange – Functions of Foreign Exchange Department.

Unit - IV

Foreign Exchange Transaction – Exchange Quotations – Spot & Forward Transaction – Forward Exchange contracts. Introduction to currency – features and options.

Unit - V

International Financial Institution – International Monetary Fund – Special Drawing Rights – International Bank for Reconstruction and Development – International Finance Corporation – International Development Association.

Text and Reference Books (Latest revised edition only)

1. Foreign Exchange Markets understanding derivatives & other instruments, Surendra.S.Yadav, P.K.Jain and Max peyrard, Macmillan.
2. Foreign Exchange Risk Management by NidhiJain,Century Publication.

MAJOR BASED ELECTIVE – II

(B) INVESTMENT BANKING

Objective:

To enable students gain knowledge about Investment banking in India.

Unit – I

Investment banking – Introduction – History and evolution of Universal banks and Financial conglomerates. Industry structure – Indian investment banks – asset management and securities business.

Unit – II

Securities Market : Primary Market - Introduction – Equity Capital Market, Debt Capital Market and Derivatives segments. Primary market intermediaries. Role of Merchant bankers in the issue management of IPO and FPO . Underwriting.

Unit - III

Global Capital market – International listing – Equity Issues through Depository Route. Bond markets and Issues. Buy backs and De listings.

Unit – IV

Corporate restructuring – Internal and External restructuring – Types – Asset based restructuring – demerger, hive off, asset sale etc. Equity based restructuring – equity spin off, Disinvestment etc. Mergers and Acquisitions – methodologies.

Unit – V

Venture capital – methods. Leasing and Hire purchase business – methods. Mutual Funds management. Securitisation of debts, Factoring and Forfaiting services.

Text and Reference Books (Latest revised edition only)

1. Investment Banking - PratapGiri.S., Tata McGraw Hill Education , New Delhi
2. Merchant Banking & Financial Services - Dr. S. Guruswamy- Tata McGraw Hill Education , New Delhi
3. Merchant Banking & Financial Services - S.B.Kulkarni&M.Govindaraj- NiraliPrakashan, Pune.

MAJOR BASED ELECTIVE – III

(A) INSURANCE MANAGEMENT

Objective:

To make the students to understand the principles and practices of Insurance Management.

Unit - I

Introduction : Savings and investment schemes like shares, units, capital, markets, mutual funds, etc. vis - a -vis insurance; Tax benefits under insurance policies; Life cycle needs - including solutions, matching of the customer's needs and requirements to available products; Comparison between different products offered vis a vis chargeable premium, and coverage.

Unit - II

Computation of premiums/Bonus: Premium calculation -including rebates, modes, large-sum assured policies; Extra premium, under premium, Computation of benefits, Surrender value, Paid- up value.

Unit - III

Insurance Documents: Insurance documents, including proposal forms and other relevant forms; First premium receipt/renewal premium receipt; Policy contract; Endorsements; Renewal notice/bonus notices; other insurance documents related to receipt

Unit - IV

Life insurance Product - Traditional unit Linked Policies: Individual and group policies; with- profit and without profit policies; Different types of insurance products - Whole life products, interest sensitive products, term- assurance annuities, Endowment, Assurance.

Unit - V

Options and Guarantees- Group Insurance, pension plans, & health insurance.

Text and Reference Books (Latest revised edition only)

- 1 Mishra M.N: Insurance Principles and practice; S. Chand and co, New Delhi.
2. Periasamy P, Fundamentals of Insurance; Vijay Nicole Imprints (P) Ltd
3. Insurance Regulatory Development Act 1999 3 Life Insurance Corporation Act 1956.

MAJOR BASED ELECTIVE – III

(B) DEVELOPMENT BANKING

Objective:

To enable students gain knowledge about Development banking in India.

Unit - I

Development banks – Concepts. – Objectives – Functions. Difference between Commercial banking and Development banking – role of development banks in developing the economy of India.

Unit - II

Development banking in India – Commercial banks in the development of agriculture and industry – schemes and implementation.

Unit - III

National Bank for Agriculture and Rural Development (NABARD) – objectives and functions. Financial, developmental and supervisory role of NABARD in the development of rural India.

Unit- IV

National level development banks – IFCI, SIDBI, EXIM Bank and NHB – organisation – objectives – functions - role in the development of the India.

Unit- V

State level development banks – State Finance Corporation, Small Industries Development Corporation - TIIC – organisation – objectives – functions - role in the industrial development in the states.

Text and Reference Books (Latest revised edition only)

1. Corporation Finance in India by S.C. Kuchal., Chaithanya Publishing House.
2. Development Banking in India by Kaushal Kumar Arora., Atlantic Publishers And Distributors.
3. Development Banking by Vasant Desai .Himalaya Publishers.



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 :

- Air Pollution
 - Water Pollution
 - Soil Pollution
 - Marine Pollution
 - Noise pollution
 - Thermal Pollution
 - 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.