
JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUTONOMOUS)

A Unit of the Sisters of St. Anne of Tiruchirappalli

Accredited with 'A' Grade (3rd Cycle) by NAAC

DST - FIST Supported College Since 2015

(Affiliated to Mother Teresa Women's University, Kodaikanal)

PERIYAKULAM – 625 601, THENI DT.

TAMIL NADU.



BUSINESS ADMINISTRATION

2017 - 2020

DEPARTMENT OF BUSINESS ADMINISTRATION
PROGRAMME OUTCOMES - U.G.

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Think critically, evaluate analytically and apply the expertise of their discipline worldwide.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Express the cultural and environmental diversity that they have been exposed in various studies.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop higher-order thinking, problem solving and self-direction skills through effective use of technologies and other resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities.

PROGRAMME SPECIFIC OUTCOMES - U.G.

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1	Gain Knowledge about various functional area of management 4M's along with business correspondence	PO-1 & PO-2
2	Know Legal aspects and analytical Skill about the business	PO-5
3.	Tune with the working Environment and Enhance their Skills such as the leadership skill ,soft skill, employability skill entrepreneurial Skills	PO-4
4.	Develop their views on Social, Ethical Value and Behavioral Science	PO-3
5.	Apply the Practical Knowledge related to Human Resource, Marketing, Production, Management, Finance and Research Methodology in Business along with computer technology	PO-1 & PO-4

UG COURSE PATTERN (2017-2020)

Sem.	Part	Code	Title of the paper	Hours	Credits
I	I	17GT1GS01/ 17GH1GS01	Tamil – I/ Hindi	5	3
	II	17GE1GSA1/ 17GE1GSB1	English - I	5	3
	III	17BB1MC01	Principles of Management	6	4
		17BB1MC02	Business Communication	5	4
		17BB1AC01	Managerial Economics - I	5	4
	IV	17VE1GS01	Value Education	2	2
		17AE1SK01	SBE - I Communication Skills	2	2
			Total	30	22
II	I	17GT2GS02/ 17GH2GS02	Tamil-II/ Hindi	5	3
	II	17GE2GSA2/ 17GE2GSB2	English - II	6	3
	III	17BB2MC03	Financial Accounting	6	4
		17BB2MC04	Organizational Behaviour	6	4
		17BB2AC02	Managerial Economics - II	5	4
	IV	17BB2SK02	SBE - II Leadership Skills	2	2
				Total	30
III	I	17GT3GS03/ 17GH3GS03	Tamil-III/ Hindi	5	3
	II	17GE3GSA3/ 17GE3GSB3	English - III	6	3
	III	17BB3MC05	Business Environment	5	4
		17BB3MC06	Cost Accounting	5	4
		17BB3AC03	Quantitative Techniques - I	5	4
	IV	17ES3GS01	Environmental Studies	2	2
		17AE3SK03	SBE - III Desk Top Publishing (Lab)	2	2
			Total	30	22
IV	I	17GT4GS04/ 17GH4GS04	Tamil-IV/ Hindi	5	4
	II	17GE4GSA4/ 17GE4GSB4	English - IV	6	4
	III	17BB4MC07	Human Resource Management	8	6
		17BB4AC04	Quantitative Techniques - II	5	4
		17BB4CE1A/ 17BB4CE1B	Industrial Relations / Advertising Management	4	3
	IV	17BB4SK04	SBE - IV Export Management	2	2
				Total	30

Sem.	Part	Code	Title of the paper	Hours	Credits
V	III	17BB5MC08	Operations Management	6	5
		17BB5MC09	Legal Aspects of Business	6	5
		17BB5MC10	Accounting Package (Lab)	6	5
		17BB5MC11	Marketing Management	6	5
		17BB5CE2A/ 17BB5CE2B/ 17BB5CE2C/ 17BB5CE2D	Research Methodology / Retail Marketing/ Training and Development/ Management Information System	4	3
	IV	17AE5NE01/ 17NC5NE01	NME - I Aptitude Building - I/ Organization and Health Programme in NCC	2	2
		Total			30
	VI	III	17BB6MC12	Management Accounting	6
17BB6MC13			Entrepreneurship	6	5
17BB6MC14			Company Law	6	5
17BB6MC15			Project - Inplant Training	6	5
17BB6CE3A/ 17BB6CE3B/ 17BB6CE3C/ 17BB6CE3D			Financial Institutions and Services / Financial Management/ International Business/ Brand Management	4	3
IV		17AE6NE02/ 17NC6NE02	NME - II Aptitude Building - II/ National Integration and Personality Development	2	2
		17BB6SS01	Self study: E-Business	-	2*
Total			30	25	
I-IV	V	17NP4GS01	NSS/NCC/P. Ed.		1
IV-V		17EX5GS01	Extension		2
Total for all semesters			180	140+2*	

*Extra Credit

ALLIED COURSE OFFERED BY DEPARTMENT OF BUSINESS ADMINISTRATION

Sem.	Part	Code	Subject	Hours	Credits
I	III	17BB1AC01	Managerial Economics-I	5	4
II	III	17BB2AC02	Managerial Economics-II	5	4
III	III	17BB3AC03	Quantitative Techniques-I	5	4
IV	III	17BB4AC04	Quantitative Techniques - II	5	4

NME OFFERED BY THE DEPARTMENT OF BUSINESS ADMINISTRATION

Sem.	Part	Code	Subject	Hours	Credits
V	IV	17AE5NE01	NME - I Aptitude Building - I	2	2
VI	IV	17AE6NE02	NME - II Aptitude Building - II	2	2

SBE OFFERED BY THE DEPARTMENT OF BUSINESS ADMINISTRATION

Sem.	Part	Code	Subject	Hours	Credits
I	IV	17AE1SK01	SBE-1 Communication Skills	2	2
II	IV	17BB2SK02	SBE-2 Leadership Skills	2	2
III	IV	17AE3SK03	SBE-3 Office Automation	2	2
IV	IV	17BB4SK04	SBE-4 Export Management	2	2

**EXTERNAL QUESTION PATTERN (2017-2020)
(THEORY & PROBLEM)**

Part-A

Answer all the Questions (10x1=10)

Part-B

Answer any Four out of Six Questions (4x5=20)

Part-C

Answer any Three out of Five Questions (3x10=30)

PART - I Tamil - தற்கால இலக்கியம்

பருவம்: ஒன்று

நேரம்: 5

குறியீடு: 17GT1GS01

புள்ளி: 3

நோக்கம்:

- ❖ தற்கால இலக்கியக் கவிஞர்களைப் பற்றி அறிந்து கொள்வர்.
- ❖ இலக்கிய வரலாற்றை அறிந்து கொள்வர்
- ❖ வாழ்க்கையில் ஏற்படும் துன்பங்களை அகற்றி, வெற்றி பெறும் வழிமுறைகளைத் தெரிந்து கொள்வர்.
- ❖ கட்டுரைகள் வழி பன்முகத் தகவல்களை அறிந்து கொள்வர்.
- ❖ எழுத்து இலக்கணங்களை அறிந்து கொள்வர்.

அலகு 1: மரபுக் கவிதை

1. பாரதியார் - செந்தமிழ் நாடு
2. பாரதிதாசன் - வாழ்வில் உயர்வு கொள்!
3. கவிமணி - ஒற்றுமையே உயிர் நிலை
4. நாமக்கல் கவிஞர் - தேறிய தெளிவு

அலகு 2: புதுக்கவிதை

1. நா.காமராசன் - கடல்
2. வைரமுத்து - நம்பிக்கை ஊன்றி நட
3. சிற்பி - மூல ஒலி
4. கோவை பழநிசாமி - பெண்மையே...

அலகு 3: உரைநடை

1. டாக்டர்.எம்.எஸ். உதயமூர்த்தி - வெற்றிக்கு முதல்படி

அலகு 4: கட்டுரைகள்

1. கண்டேன் கொள்ளிப் பிசாசை-பிலோ இருதயநாத்
2. சுய முன்னேற்றக் கட்டுரை-துளைகளில்லாப் புல்லாங்குழல்-வெ.இறையன்பு
3. அறிவியல் கட்டுரை-மருந்துகளிடம் எச்சரிக்கை-முனைவர் க. பூரணச்சந்திரன் (தொகுப்பாசிரியர்)
4. வரலாற்றுக் கட்டுரை-உழுதொழில் (ந.மு.வேங்கடசாமி நாட்டார்)
5. இலக்கியக் கட்டுரை-பாரதியார் போற்றும் புதுமைப் பெண் (நிர்மலா மோகன்)

அலகு 5: இலக்கணம், இலக்கிய வரலாறு

1. இலக்கணம்: - எழுத்தும், சொல்லும்
எழுத்து - முதலெழுத்து, சார்பெழுத்து
சொல் - பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல்
2. எம். ஆர். அடைக்கலச்சாமி - இலக்கிய வரலாறு:

(தற்கால இலக்கியம், மரபுக்கவிதை, புதுக்கவிதை, உரைநடை தொடர்பான இலக்கிய வரலாறு)

பாடநூல்கள்:

1. தொகுப்பாசிரியர் கவிஞர் பத்மதேவன் - 'பாரதியார் கவிதைகள் '
காளீஸ்வரி பதிப்பகம் சென்னை - 17
இரண்டாம் பதிப்பு 2009.
2. தொகுப்பு: கீர்த்தி - 'பாரதிதாசன் கவிதைகள்'
அருணா பப்ளிகேஷன்ஸ் சென்னை
முதல் பதிப்பு -2008.
3. கவிமணி - மலரும் மாலையும்
பூம்புகார் பதிப்பகம்,சென்னை.முதல்
பதிப்பு, 2002.
4. நாமக்கல் கவிஞர் - தமிழன் இதயம் கவிதைகள்'
முல்லை நிலையம்
சென்னை முதல் பதிப்பு - 2000
5. நா.காமராசன் - கருப்பு மலர்கள்,திருமகள் நிலையம்,
வெங்கட நாராயணா சாலை
தி.நகர்,சென்னை - 600 017
முதல் பதிப்பு - ஏப்ரல் - 1971
6. வைரமுத்து கவிதைகள் - 'திருமகள் நிலையம்',
16, வெங்கடநாராயணா சாலை,
சென்னை - 17.
பத்தாம் பதிப்பு - 2009.
7. சிற்பி - சிற்பி கவிதைகள்
நியூ செஞ்சுரி புக் ஹவுஸ்
சென்னை. முதல் பதிப்பு - 2011.
8. கோவை பழநிசாமி - விளக்குகள் எரியாத வீதி
மனோன்மணி பதிப்பகம்,கோவை.
முதல் பதிப்பு - 2006
9. டாக்டர்.எம்.எஸ்.உதயமூர்த்தி - வெற்றிக்கு முதல்படி
கங்கை புத்தக நிலையம்
சென்னை - 600041
முதல் பதிப்பு - 1993

10. வெ. இறையன்பு - 'உள்ளொளிப் பயணம்'
நியூசெஞ்சூரி புக் ஹவுஸ்
சென்னை - 98
மூன்றாம் பதிப்பு - 2007
11. பூரணச்சந்திரன் - அறிவியல் கட்டுரைகள்
அறிவுப் பதிப்பகம், சென்னை-600014
முதல் பதிப்பு - 2006
12. ந.மு.வேங்கடசாமிநாட்டார் - நாவலர் நாட்டார் தமிழ் உரைகள்
தமிழ் மண் பதிப்பகம், சென்னை-600017
முதல் பதிப்பு - 2007
13. முனைவர். நிர்மலா மோகன் - 'இலக்கிய மலர்கள்'
மீனாட்சி புத்தக நிலையம், மதுரை - 1
முதல் பதிப்பு - 2004.
14. எம். ஆர். அடைக்கலச்சாமி - 'இலக்கிய வரலாறு'
ராசி பதிப்பகம், சென்னை - 73.
41ஆம் பதிப்பு - 2011.

LANGUAGE THROUGH LITERATURE- I

STREAM -A

Semester: I

Hours: 5

Code : 17GE1GSA1

Credits: 3

COURSE OUTCOMES:

- ❖ Develop and integrate the use of four language skills i.e. Reading, Listening, Speaking and Writing
- ❖ Analyze and interpret texts written in English, evaluating and assessing the results in written or oral arguments using appropriate support.
- ❖ Develop critical thinking capabilities.
- ❖ Become proficient in English for global competency.
- ❖ Improve and extend the communication strategies in the language.

UNIT I: PROSE

2hours

- How to be a Doctor - Stephen Leacock
Fifteen Years - R.K.Narayan

UNIT II: POETRY

1 hour

- The Lotus - Toru Dutt
Solitude - Alexander Pope
Mending Wall - Robert Frost

UNIT III: SHORT STORY

1 hour

- The Model Millionaire - Oscar Wilde
Mrs. Packletide's Tiger - Saki

UNIT IV: ONE ACT PLAYS

- Monkey's Paws - W.W.Jacobs

UNIT V: COMPOSITION AND GRAMMAR

1 hour

- One Word Substitutes
Foreign Words and Phrases
Jumbled Sentences
Reading Comprehension
Tenses, Articles.

COURSE BOOK:

- 'Limelight-1', SSK Publishers and Distributors, Chennai, 2016
- Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage –An ideal Companion For Advanced Learners* . Chennai: New Century Book House (P) Ltd, 2016.Print.

LANGUAGE THROUGH LITERATURE - I - 17GE1GSA1

QUESTION PATTERN

STREAM – A

Time: 3 hours

Marks: 60

- | | | |
|------|--|---------|
| I. | Choose the best answer
(from units I & II) | 10x1=10 |
| II. | Answer any two of the following in a paragraph of 100 words each
(two out of 4 from units I & II) | 2x5=10 |
| III. | Answer any two of the following in an essay of 300 words each
(two out of 4 from units I, II, III & IV) | 2x10=20 |
| IV. | Rearrange the jumbled sentences
(from Unit V) | 5 |
| V. | Give one word substitutes / foreign words for the following
(from Unit V from the prescribed book) | 5 |
| VI. | Read the passage and answer the following questions.
(from Unit V) | 5 |
| VII. | Fill in the blanks with suitable tenses and articles
(from Unit V) | 5 |

LANGUAGE THROUGH LITERATURE-I

STREAM – B

Semester: I

Hours: 5

Code : 17GE1GSB1

Credits: 3

COURSE OUTCOMES

- ❖ Get exposed to a range of contexts where the language is used to meet a variety of real life communication needs.
- ❖ Learn good English to prosper in professional and personal lives
- ❖ Become proficient in English for global competency
- ❖ Enhance language through a task- based and learner- centric syllabus
- ❖ Carry out all the LSRW skills

UNIT I: PROSE

1 hour

Stephen Leacock	-	With the Photographer
Catherine Lim	-	Eggs
M.K.Gandhi	-	Voluntary Poverty

UNIT II: POETRY

1 hour

Alfred Noyes	-	The Highway Man
William Wordsworth	-	The Solitary Reaper
W.B.Yeats	-	The Ballad of Father Gilligan

UNIT III: SHORT STORY

1 hour

Guy de Maupassant	-	Simon's Papa
Lafcadio Hearn	-	The Living God

UNIT IV: COMMUNICATIVE EXPRESSIONS

1 hour

Greeting
Introducing
Seeking Permission
Expressing Gratitude

UNIT V: GRAMMAR & COMPOSITION

1 hour

Parts of speech (P.No. 1to6)
Articles (P.No. 67-71)
Letter Writing (Leave Application & Letter of Complaints)

BOOKS FOR REFERENCE:

- Savarimuttu,J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners* . Chennai: New Century Book House (P) Ltd, 2016. Print.
- G.Radhakrishna Pillai, and K.Rajeevan. *Spoken English forYou*. Chennai: Emerald Publishers, 2012. Print.

LANGUAGE THROUGH LITERATURE – I – 17GE1GSB1

QUESTION PATTERN

Stream – B

Time: 3 hours

Marks : 60

- | | | |
|------|--|---------|
| I. | Choose the best Answer
(from units I & II) | 10x1=10 |
| II. | Answer any two of the following in a paragraph of 100 words each
(two out of four from units I, II & III) | 2x5=10 |
| III. | Answer any two of the following in an essay of 300 words each
(two out of four from units I, II, & III) | 2x10=20 |
| IV. | Matching the expressions.
(from unit IV) | 5 |
| V. | 1. Fill in the blanks.
(from unit V -5 marks for identification of Parts of Speech and 5- marks for Articles) | 10x1=10 |
| | 2. Letter writing
(from unit V) | 5 |

PRINCIPLES OF MANAGEMENT

Semester: I

Hours: 6

Code : 17BB1MC01

Credits: 4

COURSE OUTCOMES:

- ❖ Imbibe the students about managerial functions.
- ❖ Inculcate the students about the importance of planning and decision making.
- ❖ Integrate management principles into management practices.
- ❖ Gain Knowledge about motivation with the help of various leading theories.
- ❖ Inculcate the control mechanisms and its result.

UNIT I

Management - definitions - meaning - functions of management - administration vs. management - Henry fayol's 14 principles of management - Elton mayo - Hawthorne studies - peter - F.Drucker-MBO-process-benefits-MBE-process of mgt by exception. **(18 Hours)**

UNIT II

Planning - meaning - definition - 6 p's of planning, steps in planning - Decision making- meaning - types - Characteristics of decision making. **(18 Hours)**

UNIT III

Organization -meaning - definition - types of organization - delegation of authority - meaning - definition - principles of delegation - process of delegation - benefits of delegation - responsibility - centralization - meaning -definition - factors determining the degree of decentralization of authority - span of management - factors determining an effective span. **(18 Hours)**

UNIT IV

Line organization - meaning - suitability - Line and staff organization - distinction between line and staff - motivation - meaning -definition - theories of motivation - Maslow's need Hierarchy theory -Douglas MC Gregors X and Y theory of motivation. **(18 Hours)**

UNIT V

Controlling - definition - characteristics of control - Elements of effective control - techniques of effective control. **(18 Hours)**

COURSE BOOK:

Dr. K. Natarajan and Dr. K.P Ganesan, PRICIPLES OF MANAGEMENT, 2004 Kalyani Publication

BOOKS FOR REFERENCE:

1. L.M. Prasad, Principles of management, 2004, Sultan Chand Publication
2. L.M. Prasad, Essentials of Management, 2006, Sultan Chand Publication
3. C.B. Gupta , Organization and Management, 2007, Kalyani Publication
4. Koontz O'Donnell., Principles of Management, 2004, Prentice Hall of Publication.

BUSINESS COMMUNICATION

Semester: I

Hours: 5

Code : 17BB1MCO2

Credit: 4

COURSE OUTCOMES:

- ❖ Make the students to know the effectiveness of communication.
- ❖ Acquire the in-depth knowledge in Business correspondence.
- ❖ Acquire the practical knowledge about circulars and report writing.
- ❖ Gain knowledge about Interview letter, Application letter and testimonial.
- ❖ Insist the role of modern equipment in Business.

UNIT I

Communication-meaning- communication cycle-principles of communication- Importance of effective Communication in Business. **(15 Hours)**

UNIT II

Need, functions and kinds of business letters - Mechanical parts of Business letter- Various types of business letters - letter of enquiry and reply - quotations - Offers - Orders - Cancellation of orders. **(15 Hours)**

UNIT III

Circulars - status enquiries- Application for a situation - Reports - Meaning - definition - Characteristics of a good report. **(15 Hours)**

UNIT IV

Interview letter - Appointment letter - Promotion letter - Testimonials. **(15 Hours)**

UNIT V

Modern equipments in communication - Role of computers in Business Communication- meaning of internet, E-Mail. **(15 Hours)**

COURSE BOOK:

Rajendra pal and J.S.Korlahalli , Essentials of Business communication, 2012, Sultan Chand Publication

BOOKS FOR REFERENCE:

1. R.S.Pillai & Bagavathi, Business Communication, 2009, Sultan Chand Publication.
2. Ramesh M.S. & Paten Shetty , Effective Business English & Communication, 2010, Sultan Chand Publication
3. L. Garkside , Modern Business Communication, 2007, Mac Millan Publication

MANAGERIAL ECONOMICS-1

Semester: I

Hours: 5

Code : 17BB1AC01

Credit: 4

COURSE OUTCOMES:

- ❖ Understand the internal and external factors influencing Business.
- ❖ Gain knowledge on consumer behavior.
- ❖ Acquire knowledge on the types and factors influencing demand.
- ❖ Identify the role of elasticity in demand and price fixation.
- ❖ Know the cost structure of market and sources of revenue.

UNIT I: INTRODUCTION

Definitions of managerial economics-Features and scope of -Managerial economics-Relation of managerial economics with other-Sciences-a distinction between economics and managerial economics. Role and functions of a managerial economist. **(15 Hours)**

UNIT II: UTILITY ANALYSIS

The Law of Diminishing Marginal Utility-Assumptions, exceptions-Importance of the Law-The Law of equi Marginal Utility-assumptions-importance -criticisms-Indifference curve analysis-properties of IC and MRTS-consumer's equilibrium-Consumer surplus- Meaning-Importance-Criticisms-Consumption function. **(15 Hours)**

UNIT III: DEMAND ANALYSIS

Meaning-Demand schedule and curve-Law of demand-exception to the law of demand-Demand determinants-Reasons for changes in demand-Types of demand- Price, Income and Cross demand.Consumption function. **(15 Hours)**

UNIT IV: ELASTICITY OF DEMAND

Meaning-Definition-types-Price-meaning-types-methods of measurement-Total outlay method-Arc method-Percentage method-point method-Determinants and uses-Income elasticity-Meaning -Types and uses-Cross Elasticity-Meaning-Types and Uses-Advertisement-Meaning-Types and Uses. **(15 Hours)**

UNIT V: COST & REVENUE ANALYSIS

Meaning-Types -money and real cost-Implicit and explicit cost-Opportunity cost-Short and Long run cost curves-Average cost -Total cost-Marginal cost-Relationship between AC and MC U shape and L shaped average cost curves -Revenue concept: Meaning-Average revenue-Total revenue Marginal revenue-Relationship between AR and MR. **(15 Hours)**

COURSE BOOK:

Dr. N. Srinivasan, Managerial economics, 2009, Meenakshi Publication

BOOKS FOR REFERENCE:

1. K.L.Maheswary and R.L.Varshney, Managerial economics, 2005, Sultan Chand Publication.
2. R.Cauvery, Dr.M.Girija, Dr.R.Meenakshi, Managerial Economics, 2009, Sultan chand Publication
3. Dr.M.John Kennady, Fundamentals of Business Economics,2011, Britto Publishing House

VALUE EDUCATION

Semester: I

Hours: 2

Code : 17VE1GS01

Credit: 2

COURSE OUTCOMES:

- ❖ Develop positive attitude towards life
- ❖ Internalize human values and sense one's personal identity and growth
- ❖ Face challenges in life positively with a knowledge on life coping skills
- ❖ Uphold the dignity of women
- ❖ Contribute more for women development and women empowerment

UNIT I

Values in Life- Personal, Social, Values in love and marriage, Spiritual and Professional - Life values - societal concerns and challenges. **(6 Hours)**

UNIT II

Life oriented skills - Self identity - self - esteem, self - concept, self - acceptance - Positive thinking - Positive attitude - Time management **(6 Hours)**

UNIT III

Motivation - Goal setting - Goal, its focus and importance - Success - obstacles to success - overcoming obstacles - Problem solving - Decision making - decision making process. **(6 Hours)**

UNIT IV

Women in society - Sex differences and sexual discrimination in society traditional bases of sexual identity - Actual Difference between the sexes - Social consequences of women's employment in modern society. **(6 Hours)**

UNIT V

Women in the Indian society - Status of women in independent India - problems of women in modern India - Rights and protection given to women by the constitution of India - Strategies for the Protection of women's rights and Rehabilitation of Women - Future Prospects **(6 Hours)**

COURSE BOOK:

- ❖ Value Education: Course Material Prepared by the Department of Foundation Courses. JAC

BOOKS FOR REFERENCE:

1. Dr. Xavier Alpphose S.J., "*We Shall Overcome*" - *A Text book on Life Coping Skills*, ICRDCE Publication, Chennai, 2011
2. அருள்நிதி ஆ.மு. தாமோதரன் முதுநிலை பேராசிரியர் - இயேசு காட்டும் யோகம். அன்பு நெறி வெளியீடு திண்டுக்கல்.
3. Dennis K. Kelly, "*Achieving Unlimited Success*", Indra Publishing House, Bhopal, 2009
4. Felix Koikara, SDB., "*Live Your Values*"-Teacher's Guide, Don Bosco Youth Animation Centre, Ennore, Madras, 1990
5. Elizabeth B. Hurlock, '*Personality Development*, TMH Publications, New Delhi, 2004.

CONTINUOUS INTERNAL ASSESSMENT

Components	Marks
Mid Semester	30
End Semester	30
Case Study Report	20
Book/Film Review	20
Total	100

QUESTION PATTERN (MID AND END SEMESTER EXAM)

Three essay type questions on any current issues or challenges facing society. [3x10=30]
{Issues and current trends related to women, national importance, societal, environment or value crisis among youth}

PORTIONS FOR INTERNAL TESTS:

I & II Units - Mid Semester

III, IV & V Units - End Semester

COMMUNICATION SKILLS

Semester: I

Hours: 2

Code : 17AE1SK01

Credits: 2

COURSE OUT COMES:

- ❖ Develop the four language skills
- ❖ Prepare, organize and deliver an effective oral presentation.
- ❖ Create suitable situations for role play, debate and group discussion.
- ❖ Practice in writing resume and letters.
- ❖ Utilize the concept, methodology and components of an Interview

UNIT I - PERSONAL COMMUNICATION

Intra-Personal Communication

Inter-Personal Communication

UNIT II - COMMUNICATION IN AN EDUCATIONAL ENVIRONMENT

Letter Writing

Situational Conversations

Group Discussion

UNIT III - COMMUNICATION FOR CAREER

Facing Interviews

Team Work

UNIT IV- COMMUNICATION IN A GATHERING

Presentation Skills

UNIT V - PUBLIC SPEECH

Welcome Speech

Vote of Thanks

Felicitations

Feedback

COMMUNICATION SKILLS -17AE1SK01

QUESTION PATTERN

Time: 1 Hour

Marks: 30

- | | |
|---|--------|
| I. Write short notes on any two of the following
(From Unit - I, III & IV) | 2x5=10 |
| II. Letter Writing. (From Unit-II) | 1x5=5 |
| III. Situational Conversation/Group Discussion.
(From Unit - II) | 1x5=5 |
| IV. Welcome Speech/Vote of Thanks. (From Unit - V) | 1x5=5 |
| V. Felicitations/Feedback. (From Unit - V) | 1x5=5 |

PART - I Tamil

இடைக்கால இலக்கியம்

பருவம்: இரண்டு

நேரம் : 5

குறியீடு: 17GT2GS02

புள்ளி : 3

நோக்கம்:

- ❖ சைவ, வைணவ அடியார்களின் பக்தியைப் பற்றி அறிந்து கொள்வர்.
- ❖ அடியார்களின் வழி இறைவனின் அருள் தன்மையைப் புரிந்து கொள்வர்.
- ❖ செய்யுள் எழுதும் முறையைக் கற்றுக் கொள்வர்.
- ❖ வெற்றிச்சிறப்பைப் போற்றும் முறையைத் தெரிந்து கொள்வர்.
- ❖ செய்யுள் வழி உரைநடையையும், புதின மரபையும் கற்றுக் கொள்வர்.

அலகு 1: சைவம்

1. திருஞானசம்பந்தர் - திருமாகறல்
 1. காலையொடுதுந்துபிகள் ...
 2. துஞ்சுநறு நீலமிருள்...
2. திருநாவுக்கரசர் - திருக்கொண்டீச்சரம்
 1. வரைகிலேன் புலன்கள் ...
 2. தொண்டனேன் பிறந்து ...
3. சுந்தரர் - திருக்காளத்தி
 1. நீறார் மேனியனே...
 2. தளிர் போல் மெல்லடியாள்...
4. மாணிக்கவாசகர் - திருவாசகம்
குயிற் பத்து

அலகு 2: வைணவம்:

1. மதுரகவியாழ்வார்- 'கண்ணினுண் சிறுத்தாம்பு' - 10 பாசுரங்கள்
2. குலசேகர ஆழ்வார் - பெருமாள் திருமொழி
வித்துவக்கோட்டு அம்மாளையே வேண்டி நின்றல் (688 முதல் 697 வரை)

அலகு 3: சிற்றிலக்கியங்கள்

1. கலிங்கத்துப்பரணி - போர் பாடியது
 1. அலைகடல் போல கிளம்பின படைகள். பா.எண். 405 - 407
 2. தம் நிழலைக் கண்டு தாமே பயந்து ஓடினர். பா.எண். 451 - 455
 3. கலிங்கம் வென்றான் கருணாகரன். பா.எண். 469 - 472
2. நந்திக் கலம்பகம்
 1. முரசு அழைக்கிறது. பா.எண்.9
 2. களிறைக் கண்டனர் கண்டபடி எண்ணினர். பா.எண். 18 - 20
 3. புருவமேறினால் புவியே பணியும். பா.எண். 30

அலகு 4: நாவல்

சொப்பன பூமியில் - திலகவதி

அலகு 5:

இலக்கணம்: யாப்பின் உறுப்புக்கள்

இலக்கிய வரலாறு - பக்தி இலக்கியம், சிற்றிலக்கியம் தொடர்பான பகுதிகள்
நாவலின் தோற்றமும் வளர்ச்சியும்.

பாடநூல்கள்:

1. தமிழ்த்துறை வெளியீடு - இடைக்கால இலக்கியம்,
ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி, பெரியகுளம்
2. எம்.ஆர்.அடைக்கலசாமி - தமிழ் இலக்கிய வரலாறு, ராசி பதிப்பகம்,
சென்னை - 73, 41 ஆம் பதிப்பு.
3. திலகவதி - சொப்பன பூமியில் , அம்ருதா பதிப்பகம், சக்தி நகர்,
போரூர், சென்னை - 116, மூன்றாம் பதிப்பு - 200

LANGUAGE THROUGH LITERATURE - II

STREAM – A

Semester: II

Hours: 6

Code : 17GE2GSA2

Credits: 3

COURSE OUTCOMES:

- ❖ Impart effective communication skills to the learners.
- ❖ Read and understand language and descriptions of topics from a variety of texts.
- ❖ Discuss and respond to the content of a text orally and in writing.
- ❖ Write effective and coherent paragraphs.
- ❖ Learn how to use the correct use of vocabulary.

UNIT I: PROSE

1 hour

- | | | |
|-------------------|---|---------------------------------|
| A.P.J Abdul Kalam | - | My Visions for India |
| A.J.Cronin | - | The Best Investment I Ever Made |

UNIT II: POETRY

1 hour

- | | | |
|---------------------|---|--------------------------------|
| Rabindranath Tagore | - | Where the Mind is Without Fear |
| George Herbert | - | The Pulley |

UNIT III: SHORT STORY

1 hour

- | | | |
|-------------------|---|-----------------------------|
| Guy de Maupassant | - | The Necklace |
| Leo Tolstoy | - | Little Girls Wiser than Men |
| R.K. Narayan | - | An Astrologer's Day |

UNIT IV: ONE ACT PLAYS

1 hour

- | | | |
|-----------------|---|---------------------------|
| Norman MckInnel | - | The Bishop's Candlesticks |
| G.B. Shaw | - | A Meeting in a Forest |

UNIT V: GRAMMAR & CREATIVE WRITING

2 hours

- Concord
- Active voice and Passive voice
- Question Tag
- Speech Writing
- Advertisement Writing
- Report Writing

COURSE BOOK::

- Limelight-2. SSK Publishers and Distributors, Chennai: 2016.
- Savarimuttu, J.S Rohan, G.Petricia Alphine Nirmala. English Grammar and usage – An ideal Companion For Advanced Learners .New Century Book House (P) Ltd, Chennai, 2016.

LANGUAGE THROUGH LITERATURE - II - 17GE2GSA2

QUESTION PATTERN

STREAM – A

Time: 3 hours

Marks : 60

- | | |
|--|---------|
| I. Choose the best answer
(from units I & II) | 10x1=10 |
| II. Answer any two of the following in a paragraph of 100 words each
(two out of four from units I & II) | 2x5=10 |
| III. Answer any two of the following in an essay of 300 words each
(two out of four from units I, II, III & IV) | 2x10=20 |
| IV. Fill in the blanks
(from Concord) | 2 |
| V. Rewrite the following sentences as directed
(from Voice) | 3 |
| V. Add Question Tags for the following | 5 |
| VI. Speech writing | 5 |
| VII. Advertisement writing (OR) Report writing | 5 |

LANGUAGE THROUGH LITERATURE - II

STREAM -B

Semester: II

Hours: 6

Code : 17GE2GSB2

Credits: 3

COURSE OUTCOMES

- ❖ Select texts, expose to a range of contexts where the language is used to meet a variety of real life and communication needs.
- ❖ equip the students in the relevant English language skills necessary for success in various competitive examination.
- ❖ train the students to use the language potentials in language skills
- ❖ Enhance language through a task- based and learner- centric syllabus
- ❖ Carry out all the LSRW skills

UNIT I: PROSE

2 hours

- Jawaharlal Nehru - The Ganga
- Bernard Shaw - How I became a public Speaker

UNIT II: POETRY

1 hour

- John Masefield - Laugh and be Merry
- Rupert Brooke - Menelaus and Helen

UNIT III: SHORT STORY

1 hour

- Oscar Wilde - The Selfish Giant
- H.H Munro (Saki) - The Story Teller

UNIT IV: COMMUNICATIVE EXPRESSIONS

1 hour

- Offering Help
- Apologizing
- Making Suggestions
- Expressing Likes and Dislikes

UNIT V: COMPOSITION AND GRAMMAR

1 hour

1. Comprehension
2. Tense
3. Concord

BOOKS FOR REFERENCE:

- Savarimuttu, J.S Rohan, G.Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion for Advanced Learners* .New Century Book House (P) Ltd, Chennai, 2016.

LANGUAGE THROUGH LITERATURE - II - 17GE2GSB2

QUESTION PATTERN

Stream-B

Time: 3 hours

Marks: 60

- I. Choose the best Answer. 10 x1=10
(from Units I & II)
- II. Answer any two of the following in a paragraph of 100 words each 2x5=10
(two out of four from Units I, II & III)
- III. Answer any two of the following in an essay of 300 words each 2x10=20
(two out of four from Units I, II & III)
- IV. Matching the expressions. 5
(from Unit IV)
- V. a) Read the passage and answer the following questions. 5
(from Unit V)
- b) Fill in the blanks with suitable tense. 10
(from Unit V)

FINANCIAL ACCOUNTING

Semester: II

Hours: 6

Code : 17BB2MCO3

Credit: 4

COURSE OUTCOMES:

- ❖ Have an idea about accounting principles-concepts and conventions.
- ❖ Get the knowledge about journal ledger and trial balance.
- ❖ Gain the knowledge about subsidiary books
- ❖ Increase the knowledge about Bank reconciliation statement.
- ❖ Educate the student about the need and importance of final accounts.

UNIT I

Meaning - Definition - Objectives - Functions of accounting - Limitation of Accounting - classification of Accounting - Rules of the double entry system - Advantage of double entry system - Accounting concepts - Accounting conventions. **(18 Hours)**

UNIT II

Journal-meaning-Rules of journalizing, difference between trade discount and cash discount-preparation of journal- ledger -journal to ledger, and trial balance - objectives of trial balance and basic problems. **(18 Hours)**

UNIT III

Subsidiary books -classification of subsidiary books - cash book - single column - double column - three column cash book - petty cash book - purchase book - sales book - sales return book - purchase return book. **(18 Hours)**

UNIT IV

Bank reconciliation statements - Need - Reasons for the difference between cash book and pass book - procedures and preparation of bank reconciliation statement. **(18 Hours)**

UNIT V

Final accounts - Trading accounts - Profit and loss account - Balance sheet with simple adjustment items. **(18 Hours)**

COURSE BOOK:

S.P. Jain, K.L. Narang, Advanced Accountancy,2010, Kalyani Publication

BOOKS FOR REFERENCE:

1. Shukla and Grewal, Financial Accounting, 2008, Sultan chand Publication
2. Raman and Arulanandan, Financial Accounting, 2009, Pass Publication
3. Jain Narang, Financial Accounting, 2004, Kalyani Publication
4. Gupta and Radhaswamy, Financial Accounting, 2008, Prasanna Publication

NOTE: 40% Theory oriented questions, 60% problem oriented questions)

ORGANIZATIONAL BEHAVIOUR

Semester: II

Hours: 6

Code : 17BB2MCO4

Credit: 4

COURSE OUTCOMES:

- ❖ Provide an instance about why organizational Behaviour is needed for Organisation.
- ❖ Acquire basic managerial traits.
- ❖ Ascertain the perceptual skills and maintain cordial relationship among the stake holders.
- ❖ Enhance the leadership traits in an organization.
- ❖ Bring organisational change for the development of the organization.

UNIT I

Organizational behaviour -meaning-definition-fundamental concepts-scope of organization behaviour-why organization behaviour is needed for organization
(18 Hours)

UNIT II

Personality-meaning-definition-determinants of personality-personality and behaviour at work-personality traits of Indian managers.
(18 Hours)

UNIT III

Perception -meaning-definition-perception and sensation-the the perceptual process-managerial implication of perception-developing perceptual skills.
(18 Hours)

UNIT IV

Leadership-meaning-definition-difference between management and leadership-informal and formal leaders-importance of leadership-theories of leadership-trait theory-behavioural theory-situational theory of leadership.
(18 Hours)

UNIT V

Organizational change - meaning -reasons- objectives for organizational change-processes in planned change- human reason to change - organizational development- meaning need- limitations- steps in organizational development.
(18 Hours)

COURSE BOOK:

1. K. Aswathappa, 2004, Organizational behaviour text & cases, Himalaya Publishing house.
2. L.M. Prasad, 2006, Organizational behaviour text & cases, Sultan Chand & Sons

BOOKS FOR REFERENCE:

1. Fred Luthans , 2002, Organizational behaviour, Mcgraw Hill International
2. Stephen P.Robins, 2009, Organizational behaviour, Pearson Education
3. Uma Sekaran, 2003, Organizational behaviour, Tata Mcgraw hill Publication

MANAGERIAL ECONOMICS-II

Semester: II

Hours: 5

Code : 17BB2AC02

Credit: 4

COURSE OUTCOMES:

- ❖ Understand the objectives of Business firm.
- ❖ Comprehend the knowledge on various pricing policies and decision making.
- ❖ Determine profit targets, techniques and sources of preparing different profit planning methods.
- ❖ Understand the role of a managerial economist in sales forecasting.
- ❖ Know the concepts and growth of the national income.

UNIT I

Objectives and fundamental concepts of a firm - Profit maximization - sales or revenue maximization - growth maximization- utility maximization-satisfying behavior - long run survival - fundamental concepts: The incremental cost - the concept of time perspective- the opportunity cost concept - the discounting principle- the equi-marginal concept. **(15 Hours)**

UNIT II

Pricing policies and methods: Meaning - Objectives of pricing policy - factors affecting pricing policy - pricing methods - 1. Cost plus or full cost pricing - 2. Going rate pricing . - 3. Skimming and penetration pricing - 4. Dual pricing - 5. Marginal cost pricing - 6. Rate of return pricing - 7. Peakload pricing. **(15 Hours)**

UNIT III

Profit analysis: Meaning of profit - functions of profit-accounting & economic profit - theories of profit: Dynamic theory - Innovation theory - Risk theory- uncertainty theory-profit policy and profit planning: profit budget - break even analysis - Rate of return on investment - profit forecasting. **(15 Hours)**

UNIT IV

Demand forecasting: Meaning - factors involved in demand forecasting - purpose of demand forecasting-methods of demand forecasting - demand forecasting for an established product- demand forecasting for a new product - essentials of good forecasting method. **(15 Hours)**

UNIT V

National income : Definitions of National Income - various components of National income - GNP-NNP-GDP- per capita Income- method of measuring national income; Income method- Output method - Expenditure method - Problems of measuring National Income - Importance of National Income analysis. **(15 Hours)**

COURSE BOOK:

1. For I to IV Unit : Dr. N.Srinivasan, Managerial economics , 2009, Meenakshi Publication
2. For V Unit : Dr. N.Srinivasan , Economic Development of India, 2009, Meenakshi Publication

BOOKS FOR REFERENCE:

1. K.L.Maheswary and R.L.Varshney, Managerial economics , 2005, Sultan Chand Publication.
2. R.Cauvery, Dr.M.Girija, Dr.R.Meenakshi, Managerial Economics, 2009, Sultan chand Publication
3. Dr.M.John Kennady, Fundamentals of Business Economics, 2011, Britto Publishing House

LEADERSHIP SKILLS

Semester: II

Hours: 2

Code : 17BB2SK02

Credits: 2

COURSE OUTCOMES:

- ❖ Expand the art of leadership skills.
- ❖ Stimulate the people to achieve the goals.
- ❖ Know about the behaviour of various leadership styles and build a good team.
- ❖ Develop critical thinking and make effective utilization of time.
- ❖ The importance of communication and its Barriers.

UNIT I

Concept of Leadership - Leadership - Meaning - Bass Theory Leadership - Principles of Leadership - Factors of Leadership. **(6 Hours)**

UNIT II

Art of Leadership - Goals setting - Meaning - Factors determining goal setting - Characteristics of Goal setting- Steps of goal setting. **(6 Hours)**

UNIT III

Leadership styles - meaning - types of leadership -Behaviours of Leadership. **(6 Hours)**

UNIT IV

Leadership and Time Management - Meaning - steps to effective time management -Time management Skills. **(6 Hours)**

UNIT V

Leadership and Communication - communication - Meaning - definition - Communication Process - Barriers to Communication -Non-Verbal behaviours of Communication. **(6 Hours)**

COURSE BOOK

A.K. Banerjee, Art of Leadership, 2012, Sultan Chand Publication

BOOKS FOR REFERENCE:

1. Koonty O'Donnell, 2008, Principles of Management, Himalaya Publication.
2. Fred Luthans, 2009, Organisational Behaviour, Irwin Publication.

பொதுத்தமிழ் - காப்பிய இலக்கியம்

பருவம்: மூன்று

நேரம்: 5

குறியீடு: 17GT3GS03

புள்ளி: 3

நோக்கம்:

- ❖ காப்பிய இலக்கியங்களின் சிறப்புக்களை அறிந்து கொள்வர்.
- ❖ ஐம்பெரும் காப்பியங்கள், பிறகாப்பியங்களின் பக்திச்சிறப்புக்களை உணர்ந்து கொள்வர்.
- ❖ அகப்புற இலக்கியச் செய்திகளை அறிந்து கொள்வர்.
- ❖ வணிகச் செய்திகளைத் தெரிந்து கொள்வர்.
- ❖ தமிழிலக்கியத்தில் காணலாகும் அறவியல், அறிவியல் செய்திகளைத் தெரிந்து கொள்வர்.

அலகு 1

- | | | |
|---------------|---|--|
| சிலப்பதிகாரம் | - | ஊர்கூழ் வரி |
| மணிமேகலை | - | உலக அறவி புக்க காதை |
| சீவகசிந்தாமணி | - | முக்தி இலம்பகம் (185 - 189) 11 பாடல்கள் சீலம், தானம் |

அலகு 2

- | | | |
|---------------|---|---|
| கம்பராமாயணம் | - | கிக்கிந்தா காண்டம் - ஆறு செல் படலம் 10 பாடல்கள் |
| தேம்பாவணி | - | மகவருள் படலம் - சூசை கைகளில் குழந்தைநாதன் |
| சீறாப்புராணம் | - | பாந்தள் வதைப் படலம் |

அலகு 3

- | | | |
|----------------|---|-----------------------------------|
| பொருளிலக்கணம் | - | அகத்திணை, புறத்திணை |
| இலக்கிய வரலாறு | - | காப்பியம் தொடர்பான இலக்கிய வரலாறு |

அலகு 4

- | | | |
|--------------------------|---|---|
| வணிகத் தமிழ் | - | சங்க இலக்கியங்கள் உணர்த்தும் வணிகச் செய்திகள் பக்.75-84 |
| வணிகக் கலைச் சொல்லாக்கம் | - | 50 சொற்கள் |

அலகு 5

- | | | |
|----------------|---|---------------------------------|
| அறிவியல் தமிழ் | - | தமிழில் அறிவியல் - பக். 27 - 40 |
|----------------|---|---------------------------------|

பாட நூல்:

தமிழ்த்துறை வெளியீடு, ஜெயராஜ் அன்னபாக்கியம் மகளிர் தன்னாட்சிக் கல்லூரி, பெரியகுளம்.

பார்வை நூல்கள்:

- 1 பா. சரவணன் (தொ.ஆ) - சிலப்பதிகாரம், சந்தியா பதிப்பகம், சென்னை-83, 2-ஆம் பதிப்பு - 1998.
- 2 இராம - லட்சுமணன் (தொ.ஆ) - மணிமேகலை, உமா பதிப்பகம், சென்னை-1, 2-ஆம் பதிப்பு - ஜனவரி - 1997.
- 3 திரு புலவர்.அரசு (உ.ஆ) - சீவகசிந்தாமணி, கழக வெளியீடு. 1967.
- 4 பேரா.அ.ச.ஞானசம்பந்தன் (ப.ஆ) - கம்பராமாயணம், நியூசெஞ்சுரி புக் ஹவுஸ், சென்னை - 98.
- 5 ந.ம.மரியஅருட்பிரகாசம் (உ.ஆ) - தேம்பாவணி, மாவிகா அச்சகம், நொபிலி வளாகம், கோ.புதூர், மதுரை.
- 6 செய்குதம்பி பாவலர் (உ.ஆ) - சீறாப்புராணம், யுனிவர்சல் பிரிண்டர்ஸ், வடக்கு உஸ்மான் சாலை, சென்னை - 1. டிசம்பர் - 2014.
- 7 ச. திருஞானசம்பந்தம் (தொ.ஆ) - யாப்பருங்கலக்காரிகை, கதிர் பதிப்பகம், திருவையாறு, முதற் பதிப்பு. 2007
- 8 எம்.ஆர். அடைக்கலசாமி - இலக்கிய வரலாறு, ராசி பதிப்பகம், முதற்பதிப்பு. 1960. சென்னை- 73.
- 9 மணவை முஸ்தபா - காலம் தேடும் தமிழ், மீரா பதிப்பகம், சென்னை-40. 1993.
- 10 பொ. மா. பழனிச்சாமி - இலக்கியக் கதிர், நியூ செஞ்சுரி புக்ஹவுஸ், சென்னை-40. முதற்பதிப்பு 2010.
- 11 நாராயண வேலுப் பிள்ளை - உரைநடைத் தமிழ் - ஐம்பெருங் காப்பியங்கள், நர்மதா பதிப்பகம், சென்னை - 1, முதற்பதிப்பு 1999.

LANGUAGE THROUGH LITERATURE - III

STREAM - A

Semester: III

Hours: 6

Code : 17GE3GSA3

Credits: 3

COURSE OUTCOMES:

- ❖ Enhance critical thinking and writing.
- ❖ understand and appreciate poetry as a literary art
- ❖ Impart effective communication skills to the learners.
- ❖ Be familiar with various writers of prose, poetry and one-act plays.
- ❖ Strengthen their writing skill.

UNIT I: PROSE

30 Hours

Indian Women	-	Dr. S. Radhakrishnan
India Through a Traveller's Eyes	-	Pearl S. Buck

UNIT II: POETRY

30 Hours

Lochinvar	-	Sir Walter Scott
On His Blindness	-	John Milton
Time and Love	-	William Shakespeare

UNIT III: SHORT STORY

15 Hours

After Twenty Years	-	O'Henry
The Tiger in the Tunnel	-	Ruskin Bond
Karma	-	Kushwant Singh

UNIT IV: ONE ACT PLAYS

Hijack	-	Charles Well
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UNIT V: COMPOSITION AND GRAMMAR

15 Hours

Direct and Indirect Speech
Degrees of Comparison
Punctuation
Interviewing
Resume Writing
E-mail Writing

COURSE BOOKS:

- 'Limelight-3', SSK Publishers and Distributors, Chennai, 2016.
- Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners*. Chennai: New Century Book House (P) Ltd, 2016. Print.

LANGUAGE THROUGH LITERATURE - III - 17GE3GSA3

QUESTION PATTERN

STREAM A

Time: 3 Hours

Marks: 60

- | | |
|--|---------|
| I. Choose the best answer
(From Unit I & II) | 10x1=10 |
| II. Answer any two of the following in a paragraph of 100 words each
(Two out of 4 from Unit I & II) | 2x5=10 |
| III. Answer any two of the following in an essay of 300 words each
(Two out of 4 from Unit I, II, III & IV) | 2x10=20 |
| IV. Rewrite as directed (From Unit V) | |
| a) Direct/ Indirect speech. | 2x1=2 |
| b) Degrees of Comparison | 3x1=3 |
| V. Rewrite with right punctuation
(From Unit V) | 5x1=5 |
| VI. Answer the following (From Unit V) | 2x5=10 |
| 1. Resume writing | |
| 2. Email writing | |

LANGUAGE THROUGH LITERATURE - III

STREAM B

Semester: III

Hours: 6

Code : 17GE3GSB3

Credits: 3

COURSE OUTCOMES:

- ❖ Use language for aesthetic effect.
- ❖ Arrange and apply activities to improve their skills.
- ❖ Develop a positive attitude towards language learning.
- ❖ Bring out oral practice effectively.
- ❖ Interact and facilitate language learning process.

UNIT I: PROSE

30 Hours

My Greatest Olympic Prize	-	Jesse Owens
When You Dread Failure	-	A. J. Cronin

UNIT II: POETRY

15 Hours

Good Bye Party To Miss Pushpa T.S	-	Nissim Ezekiel
A Bird Came Down the Walk	-	Emily Dickson

UNIT III: ONE - ACT PLAY

15 Hours

Bishop's Candle Sticks	-	Norman Mckinnel
Never Never Nest	-	Cedric Mount
The Pie and the Tart	-	Hugh Chesterton

UNIT IV: COMMUNICATION SKILLS

15 Hours

CONVERSATIONS:

1. At a bank
2. In the library
3. Reservation status
4. At the sweet shop
5. At the poly clinic
6. On the bus

UNIT V: COMPOSITION

15 Hours

1. Writing Advertisement
2. Story Completion

GRAMMAR

1. Question with answers 'Yes' or 'No'.
2. Active Voice & Passive Voice

BOOKS FOR REFERENCE:

1. Siva, Anthony, Dr. Gunasekaran. "Six One-Act Plays". Chennai: Pavai Publications, Royapettah, 2009.
2. Kaleem, Nafeesa. "Six One Act-Plays". Chennai: Anu Chitra Publications, West Mambalam, 1985.
3. Effective Communication in English. Board Of Editors, 2013.
4. Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners* . Chennai: New Century Book House (P) Ltd, 2016. Print.

LANGUAGE THROUGH LITERATURE - III - 17GE3GSB3

STREAM B

QUESTION PATTERN

Time: 3 Hours

Marks: 60

1. Choose the best answer (from Unit I & II) 10 x 1 = 10
2. Match the following (from Unit I based on vocabulary) 5 x 1 = 5
3. Answer any two of the following in a paragraph of 100 words each. 2 x 5 = 10
(Two out of 4 from unit I, II & III)
4. Answer any two of the following in an essay of 300 words each 2 x 10 = 20
(Two out of 4 from unit I, II & III)
5. Answer any one of the following questions. 5
(One out of 3 from unit IV)
6. Answer any one of the following questions. (unit-V) 5
 - a) Writing Advertisement

Or

 - b) Story Completion
7. Rewrite as directed: (unit-V)
 - a) Questions with answers 'Yes' / 'No'. 3X1=3
 - b) Active Voice and Passive Voice. 2X1=2

BUSINESS ENVIRONMENT

Semester: III

Hours: 5

Code : 17BB3MC05

Credits: 4

COURSE OUTCOMES:

- ❖ Gain conspicuous outline about Environment of Business.
- ❖ Impart the basis knowledge of culture and their impact in the organization.
- ❖ Kindle the social responsibilities among the students.
- ❖ Exhibit the role of government on fundamental development.
- ❖ Acquire in depth knowledge about the position of the industries towards stock exchange.

UNIT I

Business environment: meaning - Types of environment-micro environment - macro environment - SWOT analysis and strategic management. **(15 Hours)**

UNIT II

Business and culture - meaning - elements of culture - culture adaptation - cultural transmission - cultural conformity - cultural lag - business ethics. **(15 Hours)**

UNIT III

Social responsibilities of business - responsibilities to share holders - responsibilities to employees - responsibilities to consumer - argument for and against social involvement - social audit- objectives and benefits. **(15 Hours)**

UNIT IV

Industrial policy - privatization - ways of privatization - obstacles - conditions for success of privatization - benefits - arguments - sins and pit falls of privatization. **(15 Hours)**

UNIT V

Stock exchange and its regulation - meaning - dealings on stock exchange - speculation on the stock exchange OTCEI , NSE, comparison between stock exchange, OTCEI and NSE. **(15 Hours)**

COURSE BOOK:

Francis Cherunilam, Business Environment and Policy, Himalaya Publishing House, 2004.

BOOKS FOR REFERENCE:

1. A. C. Fernando, Business Environemnt, 2011, Pearson Publishers.
2. Dr.S.Sankaran, Business Environment, 2013, Margam Publishing House.
3. K.Aswathappa, Essentials of Business Environment, 2017, Himalaya Publishing House.

COST ACCOUNTING

Semester: III

Hours: 5

Code : 17BB3MC06

Credits: 4

COURSE OUTCOMES:

- ❖ Obtain basic ideas about costing accounting.
- ❖ Craft the importance of maintain various inventory level.
- ❖ Give the knowledge about pricing of materials FIFO, LIFO, HIFO.
- ❖ Get the awareness about the marginal costing and Break even analysis.
- ❖ Acquire the awareness about the process costing.

UNIT I

Cost Accounting - meaning - distinction between cost Accounting and Management Accounting - objectives of cost accounting - difficulties in installing costing system - cost control - cost Audit - methods of cost - types of costing - elements of cost - preparation of cost sheet. **(15 Hours)**

UNIT II

Store keeping - functions of store - minimum stock level - maximum stock level - re-order level - danger level - EOQ - ABC Analysis - Inventory system - periodic and perpetual system-Bin card- stores ledger. **(15 Hours)**

UNIT III

Issue procedure - pricing of materials - first in first out - last in first out - Highest in first out - simple average - weighted Average. **(15 Hours)**

UNIT IV

Marginal costing - meaning - basic problems in marginal costing - break even analysis. **(15 Hours)**

UNIT V

Processes costing - meaning - difference between processes costing and job costing - feature - costing procedure - losses and gains in process - normal loss - abnormal losses - abnormal gain. **(15 Hours)**

COURSE BOOK:

R. S. N. Pillai and Bhagavathy, Cost Accounting, 2013, S. Chand & Company Ltd.

BOOKS FOR REFERENCE:

1. S.P. Jain and K.L. Narang, Advanced Cost Accounting, 2015, Kalayani Publishers.
2. N. K. Prasad, Cost Accounting Principles and Problems, 2012, S. Chand & Company Ltd..
3. S. P. Iyyangar, Cost Accounting, 2012, S.Chand & Company Ltd.

QUANTITATIVE TECHNIQUES - I

Semester: III

Hours: 5

Code : 17BB3AC03

Credits: 4

COURSE OUTCOMES:

- ❖ Gain knowledge to measure and analysis the central tendency from various data's.
- ❖ Explicate the information in calculating Dispersion and Skewness.
- ❖ Identify the relationship among various variables and interpret them in a way that helps the manager in decision making.
- ❖ Measure the cost of living index and wholesale price index with various tools.
- ❖ Analysis and identify the product seasonal variation.

UNIT I: MEASURES OF CENTRAL TENDENCY:

Meaning - Mean - Median - Mode - Geometric Mean - Harmonic Mean - Weighted Arithmetic Mean - Correction of wrong Arithmetic Mean - Combining mean of two or more distribution. **(15 Hours)**

UNIT II: MEASURES OF DISPERSION AND SKEWNESS:

Range - Interquartile range - Mean deviation - Standard deviation - Combined Standard deviation skewnees - Karl Pearson's co-efficient of skewness - Bowley's co- efficient of skewness - Kelly's co efficient of skewness. **(15 Hours)**

UNIT III: CORRELATION AND REGRESSION ANALYSIS:

Correlation - meaning - types - Karl Pearson's co-efficient of Correlation - Rank Correlation - Regression - Meaning - Regression Equation. **(15 Hours)**

UNIT IV: INDEX NUMBERS:

Meaning - Types - Simple aggregates, Weighted aggregate - Test of consistency of Index numbers - Fixed base - Chain base - Base shifting - Cost of living index - Family budget. **(15 Hours)**

UNIT V: TIME SERIES:

Meaning - Uses - Components - Measurement of trend - Free hand method - Semi average method - Moving average method - Method of Least Square - Measurement of Seasonal Variation - Simple average method. **(15 Hours)**

COURSE BOOK:

M. Manoharan, Statistical Methods, 2004, Palani Publications.

BOOKS FOR REFERENCE:

1. R.S.N. Pillai & V. Bagavathi, Statistics, 2010, S. Chand &Company (Pvt.) Ltd..
2. Harry Frank & Steven C. Athoen, Statistics Concepts & applications, 1997, Cambridge University Press.
3. S.P. Gupta, Statistical Methods, 2014, Exclusive Publication.

ENVIRONMENTAL STUDIES

Semester: III

Hours: 2

Code : 17ES3GS01

Credits: 2

COURSE OUTCOMES:

- ❖ Recall the components of our planet earth.
- ❖ Elucidate and understand the importance of Natural resources.
- ❖ Summarise the energy status of the environment.
- ❖ Acquire knowledge on the conservation of our environment.
- ❖ Analyse the significance of water and climate towards sustainable development.

UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance - Need for public awareness **(2 Hours)**

UNIT II: NATURAL RESOURCES

Classification of Resources: Renewable and non - renewable resources - Forest resources, water resources, mineral resources, food resources, energy resources, Land resources - associated problems; Role of an individual in conservation of natural resources - Equitable use of sources for sustainable life styles. **(8 Hours)**

UNIT III: ECOSYSTEMS

Concept of an ecosystem - Structure and function of an ecosystem - producers, consumers and decomposers - Energy flow in the ecosystem - Food chains, food webs and ecological pyramids - Introduction, types, characteristic features, structure and function of the following Eco system: Forest, grass land, desert and aquatic. **(6 Hours)**

UNIT IV: 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, Role of an individual in prevention of pollution. **(8 Hours)**

UNIT V: SOCIAL ISSUES AND THE ENVIRONMENTS

From unsustainable to sustainable development - Urban problems related to energy Water conservation, rain water harvesting, water shed management, Resettlement and rehabilitation of people, its problem and concerns, case studies, Environmental ethics, Climate change, global warming, acid rain and ozone layer depletion, nuclear accidents and holocaust, case studies. Waste land reclamation. Environmental protection act, air act, water act, wild life protection act.

(6 Hours)

FIELD WORK

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

COURSE BOOK:

Murugesan, R., (2007). Environmental science and Engineering, Millenium publication, Madurai.

UNIT I : Section - 1.1 & 1.2

UNIT II : Section - 1.3 to 1.37

UNIT III : Section - 2.1 to 2.7 & 2.10 to 2.27

UNIT IV : Section - 3.1 to 3.37

UNIT V : Section - 4.1 to 4.17

Note: Tamil Version for Tamil Literature and History Tamil Medium Students.

DESKTOP PUBLISHING - LAB (Stream A)

Semester: III

Hours: 2

Code : 17AE3SK03

Credits: 2

COURSE OUTCOMES:

- ❖ Create documents with different formatting styles.
- ❖ Design an advertising page.
- ❖ Know the application of graphical actions, tools and effects.
- ❖ Design, Draw and Edit through Corel Draw.
- ❖ Acquire knowledge to create logos and various types of print designs.

PAGE MAKER

1. Page set up in page maker.
2. Design Company Advertisements.
3. Design an identity card.
4. Design a marriage invitation which contains the text both in English and Tamil.
5. Design a prospectus for your college.
6. Design visiting cards for sales promotion manager.
7. Design sales promotion pamphlet.
8. Design a catalogue for a furniture shop.

COREL DRAW

1. Design a Greeting Card in Corel Draw.
2. Design a Wedding Card in Corel Draw.
3. Design a Logo in Corel Draw.

பொதுத்தமிழ் - பழந்தமிழ் இலக்கியம்

பருவம்: நான்கு

குறியீடு: 17GT4GS04

நோக்கம்:

- ❖ பழந்தமிழ் இலக்கிய வளங்களை அறிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கியங்களின் சமூகநிலையைப் புரிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கியத்தின் தனித்தன்மையை அறிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கியத்தில் காணப்படும் நயங்களைத் தெரிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கிய ஆசிரியர்களை அடையாளம் காண்பர்.

அலகு 1: சங்க இலக்கியங்கள் - எட்டுத்தொகை

1. நற்றிணை (2 பாடல்கள்)

“சுரும்புண விரிந்த கருங்கால்...” - குறிஞ்சி

“தொல்கவின் தொலையத்...” - பாலை

2. குறுந்தொகை (4 பாடல்கள்)

“மாசறக் கழீஇய...” - குறிஞ்சி

“ஐயவி யன்ன சிறுவீ...” - மருதம்

“கடும்புனல் தொடுத்த...” - நெய்தல்

“முட்டு வேன்கொல்...” - பாலை

3. கலித்தொகை (1 பாடல்)

“வேங்கை தொலைத்த வெறிபொறி.....” - குறிஞ்சிக்கலி தோழிகூற்று

4. அகநானூறு (2 பாடல்கள்)

“வயங்கு வெள்.....” குறிஞ்சி

“கார்பயம் பொழிந்த.....” முல்லை

5. புறநானூறு (2 பாடல்கள்)

“கழிந்தது பொழிந்தென.....”

“பன்மீன் இமைக்கும்.....”

அலகு 2: பத்துப்பாட்டு

முல்லைப்பாட்டு முழுவதும்

அலகு 3: நீதி நூல்கள்

1. திருக்குறள் : அறத்துப்பால் - பொறையுடைமை, அழுக்காறாமை

2. நாலடியார் : அறத்துப்பால்

துறவு: “விளக்குப்புக.....”

ஈகை: “இல்லா விடத்தும்.....”

அலகு 4: இலக்கணம்

வல்லெழுத்து மிகும் இடம், மிகா இடம்

இலக்கிய வரலாறு

சங்க காலம், சங்கம் மருவிய காலம் தொடர்பான இலக்கிய வரலாறு.

நேரம்: 5

புள்ளி: 4

அலகு 5: வணிகத்தமிழ் -அறிவியல் தமிழ்

கடல் நாகரிகம் - கடல் வாணிபம் - பக்: 233-241

உடல் அறிவியல் - பக்: 75-88

பாடநூல் :

தமிழ்த்துறை வெளியீடு, ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி. பெரியகுளம்.

பார்வைநூல்கள்:

1. வ.த. இராமசுப்பிரமணியம் (உ.ஆ) - நற்றிணை, திருமகள் நிலையம், சென்னை-17.
முதற்பதிப்பு - 2009.
2. புலவர் துரைஇராசாராம் (உ.ஆ) - குறுந்தொகை,
முதற்பதிப்பு 2008.
திருமகள் நிலையம், சென்னை - 17.
3. முனைவர்.அ.விசுவநாதன் (உ.ஆ) - கலித்தொகை,
நியூசெஞ்சுரி புகழ்வுஷ், சென்னை - 98.
முதற்பதிப்பு 2007.
4. வ.த. இராமசுப்பிரமணியம் (உ.ஆ) - அகநானூறு,
திருமகள் நிலையம், சென்னை -17.
முதற்பதிப்பு 2009.
5. வ.த. இராமசுப்பிரமணியம் (உ.ஆ) - புறநானூறு,
திருமகள் நிலையம், சென்னை - 17.
முதற்பதிப்பு 2008.
6. முனைவர்.இரா.மோகன் (உ.ஆ) - பத்துப்பாட்டு,
பாவையிரிண்டர்ஸ், சென்னை 14,
முதற்பதிப்பு - 2004.
7. எஸ். கௌமாரீஸ்வரி (ப.ஆ) - திருக்குறள் பரிமேலழகர் உரை
சாரதா பதிப்பகம், சென்னை - 600 014,
முதற்பதிப்பு - 2002.
8. எஸ். கௌமாரீஸ்வரி (ப.ஆ) - பதினெண்கீழ்க்கணக்கு நூல்கள்
சாரதா பதிப்பகம், சென்னை - 14,
முதற்பதிப்பு - மார்ச் - 2009.
9. எம்மார். அடைக்கலசாமி - தமிழ் இலக்கிய வரலாறு
ராசிபதிப்பகம்,
சென்னை - 73, பதிப்பு 35. 2002.
10. மாத்தளை சோமு - வியக்கவைக்கும் தமிழர் அறிவியல்,
உதகம், திருச்சி
முதற்பதிப்பு 2005.
11. மணவை முஸ்தபா - காலம் தேடும் தமிழ்,
மீரா பதிப்பகம், சென்னை - 40, 1993.

LANGUAGE THROUGH LITERATURE - IV

STREAM A

Semester: IV

Hours: 6

Code : 17GE4GSA4

Credits: 3

COURSE OUTCOMES:

- ❖ Employ knowledge of literary traditions to produce imaginative writing
- ❖ Analyze and interpret literature
- ❖ Develop their English language skills continuously
- ❖ Develop their appreciation for the purpose and pleasure of poetry and drama
- ❖ Conduct self-evaluation about their own language learning processes

UNIT I: PROSE

30 Hours

1. Character is Destiny - S.Radhakrishnan
2. Why the Sea is Salt - Great Legends

UNIT II: POETRY

30 Hours

1. La Belle Dame Sans Merci - John Keats
2. The Last Ride Together - Robert Browning.
3. Goodbye Party for Miss. Puspha T.S - Nissim Ezekiel

UNIT III: SHORT STORY

15 Hours

1. Valiant Vicky - Flora Annie Steel
2. The Conjuror's Revenge - Stephen Leacock

UNIT IV: ONE ACT PLAYS

1. Mother's Day - J.B. Priestly
2. The Game of Chess - Kenneth Sawyer Goodman

UNIT V: WRITING SKILLS

15 Hours

1. Minutes Writing
2. Book Review
3. Essay Writing
4. Prepositions
5. Conjunction

COURSE BOOKS:

1. Limelight - 4 (An Anthology of Prose, Short Story and One Act Plays)
2. Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners*. Chennai: New Century Book House (P) Ltd, 2016.Print.

LANGUAGE THROUGH LITERATURE - IV-17GE4GSA4

STREAM A

QUESTION PATTERN

Time: 3 Hours

Marks: 60

- I. Choose the best answer
(From Unit I and II) 10X1=10
- II. Answer any two of the following in a Paragraph of 100 words each.
(Two out of four from Unit I, & II) 2X5=10
- III. Answer any two of the following in an essay of 300 words each.
(Two out of four from Unit I , II, III & IV) 2X10=20
- IV. Answer any two of the following questions from unit V 2x5=10
1. Minutes Writing
 2. Book Review
 3. Essay Writing
- V. Fill in the blanks.
1. Prepositions 5x1=5
 2. Conjunction 5x1=5

LANGUAGE THROUGH LITERATURE - IV
STREAM B

Semester: IV

Hours: 6

Code : 17GE4GSB4

Credits: 3

COURSE OUTCOMES:

- ❖ Read and understand language and description of topics from a variety of texts.
- ❖ Write describing impressions, feelings and experiences and to write about familiar topics.
- ❖ Understand familiar topics and be able to understand speech on a variety of subjects such as work, school, leisure and the main points when listening to current affairs.
- ❖ Talk about familiar topics and to give explanations and reasons for opinions, past actions and future plans.
- ❖ Understand and apply in everyday contexts, including the use of nouns, adjectives, verbs, prepositions, tenses, sentence structure and phrases.

UNIT I: PROSE

30 Hours

1. C. Rajagopalachari - First Anniversary of Gandhiji's Death
2. J.C. Hill - Good Manners
3. James Thurber - University Days

UNIT II: POETRY

15 Hours

1. Sarojini Naidu - Conquest
2. D.H. Lawrence - Money Madness
3. Robert Frost - Mending Wall

UNIT III: DRAMA

15 Hours

Select Scenes from "The Merchant of Venice" by William Shakespeare.

1. The Opening Scene
2. The Casket Scene
3. The Trial Scene

UNIT IV: GRAMMAR

15 Hours

1. Question Tag
2. Negative Sentences

UNIT V: COMMUNICATION SKILLS

15 Hours

Information Transfer and E Language Communication

COURSE BOOKS:

1. "Variety of English for Effective Communication" - Book IV - Ed. Dr. A. Shanmugakani, Madurai: Manimekala Publishing House, 2012.
2. Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners*. Chennai: New Century Book House (P) Ltd, 2016. Print.

LANGUAGE THROUGH LITERATURE - IV - 17GE4GSB4

STREAM B

QUESTION PATTERN

Time: 3 Hours

Marks: 60

- | | |
|---|---------|
| I. Choose the best answer
(From Unit I and II) | 10x1=10 |
| II. Match the Following
(Vocabulary items from Unit I) | 5x1=5 |
| III. Answer any two of the following in a Paragraph of 100 words each.
(Two out of four from Unit I, II & III) | 2x5=10 |
| IV. Answer any two of the following in an essay of 300 words each
(Two out of four from Unit I, II & III) | 2x10=20 |
| V. Rewrite the following as directed. (From Unit IV) | |
| 1. Question Tag | 2X1=2 |
| 2. Negative Sentences | 3X1=3 |
| VI. Answer the following questions
(From unit V) | 2x5=10 |
| a) Interpreting charts and making observations. | |
| b) Reading passage and putting the information in graphic form. | |

HUMAN RESOURCE MANAGEMENT

Semester: IV

Hours: 8

Code : 17BB4MC07

Credits: 6

COURSE OUTCOMES:

- ❖ Provide detailed idea about how HRM ensures the availability of a competent and willing workforce to the organization.
- ❖ Impart the knowledge of HR planning and how to achieve the objectives of estimating potential human requirements in the organization.
- ❖ ensure the importance of recruitment of Human Resource.
- ❖ Insist on providing training and analyse individual performance with various techniques in the organization.
- ❖ Utilize the knowledge about the job evaluation.

UNIT I

Human resource - meaning - definition - Human Resource Management - meaning - definition - concept, objectives, scope, and importance - personnel departments and its functions. **(24 Hours)**

UNIT II

Human Resource planning - objectives and its importance - problems in Human Resource planning - forecasting demand for employees. **(24 Hours)**

UNIT III

Recruitment - meaning - definition - internal and external recruiting - Methods of interview - Evaluation of recruitment - selection tools and procedures. **(24 Hours)**

UNIT IV

Training - meaning - definition - scope - types of training - benefits of training - training methods - performance appraisal - meaning and purpose - performance appraisal - methods and techniques of performance appraisal with its limitations. **(24 Hours)**

UNIT V

job Evaluation - meaning - definition - objectives - merits and demerits of job evaluation - methods of job evaluation - wage and salary administration - meaning - concept - objectives - essentials of sound and salary structure - compensation structure in India. **(24 Hours)**

COURSE BOOK:

C.B. Gupta, Human Resource Management, 2014, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. L.M. Prasad, Human Resource Management, 2014, Sultan Chand & Sons.
2. K. Aswathappa, Human Resource Management, 2017, McGraw Hill Publication.
3. S.S. Khanka, Human Resource Management, 2015, S. Chand Publication.

QUANTITATIVE TECHNIQUES - II

Semester: IV

Hours: 5

Code : 17BB4AC04

Credits: 4

COURSE OUTCOMES:

- ❖ Apply the basic knowledge of mathematical skills, set theory in business operations.
- ❖ Identify an unknown variable through various binomial distribution.
- ❖ Solve an equation through various techniques and tools.
- ❖ Apply the concept of probability for various business decision making.
- ❖ Analyses the data and apply various tools to ascertain the probability of distribution.

UNIT I: THEORY OF SETS:

Representation of Sets - Types of Sets - Venn Diagrams - Sets operations - Union - Intersection of sets - complement of a set - difference of two sets - Symmetric difference - Theorems - De-Morgan's Law. **(15 Hours)**

UNIT II: BINOMIAL THEOREM AND APPLICATIONS:

Binomial Expansion - Binomial theorem for positive integral index. **(15 Hours)**

UNIT III: QUADRATIC EQUATION:

Quadratic equation - pure quadratic - Affected quadratic equations - Relationship between the roots and the co-efficient of the equation - Formation of quadratic equation. **(15 Hours)**

UNIT IV: PROBABILITY:

Permutation and combination - Terminology - probability measure classical or priori probability - Empirical approach - Addition theorem - multiplication theorem - Conditional probability - Baye's theorem - Mathematic Expectation. **(15 Hours)**

UNIT V: THEORETICAL DISTRIBUTOR:

Random variables - Discrete and continuous distributions - Binomial distribution - Poisson distribution - Fitting a Poisson distribution - Fitting a Binomial distribution - normal curve - Fitting a normal curve. **(15 Hours)**

COURSE BOOK:

M. Manoharan, Business Mathematics, 2004, Palani Publication.

BOOKS FOR REFERENCE:

1. P.Prince Dhanaraj, R.Bagavathi Muthu, Mathematical Methods I, 2005, D.D. Publications, Madurai.
2. V. Sundaresan, S. D. Jeyaseelan, An Introduction to Business Mathematics, 2010, S.Chand & Company Ltd..
3. Dr. N. Agarwal, Dr.Sonia Agarwal, Quantitative Techniques, 2010, RBD Professional Publications.
4. D.C. Sancheti, V.K. Kapoor, Business Mathematics, 2014, Sultan Chand Publication.

INDUSTRIAL RELATIONS

Semester: IV

Hours: 4

Code : 17BB4CE1A

Credits: 3

COURSE OUTCOMES:

- ❖ Enhances the modern industrial relations and government initiative.
- ❖ Germinate trade union voices, demands, operational procedure, accountability towards state and employee perse.
- ❖ Cognize the mechanism methodologies and smooth functioning alternate disputes resolutions.
- ❖ Evolve various types of employee and their councils.
- ❖ Widen the scope of work etiquette and effective grievances', redressal mechanism.

UNIT I

Industrial relation: Definitions and concept - objective - scope - Approaches to industrial relations - Role of government, Role of management. **(12 Hours)**

UNIT II

Trade union - definition, objectives, functions and role - problems payment of wages act objective- scope. **(12 Hours)**

UNIT III

Collective Bargaining: concept - features - principles - forms - content and coverage of collective Bargaining agreement. **(12 Hours)**

UNIT IV

Workers participation in management - meaning - objective- forms of workers participation in management - councils - various types of councils - joint councils - plant council - unit council - shop council **(12 Hours)**

UNIT V

Discipline: Definition - causes of in discipline - principles of discipline - disciplinary procedure - grievances - meaning - causes - principles of grievances handling - steps and procedures for settlement. **(12 Hours)**

COURSE BOOK:

C. B. Mamoria, Dynamic of Industrial relations, 2016, Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. Vidhyadhar Agnihotri, Industrial Relations in India, 2010, Digitalized Atmaram Publication.
2. M. R. Sreenivasan, Industrial Relations & Labour Legislation, 2011, Margham Publication.
3. Satish Mamoria, C. B. Memoria, S.V.Gankar, Dynamic of Industrial Relations 2010, Himalaya Publishing House.

ADVERTISING MANAGEMENT

Semester: I V

Hours: 4

Code : 17BB4CE1B

Credits: 3

COURSE OUTCOMES:

- ❖ Know the role of Advertising in marketing mix.
- ❖ Get the facts about various advertising and its uniqueness with publicity, propaganda, personal selling, and sales promotion.
- ❖ Imbibe the information's about visualization technique and effects of slogans.
- ❖ Obtain the knowledge about advertising layout and its effectiveness.
- ❖ Attain the awareness about the advertising agencies.

UNIT I

Advertising - meaning - definition - features - role of advertising in the marketing mix **(12 Hours)**

UNIT II

Reason for advertising - types of advertising - distinction between advertising, publicity, propaganda, personal selling, and sales promotion. **(12 Hours)**

UNIT III

Construction of an effective advertisement - visualization - technique of visualization - copy of writing - print copy - head lines - body copy - slogans - characteristics of a good slogan - different types of copy. **(12 Hours)**

UNIT IV

Layout - meaning - layout of advertisement - requisites of an effective layout. **(12 Hours)**

UNIT V

Advertising agency - meaning - Advertising departments - functions of advertising manager - functions of advertising agencies. **(12 Hours)**

COURSE BOOK:

S.A Chunawalla, Advertising an Introductory Text, 2005, Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. S. A Chunawalla, Advertising, Sales and Promotion Management, 2016, Himalaya Publishing House.
2. S. Shyam Prasad & Sumit Kumar, Advertising Managrment, 2009, Ramesh Book Depot.

EXPORT MANAGEMENT

Semester: IV

Hours: 2

Code : 17BB4SK04

Credits: 2

COURSE OUTCOMES:

- ❖ Accredit the domestic preparation methods towards effective export.
- ❖ Insists the importance of tariff and non-tariff promotion & barriers in international trading.
- ❖ Acquire facts about functioning routine and subroutine import practices.
- ❖ Spring up the ideology rationale, challenges, solutions in Indian import Licensing policy.
- ❖ Explicate India's foreign trade policy.

UNIT I: PREPARATION FOR EXPORTS

Registration - IEC, EPC, CENTRAL EXCISE, Category of Export Physical Direct & Indirect, Deemed Export, Category of Exporters - Manufacturers / Merchant Exporters - (1) General (2) EOU (3) SEZ (4) EH/ TH/STJ.

UNIT II: EXPORT BENEFITS

Duty Drawback, Advances Licensing CENVAT, Sales Tax Exemption, IPRS, Excise Clearance Benefit / Rebate, Income Tax Benefit.

UNIT III: IMPORT PROCEDURES

Import Management in a developing economy; Import Procurement Planning; Registration of factories with concerned authorities DGTD, SSE, in relation to import of Capital Goods; Identification, Selection and Evaluation of Suppliers; Purchase Contract, Terms of Delivery and Payment.

UNIT IV: IMPORT LICENSING POLICY

Advance License; Duty Exemption Scheme Role of Clearing and Forwarding Agents Customs Duty, Customs Valuation rules Documents for Customs clearance of import consignment. Customs clearance of Import Cargo by Sea, Air, Post Marine Insurance Transport till destination.

UNIT V: EXPORT - IMPORT POLICY 2002 - 2007

Procedures and Documentation, GSP Rules of Origin, ECGC, Exim Bank / Lines of Credit; Documents prescribed by some importing countries; Trade Fair Authority Exhibitions / International Exhibition / FIEO/ ITPO / L/C, B/L etc..

COURSE BOOK:

Nabhi, "New Import Export Policy and Handbook of Procedures", 2009, Oskar Publication.

BOOKS FOR REFERENCE:

1. Balloun, R.H, Business Logistics Management, 2011, Sultan Chand Publication.
2. Arora R.S, Practical Guide to the Foreign Trade of India, 2010, Vijay Nicole imprints Pvt. Ltd..
3. Ministry, Commerce and Industry, Hand Book of Procedures, 2014, Volume I & II, GOI, New Delhi.
4. Johnson, Thomas E., "Export/Import Procedures and Documentation", 2010 New York, AMACOM.

OPERATIONS MANAGEMENT

Semester: V

Hours: 6

Code : 17BB5MC08

Credits: 5

COURSE OUTCOMES:

- ❖ Upraise various production techniques and procedures associated with it.
- ❖ Modernize the existing knowledge about production planning and control.
- ❖ Enhance the facts on up keeping quality control and their feedback mechanism.
- ❖ Amplify the resource allocation, utilization quality inventory techniques.
- ❖ Develop the facts and scope about quality management, standardization in industrial production.

UNIT I

Production management - meaning - scope - problems - plant location - factors affecting location - country, town, sub urban - plant layout and types - principle - process. **(18 Hours)**

UNIT II

Production planning and control - meaning - objectives - definition - techniques of production control. **(18 Hours)**

UNIT III

Maintenance - types of maintenance - aims - quality control - objectives - importance - inspection - types of inspection. **(18 Hours)**

UNIT IV

Material management - meaning - Definition - importance of materials management - the integrate MM concept - inventory control and its tool - EOQ - ABC, VED, FSN analysis. **(18 Hours)**

UNIT V

TQM - Meaning - definition - principles - implementation - barriers - benchmarking - meaning - reason to benchmarking - benchmarking process. **(18 Hours)**

COURSE BOOK:

M. M. Varma, Production Management, 2007, Sultanchand & Sons.

BOOKS FOR REFERENCE:

1. P. Saravanavel & S. Sumathi, Production and Material management, 2012, Himalaya Publications.
2. M.M. Varma, Material Management, 2012, Sultan Chand & Sons.
3. Bhaskar, Total Quality Management, 2011, Himalaya Publications.

LEGAL ASPECTS OF BUSINESS

Semester: V

Hours: 6

Code : 17BB5MC09

Credits: 5

COURSE OUTCOMES:

- ❖ Understand the essential elements of Indian contract act 1872
- ❖ Know about privity of contract and law relating to agreement
- ❖ Acquire the knowledge about free consent and coercion
- ❖ Impart the knowledge of sale of goods act 1930.
- ❖ Learn the basic concepts in carriage of goods act and apply in the practice

UNIT I

Indian contract Act 1872: Definition - Essential elements of a valid contract - classification of contract - conditions or rules regarding offer and acceptance - kinds of offer - revocation of offer and acceptance. **(18 Hours)**

UNIT II

Consideration - rules of consideration - privity of contract - exceptions to the privity of contract - exception for contract without consideration - capacity to contract - minor - law relating to Minors agreement - persons of unsound mind - person disqualified by law. **(18 Hours)**

UNIT III

Free consent - meaning and definition - coercion - essentials of coercion - threat to commit suicide - difference between coercion and duress - undue influence - meaning - contract with pardhanishin women - misrepresentation - meaning - fraud - essential elements of fraud - mistake - kinds of mistake. **(18 Hours)**

UNIT IV

Sale of goods Act 1930: Definition - formation of contract of sale - sale and agreement to sell - sale and hire purchase agreement - sale and barter or exchange - sale and bailment - subject matter of contract - classification of goods - document of title to goods - condition and warranties. **(18 Hours)**

UNIT V

Carriage of goods act: Carriage by land - responsibility of railway as carriers - carriage by sea - contract of affreightment - charter party - bill of lading - carriage by air - liability of air carrier - document of carriage - carriage by sea . **(18 Hours)**

COURSE BOOK:

R.S.N. Pillai & Bhagwathi, Business Law, 2011, S.Chand and Company.

BOOKS FOR REFERENCE:

1. N.D. Kapoor, Business Law, 2009, Sultan Chand and Sons.
2. P.C. Tulsian, Business Law, 2007, Tata McGraw Hill Publishing.
3. S. Kathiresan Dr.V. Radha, Business Law, 2013, Prasanna Publishers.

ACCOUNTING PACKAGE (LAB)

Semester: V

Hours: 6

Code : 17BB5MC10

Credits: 5

COURSE OUTCOMES:

- ❖ Know the basic knowledge of computerized accounting and group creation.
- ❖ Enabling them to get ideas about voucher preparation and Bank Reconciliation statement.
- ❖ Maintaining inventories.
- ❖ Get an knowledge about Purchase order and sales order.
- ❖ Acquire the current knowledge about pay roles and taxes.

UNIT I

Introduction to Tally - Selecting a company - shutting a company - Altering a company - accounting information - Groups - managing groups - single group - multiple groups - ledgers - multiple ledgers - Cost categories - Cost Centers - interest calculation. **(18 Hours)**

UNIT II

Vouchers - creating vouchers - displaying and altering vouchers - control vouchers - purchase vouchers - sales vouchers - payment - receipt - and journal vouchers - Bank Reconciliation statement. **(18 Hours)**

UNIT III

Inventory management - stock groups - stock categories - stock items - types of inventory Vouchers - receipt note vouchers - delivery note voucher - rejection out voucher - stock journal voucher - price list. **(18 Hours)**

UNIT IV

Purchase Orders - Creates a purchase order - altering a purchase order - deleting a purchase order - sales orders - deleting a sales order - invoices reports - trial balance - profit and loss A/C - balance sheet. **(18 Hours)**

UNIT V

Pay roll in tally - collected at source - tax deducted at sources - service tax. **(18 Hours)**

PRACTICAL LIST

1. Creation of Groups, Ledger, Single and Multiple.
2. Vouchers creation.
3. Creation of Ledger Accounts and Preparation of Trial Balance, Trading and Profit and Loss Account and Balance sheet.
4. Preparation of final accounts with adjustments.
5. Bank reconciliation statement.
6. Creation of Cost Category and Cost Centers.
7. Creation of stock groups, stock category and stock items.
8. Purchase order and sales order.
9. Price List.
10. Interest calculation.
11. Pay roll.
12. Tax deducted at source.
13. Tax collected at source.

COURSE BOOK:

Dr. Namrata Agrawal, Tally 9, 2013, Dreamtech Press.

BOOKS FOR REFERENCE:

1. Vikas Gupta, Tally 9, 2014, Dreamtech Press.
2. K.K. Nandhini, "Implementary Tally 6.4", 2016, BPB Publications, New Delhi.
3. K.K.Nandhani and A.K. Nandhani, Real Accounting Software, 2015, BPB Publications, New Delhi.

MARKETING MANAGEMENT

Semester: V

Hours: 6

Code : 17BB5MC11

Credits: 5

COURSE OUTCOMES:

- ❖ Understand the concept of Modern marketing.
- ❖ Identify the customer and segment their product market.
- ❖ Analyses the demand of their product in market and plan their product accordingly.
- ❖ Conduct market research and prepare the cost budget to fix the price for the product.
- ❖ Identify various medias of advertisement and prepare advertisement copy.

UNIT I

Meaning and definition of marketing - objectives of marketing - Importance of marketing - meaning definition and essentials of modern marketing concept. **(18 Hours)**

UNIT II

Meaning and definition of marketing management - nature and scope and importance of marketing management - market segmentation - Importance or benefits of market segmentation - elements of market segmentation. **(18 Hours)**

UNIT III

Product characteristics and classification of product - product mix. Factors determining the product mix - product life cycle, product planning - new product. **(18 Hours)**

UNIT IV

Branding - reason for branding the product, characteristics and kinds of brand - packing and labeling, Pricing - meaning - factors influencing pricing - kinds of pricing - basic pricing policy - channels of distributions - basic channels of distributions. **(18 Hours)**

UNIT V

Advertising - meaning and definition of advertising - benefits- kinds of advertising - advertising copy - advertising media - classification - press advertising - radio advertising - film and T.V advertising. **(18 Hours)**

COURSE BOOK:

Kathiresan, Dr. Radha, Marketing Management, 2013, Prasanna Publishers.

BOOKS FOR REFERENCE:

1. Philip Kotler and Gary Armstrong, Principles of Marketing, 2017, Prentice Hall of India Pvt. Ltd..
2. M.Ramasamy & Namakumari, Marketing Management, 2017, McGraw Hill Education.
3. Dr. C. B. Gupta, Dr. N.Rajan Nair, Marketing Management, 2016, Sulthan Chand Publications.

RESEARCH METHODOLOGY

Semester: V

Hours: 4

Code : 17BB5CE2A

Credits: 3

COURSE OUTCOMES:

- ❖ Have the knowledge about the concept of Research Methodology.
- ❖ Elaborate the various techniques that are used in Research.
- ❖ Acquire knowledge about the different methods of Data collection in research.
- ❖ Impart the knowledge of how the data is collected for research and further processed.
- ❖ Acquire facts and information about data analysis and report writing.

UNIT I

Research methodology - Meaning - Need and Scope - Types - Research design - Different Research designs. **(12 Hours)**

UNIT II

Sample Designing - Steps in sampling design - Different Types of sample designs - Characteristics of Good Design. **(12 Hours)**

UNIT III

Data Collection - Sources and Uses of Data Collection - Methods of data collection - Survey, Personal interview, telephone survey, mailed questionnaire, observation and experimentation, difference between questionnaire and interview. **(12 Hours)**

UNIT IV

Data Processing - Editing - Tabulation - Major parts of table - Graphical representation of data - General rules and types - Line Graphs, Bar charts and Pie Diagram. **(12 Hours)**

UNIT V

Data Analysis - Data Analysis- important types and its interpretation - Report writing - Report format - Evaluation of the Research report. **(12 Hours)**

COURSE BOOK:

Peer Mohamed, Research Methodology, 2008, Pass Publications.

BOOKS FOR REFERENCE:

1. C.R. Kothari, Research Methodology, 2004, New Age International Publishers.
2. R. Cauvery & Co., Research Methodology, 2005, S. Chand Co. Ltd..
3. Dr.P.C. Tripathi, Research Methodology in Social Sciences, 2005, Sultan Chand & Sons.

RETAIL MARKETING

Semester: V

Hours: 4

Code : 17BB5CE2B

Credits: 3

COURSE OUTCOMES:

- ❖ Get introduction of retailing and its needs.
- ❖ Know the ideas about Functions of retailing and its types.
- ❖ Gain the Details about Branding.
- ❖ Expand the Knowledge in Retail communication.
- ❖ Improve the sales promotions.

UNIT I

An introduction of retailing: Definition of retailing - Retail marketing need for strategic approach - Importance of retailing. **(3 Hours)**

UNIT II

Functions of retailing - characteristics of retailing - types of retailers - fixed shop retailers - small scale retailers - large scale retailers. **(3 Hours)**

UNIT III

Branding in retailing - definition of brand - brand proposition - brand image - brand identity - brand name - brand awareness - successful brand - own brand. **(3 Hours)**

UNIT IV

Retail communication - definition - promotional advertising - window display - interior display - show room - exhibition (trade show). **(3 Hours)**

UNIT V

Sales promotion - objectives - kinds of sales promotion - consumer sales promotion - dealer's sales promotion - sales force promotion. **(3 Hours)**

COURSE BOOK:

Dr. L. Natrajan, Retail Marketing, 2013, Margam Publications.

BOOKS FOR REFERENCE:

1. David Gilbert , Retail Marketing , 2008, Pearson Publications.
2. Sandeep Kumar & Sweta Baksha, Retail Marketing, 2010, A.K.Publications.
3. Barton A Weitz & Ajay Pandit, Retailing Management, 2016, Tata McGraw Hill Publication.

TRAINING AND DEVELOPMENT

Semester: V

Hours: 4

Code : 17BB5CE2C

Credits: 3

COURSE OUTCOMES:

- ❖ Gain the knowledge on the role of training and its importance in an organization.
- ❖ Acquire knowledge about learning concepts and its outcomes.
- ❖ Obtain facts about the various methods used to train the people.
- ❖ Aware about implementing and evaluating training process through emerging technology.
- ❖ Shape their career through various development programme.

UNIT I

Definition of training - concept features significance role of training - historical development of training and development - applying training to organizational effectiveness why is there need for training in industry - organization problems resolved by training. **(12 Hours)**

UNIT II

Learning: Basic concepts - components of learning - principles of learning - learning theory - reinforcement principle - steps in learning - E learning and technology - designing an effective supervisory T & D programme, development of human capacity, challenges in training, learning & training - training policy - Positive outcome of training. **(12 Hours)**

UNIT III

Training methods - lecture methods, audio - visual aids, using films in training programmed learning - discussion methods, case methods, role play, business, games, in-basket exercise, Field training - techniques for training. **(12 Hours)**

UNIT IV

Training process - Assessing training needs - designing training programmes - preparation of trainees - implementation of training - evaluating training and development - follow up training - emerging trends in training for competitive advantage. **(12 Hours)**

UNIT V

Career development: Concepts - Stages - Career development programme - executive development programme - executive development - objective, process employee development - career management - computers in training and development. **(12 Hours)**

COURSE BOOK:

Training Instruments for human resource development - Udaipareek

BOOKS FOR REFERENCE:

1. Personnel Management and Industrial Relations - NG Nair, Lathanairs
2. Effectiveness training - System, Strategies and Practices - P Nick Blanchard & James W. Thacker C

MANAGEMENT INFORMATION SYSTEM

Semester: V

Hours: 4

Code : 17BB5CE2D

Credits: 3

COURSE OUTCOMES:

- ❖ Gain the knowledge about MIS.
- ❖ Acquire knowledge about information system for decision making.
- ❖ Obtain facts about the various information systems in Business.
- ❖ Aware about computers and its effect on MIS.
- ❖ Get basic knowledge about ERP.

UNIT I

Management Information System: Definition - Meaning and objectives of MIS - Framework for MIS organization - Management triangle - Limitations. **(12 Hours)**

UNIT II

Information System for decision making - Transaction Processing System in MIS - Intelligent Support System - Office Automation System. **(12 Hours)**

UNIT III

Information System in Business: Functional areas - Manufacturing Information system - Marketing Information system - Quality Information system - Financial and Accounting Information system - Human Resource Information system. **(12 Hours)**

UNIT IV

Computers and its effect on MIS - System Analysis and Design - Components of SAD - System Development Life Cycle (SDLC). **(12 Hours)**

UNIT V

Enterprise Resource Planning (ERP): Meaning - Enterprise modeling - Flow of information - ERP implementation methodology - Guidelines - ERP software package. **(12 Hours)**

COURSE BOOK:

Management Information System - Gupta AK

BOOKS FOR REFERENCE:

1. Management Information System - James O Brien A
2. Management Information System - Sadgopan S

APTITUDE BUILDING - I

Semester: V

Hours: 2

Code : 17AE5NE01

Credits: 2

COURSE OUTCOMES:

- ❖ Understand the basic concepts of numerical ability.
- ❖ Gain mastery over logical reasoning through concise thinking.
- ❖ Have command over English Language.
- ❖ Acquaint with general knowledge and current affairs.
- ❖ Develop sufficient confidence to face competitive exams and clear it.

UNIT I

Numerical Ability: Numbers - Highest common factor & Least common multiple of numbers - average - Problems on numbers - percentages - Problems on ages - Percentage - Profit and loss - ratio and proportion - Time & work.

UNIT II

Reasoning: Series completion - analogy - coding & decoding - puzzle test - direction sense test - alphabet test - alpha - numeric sequence puzzle - arithmetic reasoning - inserting missing character - logical sequence of words.

UNIT III

English Language: Spotting errors: Articles, Tenses, Nouns, Pronouns, Adjectives, adverbs, Prepositions - Selecting the most suitable word - Synonyms, Antonyms - Spell check - Double blanks in a sentence.

UNIT IV

General knowledge: Computer awareness: Classification, Elements of computing process, Programming languages, Computer memory, Software & Hardware, Operating systems - Banking awareness: Banking Regulation act, Reserve Bank of India, Commercial banks, e-banking, Currency system, Money Market, Banking and Finance, Indian Monetary Policy.

UNIT V

Current affairs: National & International Current Affairs: Economy, Sports, Science & Technology, Polity.

COURSE BOOK:

Course Material prepared by the Staff.

BOOKS FOR REFERENCE:

1. IBPS - VI, Institute of Banking Personnel Selection, Bank Po, Probationary officers/Management trainees Arihant Publications (India) Limited, 2015.
2. A.P. Bhardwaj, General English for Competitive Examinations, Dorling Kindersley (India) Pvt Ltd, New Delhi, 2013.
3. Dr. R.S. Aggarwal, Quantitative Aptitude, S.Chand & Company PVT.LTD, New Delhi, 2013.
4. Dr. R.S. Aggarwal, A Modern Approach to Verbal & Non - Verbal Reasoning, S. Chand & Company PVT.LTD, New Delhi, 2009.

MANAGEMENT ACCOUNTING

Semester: VI

Hours: 6

Code : 17BB6MC12

Credits: 5

COURSE OUTCOMES:

- ❖ Acquire basic knowledge about the functions and scope of Management Accounting
- ❖ Know the ways that helps to compare the profit and loss account and Balance sheet
- ❖ Helps to get awareness about Ratios
- ❖ Know the funds position and cash positions of the concern
- ❖ Acquire professional knowledge about budget

UNIT I

Meaning of management accounting - definition - functions of management accounting - scope of management accounting - distinction between management accounting and financial accounting. **(15 Hours)**

UNIT II

Meaning and types of financial statements - techniques of financial analysis - comparative and common size financial statements. **(15 Hours)**

UNIT III

Ratio analysis - meaning - definition - classification of ratios - problems in ratio's and their purpose. **(15 Hours)**

UNIT IV

Fund flow statement - meaning - fund flow statement and income statement - preparation of fund flow statement with simple adjustments - cash flow statement - meaning - preparation of cash flow statement with simple adjustments - difference between cash flow and fund flow. **(15 Hours)**

UNIT V

Budgetary control - meaning of Budget - classification of budgets - preparation of cash budget - production budget - sales budget, flexible and fixed budgets. **(15 Hours)**

COURSE BOOK:

E. Gordon, N. Jeyaram, N. Sundram, R. Jayachandran, 2013, Management Accounting, Himalaya Publication.

BOOKS FOR REFERENCE:

1. Dr. S.N. Maheswari, Management Accounting, 2012, Sultan Chand & Sons.
2. Dr S.N. Maheswari, Principles of Management Accounting, 2014, Sultan Chand & Sons.
3. R.S.N. Pillai & Bagawathi, Management Accounting, 2010, Sultan Chand & Sons.

ENTREPRENEURSHIP

Semester: VI

Hours: 6

Code : 17BB6MC13

Credits: 5

COURSE OUTCOMES:

- ❖ Experience the startup eco system and their growth strategy.
- ❖ Civilise characteristic challenge and way forward in women entrepreneurs.
- ❖ Evolve the supporting mechanism and various types sickness preventive strategy towards energy of growth (MSME).
- ❖ Enhance the initiation credit support viability and scalability of SSI.
- ❖ Get an idea about project report.

UNIT I

Entrepreneur - definitions - characteristics-function of entrepreneur - types of entrepreneur - coles classification- other classification - entrepreneur and economic development. **(18 Hours)**

UNIT II

Women entrepreneurs - concept of women entrepreneurs - factors influencing the women entrepreneur - types of women entrepreneur - problems of women entrepreneur- remedial measures. **(18 Hours)**

UNIT III

Incentives for small scale units - meaning - objectives - subsidy - tax concession - marketing and export assistance - technical assistance - entrepreneurial development program - objectives. Sickness in small scale industry - definition - signal and symptoms of industrial sickness - magnitude of sickness - causes of industrial sickness - measurer to prevent sickness. **(18 Hours)**

UNIT IV

Starting a small scale industry - business idea - identifying business opportunity - form of ownership - location - land - registration - term loans and working capital - subsidy - machinery - power - insurance - raw material - trial runs - commencement of commercial production. **(18 Hours)**

UNIT V

Project report - meaning - components of project report - contents - importance - reasons for failure of project report - model project report. **(18 Hours)**

COURSE BOOK:

E. Gordon K.Natarajan, Entrepreneur Development, 2009, Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. Dr.V.Balu, Entrepreneurship & Management of Small Business Sri Venkateshwara, 2001, Publications.
2. VasanthDesai, Dynamics of Entrepreneur Development and Management, 2003, Himalaya Publishers.
3. C.B.Gupta & N.P.Srinivasan, Entrepreneurial Development, 2006, Sultan Chand & Sons.
4. S.Anil Kumar, Entrepreneurship Development, 2003, New Age International Publishers.

COMPANY LAW

Semester: VI

Hours: 6

Code : 17BB6MC14

Credits: 5

COURSE OUTCOMES:

- ❖ Get legal knowledge about company.
- ❖ Know about Formation of company and Incorporation of company as per the company act.
- ❖ Acquire information's about legal documents of the company.
- ❖ Legal aspects about company management.
- ❖ Gain legal knowledge about meetings and proceedings.

UNIT I

Definition of company - characteristics of a company - company distinguished from partnership - classification of companies - on the basis of incorporation, liability - number of members - control - ownership - foreign company. **(18 Hours)**

UNIT II

Formation of company - Incorporation of company - certificate of incorporation - promoter - functions of a promoter - legal status of a promoter - fiduciary position - provisional contracts. **(18 Hours)**

UNIT III

Memorandum of association - contents of memorandum - doctrine of ultra vires - articles of association - contents of articles - distinction between articles of association and memorandum of association - doctrine of indoor management - exceptions. **(18 Hours)**

UNIT IV

Membership in a company - members and shareholder - distinction - cessation of membership - rights and liabilities of members - company management - directors - appointment of directors - position of directors - powers, duties and liabilities of directors. **(18 Hours)**

UNIT V

Meetings and proceedings - kinds of meeting - general meetings of shareholders - annual general meeting - extraordinary general meeting - winding up - meaning - modes of winding up. **(18 Hours)**

COURSE BOOK:

N.D. Kapoor, Mercantile Law - 28th edition 2011, Sultanchand & Sons.

BOOKS FOR REFERENCE:

1. N.D. Kapoor, Company Law, 2009, SultanChand & Sons.
2. S. Kathiresan & Dr. V.Radha, Company Law, 2017, Prasanna Publishers.
3. Ashok K.Bagriyal, Company Law, 2015, Vikas Publishing House.

PROJECT - INPLANT TRAINING

Semester: VI

Hours: 6

Code : 17BB6MC15

Credits: 5

COURSE OUTCOMES:

- ❖ Get basic knowledge about company and its various practices.
- ❖ Know about Functions and operations of company.
- ❖ Prepare the reports.
- ❖ Acquire Knowledge to run their own business.
- ❖ Get ethical values in the society through company's CSR.

Two weeks (15 days) practical training is compulsory for all the candidates for the successful Completion of the BBA course.

The Practical training may be arranged during the winter vacation after the V Semester. The training shall be in manufacturing companies which covering all the functional Areas of management such as production, marketing, finance, purchase departments. After the Completion of the training the students have to produce a certificate from the concerned Institution and have to submit the training report in the prescribed format (40 to 50 pages). The Project report has to be submitted at the end of the VI semester.

FINANCIAL INSTITUTIONS AND SERVICES

Semester: VI

Hours: 4

Code : 17BB6CE3A

Credits: 3

COURSE OUTCOMES:

- ❖ Elaborate the role of capital and the money market in the Indian financial system.
- ❖ Awareness about Banking sectors in the economy.
- ❖ Get an overview about Merchant banking and factoring.
- ❖ Kindle the investment habit in various portfolios.
- ❖ Obtain the awareness about various Non banking financial institutions.

UNIT I

Indian Financial System - Money market - Capital market and classification of money and capital markets. **(12 Hours)**

UNIT II

Commercial Banks - Functions of Commercial Banks - Regional Rural Banks - Function of Regional rural banks - Cooperative Banks - Meaning and function of Cooperative Banks and service rendered by Cooperative Banks. **(12 Hours)**

UNIT III

Merchant Banking - Meaning - Services rendered by merchant's bankers - factoring - definition - characteristics of factoring - types of factoring. **(12 Hours)**

UNIT IV

Mutual Funds - Raising funds through mutual funds - Types of mutual funds - Venture capital - Meaning - Definition - Features and methods of evaluations. **(12 Hours)**

UNIT V

Financial Institutions - UTI, LIC, GIC, Non Banking Financial Institutions (NBFI). **(12 Hours)**

COURSE BOOK:

E. Gorden and K. Natarajan, Financial Markets and Institutions, 2004, Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. G. Ramesh, Financial Markets and Institutions, 2006, Baby Concept Publishing Company.
2. Dr. S. Gurusamy, Financial Services & System, 2004, Vijay Nicole Imprints Private Limited.
3. E. Gorden and K. Natarajan, 2008, Banking & Theory 2008, Himalaya Publishing House.

FINANCIAL MANAGEMENT

Semester: VI

Hours: 4

Code : 17BB6CE3B

Credits: 3

COURSE OUTCOMES:

- ❖ Get an idea about profit maximization and wealth maximization.
- ❖ Frame the capital structure and financial structure in the business.
- ❖ Obtain the facts about various techniques that are used for framing the capital budget.
- ❖ Elaborate the working capital and its sources.
- ❖ Get knowledge about various dividend policies.

UNIT I

Financial management - meaning - definition - objectives of financial management - profit maximization - wealth maximization - scope of financial management financial - liquidity vs. profitability. **(12 Hours)**

UNIT II

Capital structure - meaning - definition - capital structure vs. financial structure - patterns of capital structure - point of indifference - determinants of capital structure. **(12 Hours)**

UNIT III

Cost of capital meaning - definition - importance - concept of capital budgeting - meaning - definition - kinds of capital investment proposals - methods of investment evaluation - pay back period method, accounting rate of return - discounted cash flow method - net present value method. **(12 Hours)**

UNIT IV

Working Capital - meaning - definition - need - types of working capital - factors determining working capital - sources of working capital. **(12 Hours)**

UNIT V

Dividend - meaning - definition - nature of dividend decision - dividend policy - meaning - definition - factors influencing Dividend policy - forms of Dividend - bonus shares and its advantages - significance of stability of dividends. **(12 Hours)**

COURSE BOOK:

S.N. Maheswari, Management Accounting & Financial Control, 2012, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. I.M. Pandey , Financial Management, 2016, Vikas Publishing House.
2. Prasana Chandra, Financial Management, 2017, Tata McGraw Hill Publishing.
3. P. Periyasamy, Financial Management, 2017, The McGraw Hill Publishing.

INTERNATIONAL BUSINESS

Semester: VI

Hours: 4

Code : 17BB6CE3C

Credits: 3

COURSE OUTCOMES:

- ❖ Idea about various types of company in global level.
- ❖ Acquire knowledge about various approaches in International Business.
- ❖ Aware about MNC's.
- ❖ Grasp facts about Globalization.
- ❖ Grasp facts about Globalization.

UNIT I

International Business: Introduction - Evolution - Stages of internationalization - Domestic Company, International Company, Multinational Company, global Company, Transnational Company. **(12 hours)**

UNIT II

International Business Approaches - Ethnocentric Approach, Polycentric Approach, Regiocentric Approach, Geocentric Approach - goals of international business. **(12 hours)**

UNIT III

Multinational corporations Definitions - Factors contributed for the growth of MNCs -Advantages and disadvantages of MNCs - Relationship between head quarters and subsidiaries -MNCs in India. **(12 hours)**

UNIT IV

Globalization: Meaning definition- features - stages of globalization - Globalization of market, globalization of production, globalization of investment and technology- advantages of globalization, disadvantages of globalization. **(12 hours)**

UNIT V

World Trade Organization: Introduction -General Agreement on Tariffs and Trade(GATT)- Establishment of WTO -Difference between GATT and WTO - Functions of WTO - Organization structure of the WTO. **(12 hours)**

COURSE BOOK:

P. Subba Rao, 2006, International business, Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. Devendra Thakur, 2009, Globalization and International Business, Pass publication.
2. Thakur D, 2008, International Business for third world countries, Kalyani publication.
3. Alkhafaji A.F, 2003, Competitive global management principle, Sultan Chand & sons.

BRAND MANAGEMENT

Semester: VI

Hours: 4

Code : 17BB6CE3D

Credits: 3

COURSE OUTCOMES:

- ❖ Acquaint the knowledge of brand management.
- ❖ Elaborate the process of strategic brand management.
- ❖ Imbibe the students about how to brand image is built.
- ❖ Critically evaluate how creative concepts and executions will contribute to brand adoption practices.
- ❖ Analyze about brand strategies and apply them in global brands.

UNIT I

Brand management-Introduction- Definition - Branding Concepts - Functions of Brand - Significance of Brands - Different Types of Brands -Advantages &disadvantages- Co branding - Store brands. **(12 hours)**

UNIT II

Strategic Brand Management process - Building a strong brand - Brand positioning - Establishing Brand values - Brand vision - Brand Elements - Branding for Global Markets - Competing with foreign brands. **(12 hours)**

UNIT III

Brand image Building - Brand Loyalty programmes - Brand Promotion Methods - Role of Brand ambassadors, celebrities - On line Brand Promotions. **(12 hours)**

UNIT IV

Brand Adoption Practices - Different type of brand extension - Factors influencing Decisions for brand extension - Re-branding and re-launching - brand rejuvenation. **(12 hours)**

UNIT V

Branding strategies - Measuring Brand Performance - Brand Equity Management - Brand Equity Measurement - Brand Leverage - Global Brand- Principles of global brand.-Brand Acquisition-Brand Alliance. **(12 hours)**

COURSE BOOK:

1. Kirti Dutta, Brand Management Principles & practices, Oxford University Press, 2012
2. P.K. Sharma, Renu Pareek, Product & Brand Management, Professional Publications, 2009

BOOKS FOR REFERENCE:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
2. Mathew, Brand Management - Text & cases, MacMillan, 2008.
3. Paul Tmepoal, Branding in Asia, John Willy, 2000
4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
5. Tyboust and Kotter, Kellogg on Branding, Wiley, 2008

APTITUDE BUILDING - II

Semester: VI

Hours: 2

Code : 17AE6NE02

Credits: 2

COURSE OUTCOMES:

- ❖ Understand the concepts of numerical ability other than basic.
- ❖ Gain mastery over logical reasoning through concise thinking to advanced level.
- ❖ Have good command over English Language.
- ❖ Acquaint with general knowledge and current affairs with complete framework.
- ❖ Develop sufficient confidence to face advanced level competitive exams and clear it.

UNIT I

Numerical Ability: Time and distance - problems on trains - simple interest - compound interest - area - probability - true discount - bankers' discount - data interpretation - tabulation - bar charts - pie charts.

UNIT II

Reasoning: Logic - statements & arguments, statement & assumptions, statement & course of action - statement & conclusions - deriving conclusions from passage.

UNIT III

English Language: Choosing the appropriate filler - Phrase substitution - Ordering of jumbled sentences - Cloze test / Passages - Comprehension passages.

UNIT IV

General knowledge: Educational institutions - National days & awards - Indian freedom struggle - Books & Authors - Who's Who.

UNIT V

Current affairs: National & International affairs: Economy, Sports, Science & Technology, Polity.

COURSE BOOK:

- ❖ Course Material prepared by the Staff.

BOOKS FOR REFERENCE:

1. IBPS - VI, Institute of Banking Personnel Selection, Bank Po, Probationary officers / Management trainees Arihant Publications (India) Limited, 2015.
2. A.P. Bhardwaj, General English for Competitive Examinations, Dorling Kindersley (India) Pvt. Ltd, New Delhi, 2013.
3. Dr. R.S. Aggarwal, Quantitative Aptitude, S. Chand & Company PVT. LTD, New Delhi, 2013.
4. Dr. R.S. Aggarwal, A Modern Approach to Verbal & Non - Verbal Reasoning, S. Chand & Company PVT. LTD, New Delhi, 2009.

E-BUSINESS

Semester: VI

Credits: 2

Code : 17BB6SS01

COURSE OUTCOMES:

- ❖ Know about the E-Commerce, Principles and practices in India.
- ❖ Awareness about commercial digital payments.
- ❖ Consciousness about E- Payments.
- ❖ Get facts and information's about cyber crimes in business.
- ❖ Obtain details about E-Business Models.

UNIT I

E-commerce in Banking: E-banking - INFINET - VSAT - ATM'S - ATM technology - Biometric ATM - ATM card - ATM usage - Internet Banking.

UNIT II

Electronic Payments: VISA Card - MASTER card - Credit card - Debit card - e-Cheque process between consumer & merchant.

UNIT III

On-line Business: e-payment(SBI) - e-Ticketing - e-Dining - e-Ticketing in Railways - e-Brokerage - e-Bill (Reliance Bill Payment) - e-Ticketing in Jet Airways - Online Marketing - electronic credit cards - Smart cards.

UNIT IV

Computer Crimes: Money Theft - Service Theft - Software Theft - Information Altering - Malicious Access - Viruses.

UNIT V

E-Commerce in India: Business models of e-commerce - B2B (Business to Business) - B2C (Business to Consumer) - C2B (Consumer to Business) - C2C (Consumer to Consumer) - G2B (Government to Business).

COURSE BOOK:

C. Nellai Kannan, Internet & E-Commerce, 2008, Nels Publications.

BOOKS FOR REFERENCE:

1. Vijayalakshmi Sundaram, E-Commerce, 2016, Sree Meenakshi Publications.
2. M.M. Varma, Multimedia & Website Address, 2007, Sultan Chand & Sons.
3. Bhaskar, E-Commerce in Banking, 2012, Himalaya Publications.

**EXTERNAL QUESTION PATTERN
(SELF STUDY PAPER)**

Time: 3 Hours

Marks: 100

PART-A

Answer any Five out of Seven Questions (5x4=20)

PART-B

Answer any Five out of Seven Questions (5x6=30)

PART-C

Answer any Five out of Seven Questions (5x10=50)

CERTIFICATE COURSE ON SERVICES MARKETING

This certificate course is offered by the Department of Business Administration to all U.G. students in both semesters for 60 contact hours, 2 hours per week.

Internal = 40 Marks

External = 60 Marks

External Semester Exam will be conducted at the end of the Academic year.

Passing minimum = 40 marks is the aggregate of CIA and Semester Exam.

INTERNAL

Continuous Internal Assessment (Theory)

Continuous Assessment will be carried out by the Course teachers. The components of CIA are as follows:

Test 1	30
Test 2	30
Seminar / Quiz	10
Assignment	05
Attendance	05
Total	80

The total internal marks obtained for 80 will be converted into 40 marks.

EXTERNAL QUESTION PATTERN (2017 - 2020)

PART-A

Answer all the Questions (10x1=10)

PART-B

Answer any Four out of Six Questions (4x5=20)

PART-C

Answer any Three out of Five Questions (3x10=30)

SERVICES MARKETING

Code: CCBBSM01

Credit: 2

COURSE OUTCOMES:

- ❖ Understand the evolution of service marketing.
- ❖ Gain knowledge about the concept of services.
- ❖ Acquire the facts about the 7P's of service marketing Mix.
- ❖ Carry out market research to fix the price for the product.
- ❖ Identify various channels and methods of distribution services.

UNIT I

Evolution of service marketing: stages - reasons-impact of social environment on the growth of services marketing. **(6 Hours)**

UNIT II

Concept of services: meaning - components of service - characteristics of services - difference between goods and services. **(6 Hours)**

UNIT III

Service marketing mix: meaning - definition - characteristics of service marketing mix - 7p's of service marketing mix. **(6 Hours)**

UNIT IV

Pricing in services: meaning - objectives - characteristics - factors affecting pricing decisions. **(6 Hours)**

UNIT V

Location of services and channels of distribution: factors in choosing a service location - classification of service by location - channels: meaning - methods of distribution services. **(6 Hours)**

COURSE BOOKS:

1. Dr. L. Natarajan, 2013, Services Marketing, Margham Publications.
2. Dr. L. Natarajan, 2006, Services Marketing, Margham Publications.

BOOKS FOR REFERENCE:

1. K. Rama Mohana Rao, 2011, Services Marketing, Pearson Publications.
2. Adrian Payne, Malcolm McDonald, Marketing Planning for Service, 2012, Routledge Publication.
3. K. Rama Mohana Rao, 2008, Services Marketing, Sultan Chand & Sons.
4. Adrian Payne, 2006, Services Marketing, Tata McGraw Hill Publication.

PART I - HINDI - COURSE PATTERN (2017- 2020)

Part	Sem.	Code	Title of the Paper	Hours	Credits
I	I	17GH1GS01	Paper - I - Prose, Short Story and Grammar- I	5	3
	II	17GH2GS02	Paper - II - Novel, One act Play, and Grammar - II	5	3
	III	17GH3GS03	Paper - III Poetry and History of Hindi Literature, Alankar	5	3
	IV	17GH4GS04	Paper IV - General Essay, Technical Hindi, Translation, and Letter Writing	5	3
Total				20	12

TESTING AND EVALUATION

Course	Continuous Internal Assessment	Semester Examination
Hindi	40%	60%

Continuous Internal Assessment

Continuous Assessment will be carried out by the Course Teachers. The components of CIA are as follows:

Components	Marks
Test -I	30
Test -II	30
Seminar/Quiz	10
Assignment	05
Attendance	05
Total	*80

* The total internal marks obtained for 80 will be converted into marks obtained for 40.

HINDI - EXTERNAL QUESTION PATTERN

Time: 3 Hours

Marls: 60

Section A: (One Word / Sentence)

10 x 1 = 10 Marks

Section B: (Paragraph / Annotation)

4 x 5 = 20 Marks

Section C: (Essay)

3x 10 = 30 Marks

PAPER I - PROSE, SHORT STORY AND GRAMMAR - I

Semester: I

Hours: 5

Code : 17GH1GS01

Credits: 3

COURSE OUTCOMES:

- ❖ Develop the reading and writing skill in Hindi.
- ❖ Learn the concept of “Bhakthi” through Hindi Poems.
- ❖ Inculcate the Value and Morals through short stories in Hindi
- ❖ Improve the grammatical knowledge and enable the students to communicate effectively.
- ❖ Appreciate the literary contribution of various writers through short stories and poems.

- 1. Prose** : Naveen Hindi Patamala Part-3
Published by Dakshina Bharathi Hindi Prachar Sabha,
Thyagaraya Nagar, Chennai - 600 017.
The following Lessons have been prescribed
a) Shiraj Ki Gurubhakthi
b) Shri Krishn
c) Gupth Rupya
d) Karmaveer Kamaraj
- 2. Short Story** : Kahani Manjari
Edited by : Dakshin Bharath Hindi Prachar Sabha,
Thyagaraya Nagar, Chennai - 600 017.
The following short stories have been prescribed
a) Badegar kee beti - Premchand
b) Thayee - Vishwamranava
Shrama Kaushik
c) Paanch minute - Mohanlalji Mahato yogi
d) Usne Kaha tha - Chandra dharshama
Guleri
- 3. Grammar I** : Vyakaran Pradeep Published by Ramdev, Hindi Bhaan,
63, Tagore Nagarm Allahabad -2
The following topics have been prescribed
a) Noun b) Gender and Number
c) Pronoun d) Adjectives

PAPER II - NOVEL, ONE ACT PLAY AND GRAMMAR - II

Semester: II

Hours: 5

Code : 17GH2GS02

Credits: 3

COURSE OUTCOMES:

- ❖ Analyse the impact of social references among women through the novel of 'Nirmala'.
- ❖ Demonstrate the creative skill through one Act play.
- ❖ Inculcate the values of patriotism among students through the one Act play of Doorshra Din.
- ❖ Formulate the approach of Hindi linguistic and grammar
- ❖ Analyse on literary criticism in Hindi literature.

1. Novel : Nirmala (Abridged version)

by Premchand, Hamsa Prakashan Allahabad

2. One Act Play : Aadarsh Ekanki

Published by Dakshina Bharath Hindi Prachar Sabha,

Thyagaraya Nagar, Chennai - 600 017.

The following Ekankies have been prescribed

- a) Doosra din - Kanchanlatha sabbarval
- b) Rajpoothri Ka badla - Divjendralal Rai

3. Grammar : Ramdev, Published by Hindi Bhavan,

63 Tagore Nagar, Allahabad - 2

The following topics have been prescribed

- a) Verb
- b) Tense and Voice
- c) Adverb
- d) Prepositions
- e) Conjunctions
- f) Interjunctions

PAPER III - POETRY AND HISTORY OF HINDI LITERATURE, ALANKAR

Semester: III

Hours: 5

Code : 17GH3GS03

Credits: 3

COURSE OUTCOMES:

- ❖ Understand the spiritual and social values through Dona of Kabir, Tulasi, Rahim and Bihari.
- ❖ Analyse the literary approach of various Hindi Poems.
- ❖ Analyse the history of Hindi Literature.
- ❖ Develop the knowledge regarding Alankkar in Hindi Literature.
- ❖ Apply Alankkar to enhance the beauty of literature.

1. POETRY:

Kavya Saurab Published by Dakshina Bharatha Hindi Prachar Sabha, T. Nagar, Chennai - 600 017.

The following poems have been prescribed

1. Sachche Devtha - Ayodhya Singh Upadhyay Harioudh
2. Murjhaphool
3. Vivshtha
4. Badal - Sumitranandan Panth
5. Vasanth Aayaa
6. Deep Koi jal raha hai
7. Kabir Ke Dohe - 5 numbers
8. Tulasi Ke Dohe - 5 numbers
9. Raheem Ke Dohe - 5 numbers
10. Bihari Ke Dohe - 5 numbers

2. HISTORY OF HINDI LITERATURE:

Hindi Sahitya Ka Ithas by Rajanath Sharma Vinod Pushhak Mandir, Agra - 2

The following topics have been prescribed Salient features of Aadikl Bakthikal (Gyan marg, Premmag, Rambakthi, Krishnabakthi and Reethika.

Short Notes from Adunikkal: Chayavad, Pragathivad, Mythili Sharan, Gupta, Dinkar Premchand Pant Prasad, Ramachandra Shukla

3. ALANKAR:

Ras chand Alankar Chandrika Karnataka Mahila Hindi Seva Samithi, Chamarajpet, Bangalore - 560 008. The following Alankars have been prescribed Anupras, Yamak, Vakrokthi, Upama, Virodabhas.

**PAPER - IV - GENERAL ESSAY, TECHNICAL HINDI, TRANSLATION AND
LETTER WRITING**

Semester: IV

Hours: 5

Code : 17GH4GS04

Credits: 3

COURSE OUTCOMES:

- ❖ Write argumentative essay using appropriate style, structure and voice.
- ❖ Harness the critical thinking abilities by reading essay.
- ❖ Improve the proficiency in Hindi and English translation.
- ❖ Imbibe the knowledge of technical terms in Hindi and its application in daily life.
- ❖ Learn the forms and convention of different types of letter.

1. General Essay:

Nibandh Praveshika, Dakshin Bharath Hindi Prachar Sabha T.Nagar,
Chennai - 600 017

The following Sahityotar (General) essay have been prescribed

- a. Anushashan
- b. Parishram Ka Mahatva
- c. Paropkar
- d. Bharat Ki Kalatmak Ekta
- e. Nari Ka Karthavye Aur Adhikaar

2. Translation:

Anuvad Aabyas - III (1-5 Lessons) English to Hindi, Hindi to
English Published by Dakshina Bharath Hindi Prachar Sabha
T.Nagar, Chennai - 600 017.

3. Technical Hindi:

Karyalaya Sahayika, Kendriya Sachivalaya
Hindi Parishad NewDelhi, Hindi Vathayan
Dr. K. Chandra Mohan, Viswa Vidyalaya Prakashan
Varanashi

Banking Terms	:	50 only
Nemikaryalaya Tippani	:	50 only
Name of the Ministries	:	33 only

4. Letter Writing:

Pramanik Alekan Aur Tippan Prof Viraj M.A. Kashmirmgate,
Delhi - 110 006

PaariVarik Patra, Avedan Patra, Sampathak ke naam Patra,
Padhadhikariyon ke naam Patra.

NATIONAL CADET CORPS

NON MAJOR ELECTIVE

Sem.	Part	Code	Title of Paper	Hours	Credits
V	IV	17NC5NE01	Organization and health programme in NCC	2	2
VI	IV	17NC6NE02	National integration and personality development	2	2

INTERNAL COMPONENTS

Internal - I	:	30 marks
Internal - II	:	30 marks
Component - I	:	10 marks
Component - II	:	10 marks
Component - III	:	10 marks
Component - IV	:	10 marks
Total	:	100 marks

ORGANIZATION AND HEALTH PROGRAMME IN NCC

Semester: V

Hours: 2

Code : 17NC5NE01

Credits: 2

UNIT I: INDIAN MILITARY AND NCC ORGANIZATION

History of Indian Military - Paramilitary forces - BSF- CRPF and CISF - NCC Organization and History - Aims and Objectives of NCC - Motto of NCC - DG's Four Cardinal Principles of NCC - NCC Song- Ranks in Army, Air force and Navy - Certificate Examination in NCC- Honours and Awards. **(6 Hours)**

UNIT II: MAP READING

Map and its features - kinds of north - Service protractor and Compass-bearing - Conversion of bearings - Conventional signs - Setting of map - Finding own position - Map to ground - Ground to map - Night March chart. **(6 Hours)**

UNIT III: HYGIENE AND SANITATION

Personal Hygiene - Sanitation - Methods of purification of drinking water -Latrine types - Urinal Types. **(6 Hours)**

UNIT IV: TYPES OF DISEASE AND POLLUTION

Define Health - Types of Health - Communicable and Non communicable Disease - Pollution and its type. **(6 Hours)**

UNIT V: FIRST AID

Aims of First Aid - Principle of First Aid - Motto of First Aid - List of items in First aid Box - Types of Bandages - Types of Fracture - Dislocation - Types of Wounds - Burns and Scalds - Sprain - Strain - Asphyxia - Drowning - Poison - Shock - Snake bite - Sun and Heat Stroke - Insect bite - Dog bite - Hanging - Artificial Respiration - Haemorrhage. **(6 Hours)**

BOOK FOR REFERENCE:

Mishra R.C., **A Handbook of NCC**, Kanti Prakashan, Etawah, 2000.

NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT

Semester: VI

Hours: 2

Code : 17NC6NE02

Credits: 2

UNIT I: NATIONAL INTEGRATION

Motto of National Integration - Importance of National Integration Culture and heritage of Tamil Nadu. **(6 Hours)**

UNIT II: CIVIL AFFAIRS

Aim of aid to civil authority - Role of NCC Cadets during natural calamities - Types of disaster - Essential services during natural calamities **(6 Hours)**

UNIT III: CIVIL DEFENCE AND SELF DEFENCE

Civil Defence - Organization - Aims and services - Aid to Civil authorities in emergency - Self Defence -Aims of Self Defence - Women and Self Defence **(6 Hours)**

UNI IV: LEADERSHIP AND PERSONALITY DEVELOPMENT

Leadership - Types and traits - Man Management in NCC - Duties of a Good Citizen - Role of Youth in Nation Building - Morale - Factors which affect morale - Factors which develop high morale Personality Development - Factor influencing Personality-Time Management . **(6 Hours)**

UNIT V: SOFT SKILLS

Soft skills - interview skill - influencing skill - social skill - communication skill - self motivation - self esteem - body language. **(6 Hours)**

BOOK FOR REFERENCE:

Mishra R.C., **A Handbook of NCC**, Kanti Prakashan, Etawah, 2000.

INTERNAL QUESTION PATTERN

Time: 2 hours

Marks: 30

PART - A

Answer Any 4 out of five

4 x 2 = 8

PART- B

Two either or questions (one from each)

2 x 4 = 8

PART - C

Two either or questions (one from each)

2 x 7 = 14

PHYSICAL EDUCATION
COURSE PATTERN (2017 - 2020)

(PART V)

Sem.	Code	Title of the Paper	Hours	Credits
I & II	17NP4GS01	Yoga and Rhythmic Activities	120	-
III & IV		Fundamentals of Physical Education	120	1
		Total	240	1

YOGA AND RHYTHMIC ACTIVITIES

Semester: I & II

Hours: 120

Code : 17NP4GS01

COURSE OUTCOMES:

- ❖ Recall the principle of Asnas
- ❖ Classify Pranayama for different needs
- ❖ Appraise the application and effects of Suryanamaskar for human wellness
- ❖ Execute the techniques in Free Hand Exercise
- ❖ Construct Pyramids based on the underlying principles

UNIT I: ASNAS

Sitting Postures - Standing Posture - Prone Posture - Supine Postures.

(24 hours)

UNIT II: PRANAYAMA

Pranayama - Suga Pranayama - Chandra bethana - Nadi Sudhi - Ujjayee - Seethali - Seethakari - Brahmari.

(24 hours)

UNIT III: SURYANAMASKAR

Suryanamaskar: 12 Postures - 12 Postures & Breathe consioius - 12 Postures With manthra - Relaxation Techniques.

(24 hours)

UNIT IV: CALLISTHENICS (FREE HAND EXERCISE)

Standing series - Bending series - Sitting series - Twisting series - Dumb - bells - Indian Clubs - Lezium - Hoops.

(24 hours)

UNIT V: AEROBICS & PYRAMIDS

Aerobics: Aerobic Basics - Aerobic Movements - Aerobic With Rhythm - Aerobic Programme

Pyramids: Basics of Pyramids - Types of Pyramids.

(24 hours)

BOOKS FOR REFERENCE:

1. Wuest Jeborah,A and Charles A. Bucher (1987), 'Foundation of Physical Education, B.I Publication Pvt.Ltd., New Delhi.
2. Elangovan.R, (2002), 'Utarkalvi Oru Arimugam', Ashwin Publication, Triunelveli.
3. Chandrasekaran.K, (1999), 'Sound Health through Yoga, Prem Kalyan Publication, Sedapatti.
4. Iyengar, B.K.S,'Lights on Yoga', Unwin Hyman Company, London

FUNDAMENTALS OF PHYSICAL EDUCATION

Semester: III & IV

Hours: 120

Code : 17NP4GS01

Credits: 1

COURSE OUTCOMES:

- ❖ Familiarize the fundamentals of Physical Education
- ❖ Illustrate different rules for different games and athletic events
- ❖ Examines the need for good nutrition
- ❖ Synthesis the relation between hygiene and health
- ❖ Apply the first aid techniques

UNIT I: PHYSICAL EDUCATION

Definition, need, scope, aims and objectives of physical education. **(24 hours)**

UNIT II: GAMES AND ATHLETEIC EVENTS

History of Games: Basketball, Volley Ball, Kho-Kho, Kabaddi, Badminton and Ball Badminton - Rules and regulation of the Games and Athletic Events. **(24 hours)**

UNIT III: NUTRITION

Balanced Diet, Daily Energy Requirement, Nutrient Balance, Nutrition Intake, Diet and Competition, Nutritional Tips, Your Ideal Weight. **(24 hours)**

UNIT IV: HEALTH EDUCATION

Meaning of health education, Definition of health education, Personal Hygiene, Communicable Diseases **(24 hours)**

UNIT V: FIRST AID

First Aid: Injuries to bones and Muscles, Sprain, Strain, Muscle Cramp and joints Dislocation and Fractures Snake-bite, Dog bite Poisoning, Artificial Respiration, (Drowning) **(24 hours)**

BOOKS FOR REFERENCE:

1. Sathyanesan, R.C., 'Hand Broken Physical Education, 'Gheena Publishers, Madurai.
2. Thirunarayanan,C and Hariharan,s, 'Analytical History of physical Education 'South India Press, Karaikudi.
3. St. John Ambulance Association, 'First Aid to the Injured' New Delhi.
4. Prabhakar Eric, (1995), 'The way to Atheletic Gold', Affiliated East West Pvt. Ltd., New Delhi.

SCHEME OF EVALUATION

1.	Summative Examination (2 hours)	:	40 marks
2.	Continuous Internal Assessment	:	60 marks
	Total	:	100 marks

SCHEME OF EVALUATION FOR CONTINUOUS INTERNAL ASSESSMENT

1.	Attendance (240 hrs)				
	❖ Theory Class	:	120 hrs	:	20 marks
	❖ Games	:	60 hrs		
	❖ Field Work	:	60 hrs		
2.	Performance in any one Game	:			10 marks
3.	Performance in any one of Athletic event	:			10 marks
4.	Performance in Yoga / Rhythmic activities	:			10 marks
5.	Assignment	:			10 marks
	Total	:			60 marks

QUESTION PATTERN FOR SUMMATIVE EXAMINATION

Total marks: 40

Time: 2 hours

SECTION - A

Answer All Questions (5x1=5)
(Choose the best Answer)

SECTION - B

Answer any four questions (4x2=8)
(Four question out of six)

SECTION - C

Answer any Four out of Six questions (4x5=20)
(Four question out of six)

SECTION - D

Answer any one question (1x7=7)
(One question out of two)