

SYLLABUS (2019-22)



Since 1919

**DEPARTMENT OF BUSINESS ADMINISTRATION
NATIONAL COLLEGE (AUTONOMOUS)**

Nationally Re-Accredited at 'A+' Grade by NAAC

College with Potential for Excellence by UGC

Tiruchirappalli – 620 001.

2019-22

DEPARTMENT OF BUSINESS ADMINISTRATION
NATIONAL COLLEGE, TIRUCHIRAPPALLI – 620 001
SYLLABUS 2019

VISION

To create a successful and competent Business Professionals

MISSION

To motivate the students to become a successful entrepreneur

To offer professional development training and career management opportunities for our students.

PROGRAM GENERAL OBJECTIVES (PEOS)

PEO1 : Students will expertise in the area of leadership, interpersonal skills, entrepreneurship, and marketing.

PEO2 : Students will be able to capable the global competitive world for more professionally.

PEO3 : students will be a responsible citizen and to lead the business with moral and ethical value.

PROGRAM OUTCOMES (POS)

At the end of the Business Administration Programme, Students will be able

PO1: To Acquire knowledge and skills in the field of management, accounting, marketing and human relations.

PO2: To Apply the entrepreneurial and managerial skills for effective and business management.

PO3: To explicit the leadership qualities and managerial decision making in an organisation.

PO4: To understand applicability of management principles to situation in global business world.

PO5: To Develop legal and ethical value for the continuous development of business venture.

PROGRAM SPECIFIC OUTCOMES (PSOS)

After completion of the program, students will

PSO1: Remember the concept of management principles, accounting and marketing operations.

PSO2: Recognise the leadership skills through placement training.

PSO3: Apply the administrative knowledge in the business for effective decision making.

PSO4: Determine critical thinking skills in understanding executive issues and problems

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| SEM | PART | COURSE | CODE | COURSE TITLE | HOURS | CREDIT | EXAM HOURS | MARKS | | | TOTAL |
|--------------------|------|----------------|-----------------|--|------------|------------|------------|----------|----------|-----|-------------|
| | | | | | | | | INTERNAL | EXTERNAL | | |
| | | | | | | | | | CIA | W | |
| I | I | LC - I | U19T1/S1/H1 | LANGUAGE | 6 | 3 | 3 | 25 | 75 | | 100 |
| | II | ELC - I | U19E1 | ENGLISH | 6 | 3 | 3 | 25 | 75 | | 100 |
| | III | CC - I | U19BB1 | MANAGEMENT CONCEPTS | 5 | 5 | 3 | 25 | 75 | | 100 |
| | | CC - II | U19BB2 | ADVANCED FINANCIAL ACCOUNTING | 6 | 6 | 3 | 25 | 75 | | 100 |
| | | AC - I | U19ABB1 | MANAGERIAL ECONOMICS | 5 | 3 | 3 | 25 | 75 | | 100 |
| | IV | ES | U19ES | ENVIRONMENTAL STUDIES | 2 | 2 | 3 | 25 | 75 | | 100 |
| TOTAL | | | | | 30 | 22 | | | | | 600 |
| II | I | LC - II | U19T2/S2/H2 | LANGUAGE | 6 | 3 | 3 | 25 | 75 | | 100 |
| | II | ELC - II | U19E2 | ENGLISH | 4 | 2 | 3 | 25 | 75 | | 100 |
| | | CE - I | U19CE1 | COMMUNICATIVE ENGLISH | 2 | 1 | 3 | 25 | 70 | 05 | 100 |
| | III | CC - III | U19BB3 | MARKETING MANAGEMENT | 5 | 5 | 3 | 25 | 75 | | 100 |
| | | AC - II | U19ABB2 | BUSINESS STATISTICS | 6 | 3 | 3 | 25 | 75 | | 100 |
| | | AC - III | U19ABB3 | BUSINESS ENVIRONMENT | 5 | 3 | 3 | 25 | 75 | | 100 |
| | IV | SBE - I | U19SBE1 | OFFICE AUTOMATION | 2 | 2 | 3 | 25 | 75 | | 100 |
| TOTAL | | | | | 30 | 19 | | | | | 700 |
| III | I | LC - III | U19T3/S3/H3 | LANGUAGE | 6 | 3 | 3 | 25 | 75 | | 100 |
| | II | ELC - III | U19E3 | ENGLISH | 6 | 3 | 3 | 25 | 75 | | 100 |
| | III | CC - IV | U19BB4 | MANAGERIAL COMMUNICATION | 5 | 4 | 3 | 25 | 75 | | 100 |
| | | CC - V | U19BB5 | PRODUCTION MANAGEMENT | 5 | 5 | 3 | 25 | 75 | | 100 |
| | | AC - IV | U19ABB4 | OPERATIONS RESEARCH | 4 | 3 | 3 | 25 | 75 | | 100 |
| | IV | SBE - II | U19SBE2 | COMPUTER – DESKTOP PUBLISHING | 2 | 2 | 3 | 25 | 75 | | 100 |
| | | SBE - III | U19SBE3P | OFFICE AUTOMATION & DESKTOP PUBLISHING LAB | 2 | 2 | 3 | 25 | 75 | | 100 |
| TOTAL | | | | | 30 | 22 | | | | | 700 |
| IV | I | LC - IV | U19T4/S4/H4 | LANGUAGE | 6 | 3 | 3 | 25 | 75 | | 100 |
| | II | ELC - IV | U19E4 | ENGLISH | 4 | 2 | 3 | 25 | 75 | | 100 |
| | | CE - II | U19CE2 | COMMUNICATIVE ENGLISH | 2 | 1 | 3 | 25 | 70 | 05 | 100 |
| | III | CC - VI | U19BB6 | COST ACCOUNTING | 6 | 4 | 3 | 25 | 75 | | 100 |
| | | AC - V | U19ABB5 | BUSINESS MATHEMATICS | 4 | 3 | 3 | 25 | 75 | | 100 |
| | | AC - VI | U19ABB6 | E – COMMERCE | 4 | 3 | 3 | 25 | 75 | | 100 |
| | IV | NME - I | U19NME1 | INTRODUCTION TO CAPITAL MARKET | 2 | 2 | 3 | 25 | 75 | | 100 |
| | VE | U19VE | VALUE EDUCATION | 2 | 2 | 3 | 25 | 75 | | 100 | |
| TOTAL | | | | | 30 | 20 | | | | | 800 |
| V | III | CC - VII | U19BB7 | MANAGEMENT INFORMATION SYSTEM | 5 | 5 | 3 | 25 | 75 | | 100 |
| | | CC - VIII | U19BB8 | ORGANIZATIONAL BEHAVIOUR | 5 | 5 | 3 | 25 | 75 | | 100 |
| | | EC - I - IX | U19BB9E | INTRODUCTION TO CAPITAL MARKET | 5 | 4 | 3 | 25 | 75 | | 100 |
| | | EC - II - X | U19BB10E | ENTREPRENEURIAL DEVELOPMENT | 5 | 4 | 3 | 25 | 75 | | 100 |
| | | CC - XI | U19BB11 | FINANCIAL MANAGEMENT | 6 | 5 | 3 | 25 | 75 | | 100 |
| | | NME - II | U19NME2 | PRODUCTION MANAGEMENT | 2 | 2 | 3 | 25 | 75 | | 100 |
| | | SS | U19SS | SOFT SKILLS | 2 | 2 | 3 | 25 | 75 | | 100 |
| TOTAL | | | | | 30 | 27 | | | | | 700 |
| VI | III | CC - XII | U19BB12 | BUSINESS POLICY & STRATEGIC MGT. | 6 | 6 | 3 | 25 | 75 | | 100 |
| | | CC - XIII | U19BB13 | MANAGEMENT ACCOUNTING | 6 | 6 | 3 | 25 | 75 | | 100 |
| | | CC - XIV | U19BB14 | HUMAN RESOURCE MANAGEMENT | 6 | 6 | 3 | 25 | 75 | | 100 |
| | | CC - XV | U19BB15 | MERCANTILE LAW | 6 | 6 | 3 | 25 | 75 | | 100 |
| | | EC - III - XVI | U19BB16E | SERVICE MARKETING | 5 | 4 | 3 | 25 | 75 | | 100 |
| | | GS | U19GS | GENDER STUDIES | 1 | 1 | 3 | 25 | 75 | | 100 |
| TOTAL | | | | | 30 | 29 | | | | | 600 |
| V | | | | EXTENTION ACTIVITIES | | 1 | | | | | |
| GRAND TOTAL | | | | | 180 | 140 | | | | | 4100 |

NATIONAL COLLEGE (Autonomous)
 Nationally accredited at A level by NAAC
 Tiruchirapalli-620001
Programme Structure for BBA under CBCS
For candidates admitted from the academic year 2019-22 onwards

| Part | Name of the course | No.of course | credit | credit |
|-----------------|-----------------------|--------------|--------|------------|
| Part I Language | Language | 4 Courses | 12 | 12 |
| | | | | |
| Part II English | English | 4 Courses | 10 | |
| Part II | Communicative English | 2 Courses | 02 | 12 |
| | | | | |
| Part III | Core course | 13 Courses | 68 | |
| | Elective course | 3 courses | 12 | |
| | Allied Course I to VI | 6Courses | 18 | 98 |
| | | | | |
| Part IV | Environmental Studies | 1 Course | 02 | |
| | Value Education | 1 Course | 02 | |
| | Non Major Elective | 2 Courses | 04 | |
| | Skill Based Elective | 2 Courses | 06 | |
| | Soft Skills | 1 Course | 02 | 16 |
| | | | | |
| Part V | Gender Studies | 1 Course | 01 | |
| | Extension Activities | | 01 | 02 |
| | Total | | | 140 |

CIA-Continuous Internal Assessment

W-Written Examination

There will be oral test for all practical examinations and Communicative English Courses. The oral test will carry 10 marks in the external component.

தேசியக்கல்லூரி (தன்னாட்சி), திருச்சிராப்பள்ளி - 620 001.
தமிழாய்வுத்துறை

இளநிலை - தமிழ் - முதற் பருவம்
தாள்: மொழிப்பாடம்-1 செய்யுள் (கவிதை), உரைநடை, சிறுகதை,
இலக்கிய வரலாறு, இலக்கணம்

U19T1

கற்பிக்கும் காலம்: 6 மணி
கற்பித்தலின் நோக்கங்கள்

தரப்புள்ளிகள்: 3

1. இக்கால மரபுக்கவிதை, புதுக்கவிதை, சிறுகதை, உரைநடைக்கட்டுரைகளை அறிமுகம் செய்தல்.
2. நாட்டுப்புறப்பாடல்களைப் புலப்படுத்துதல்.
3. எழுத்துக்களின் வேறுபாட்டால் பொருள் மாறுபடலை எடுத்துரைத்தல்.

அலகு - 1: மரபுக்கவிதை

| | |
|-------------------|---|
| பாரதியார் | - கண்ணன் என் சேவகன், கண்ணன் என் விளையாட்டுப் பிள்ளை. |
| பாரதிதாசன் | - அழகின் சிரிப்பு |
| கவிமணி | - வாழ்க்கைத் தத்துவங்கள், இயற்கை வாழ்வு |
| பட்டுக்கோட்டையார் | - படிப்பும் உழைப்பும், நேர்மை வளையுது |
| நாமக்கல்லார் | - படிப்பினை |
| கண்ணதாசன் | - காலக்கணிதம், ஒரு கந்தல் துணியின் கதை |
| சுரதா | - நீர் |

அலகு - 2: புதுக்கவிதை, நாட்டுப்புறப்பாடல்கள்,

| | |
|-------------------|--------------------------------------|
| வாலி | - ஒரு கௌதமன் வாரானோ!, புன்னகை மன்னன் |
| மு.மேத்தா | - ஒரு கிராமத்தின் கதையல்ல |
| அப்துல் ரகுமான் | - சிறகுகள், சுயப்பிரசவம் |
| ஈரோடு தமிழன்பன் | - மின்மினிக்காடு |
| அறிவுச்செல்வன் | - நமக்குத் தொழில் மனிதம் |
| விக்ரமாதியன் | - நிகழ்வுகள் |
| பொன்மணி வைரமுத்து | - வாழ்க்கை தொடங்குகிறது |

நாட்டுப்புறப் பாடல்கள்:

- (1) தாலாட்டு
- (2) கும்மிப்பாடல்
- (3) வேளாண்மை

அலகு - 3: உரைநடைக் கட்டுரைகள்

1. டிங்கினானே - உ.வே.சாமிநாத ஐயர்
2. கடற்கரையிலே - சிதம்பரனார் - ரா.பி.சேதுப்பிள்ளை
3. கம்பரும் நாடகப் பண்பும் - ரசிகமணி டி.கே.சிதம்பரநாத முதலியார்
4. முடத்தெங்கு - கி.ஆ.பெ. விசுவநாதம்
5. இராமன் எத்தனை இராமனடி - முனைவர் சோ.சத்தியசீலன்
6. உரைநடையின் அணிநலன்கள் - முனைவர் மா.இராமலிங்கம்
7. திருவள்ளுவர் குறிப்பிடும் மென்திறன்கள் - முனைவர் ம.திருமலை

அலகு - 4: சிறுகதைகள்

- | | |
|------------------|------------------------|
| 1. கவர்னர் வண்டி | - கல்கி |
| 2. நினைவுப்பாதை | - புதுமைப்பித்தன் |
| 3. சோற்றுச்சுமை | - ஜெயகாந்தன் |
| 4. முள்முடி | - தி.ஜானகிராமன் |
| 5. காற்று | - கு.அழகிரிசாமி |
| 6. ஆயுள் | - பிரபஞ்சன் |
| 7. அசலும் நகலும் | - இந்திரா பார்த்தசாரதி |
| 8. மாத்திரை | - ஆண்டாள் பிரியதர்ினி |

அலகு - 5: இலக்கிய வரலாறு, இலக்கணம்

இலக்கிய வரலாறு. (மரபுக்கவிதை, புதுக்கவிதை, உரைநடை, சிறுகதை மட்டும்) - மயங்கொலிச்சொற்கள், ல,ள,ழ, ர,ற, ன,ண,ந வேறுபாடுகளால் பொருள் மாறுபடுதல்.

குறிப்பு: ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

பாடநூல்

1. தமிழ் - முதற் பருவம் - தேசியக்கல்லூரி வெளியீடு.
2. இலக்கிய வரலாறு - தேசியக்கல்லூரி வெளியீடு.

கற்பித்தலின் பயன்கள்

1. இக்காலத் தமிழை உணர்வர்.
2. கவிதை, சிறுகதை படைக்கும் ஆற்றல்களை வளர்த்துக் கொள்வர்.
3. இலக்கணப் பிழையின்றி எழுத முயற்சிப்பர்.

தேசியக்கல்லூரி (தன்னாட்சி), திருச்சிராப்பள்ளி - 620 001.
தமிழாய்வுத்துறை
இளநிலை - தமிழ் - இரண்டாம் பருவம்
தாள்: மொழிப்பாடம்-2 செய்யுள் (பக்தி இலக்கியம்), புதினம்,
இலக்கிய வரலாறு

U19T2

கற்பிக்கும் காலம்: 6 மணி
கற்பித்தலின் நோக்கங்கள்

தரப்புள்ளிகள்: 3

1. பல்வேறு சமய நெறிமுறைகளை உணர்த்துதல்.
2. பக்தி இலக்கிய மாண்பினைப் புலப்படுத்துதல்.
3. புதின இலக்கிய வகையை அறிமுகம் செய்தல்.

அலகு - 1: சைவ இலக்கியம்

திருஞானசம்பந்தர் - திருச்சிராப்பள்ளி - நன்றுடையானை தீயதிலானை.
திருநாவுக்கரசர் - தில்லைப் பெருங்கோயில் - கருநட்ட கண்டனை.
சுந்தரர் - திருமழபாடி - பொன்னார் மேனியனே
மாணிக்கவாசகர் - திருச்சாழல் - பூசுவதும் வெண்ணீறு.

அலகு - 2: வைணவ இலக்கியம்

திருப்பாணாழ்வார் - அமலனாதிபிரான் - அமலனாதிபிரான் அடியார்க்கு
தொண்டரடிப்பொடியாழ்வார் - திருமாலை - பச்சைமாமலை போல் மேனி
ஆண்டாள் - நாச்சியார் திருமொழி - வாரணம் ஆயிரம் சூழ
நம்மாழ்வார் - திருவாய்மொழி - உயர்வற உயர்நலம்

அலகு - 3: பிற சமய இலக்கியங்கள்

சமண சமயப் பாடல்கள் - 10
பௌத்த சமயப் பாடல்கள் - 10
காசீம் புலவர் - முனாஜாத்துப் பதிகம் -10
ஹெச்.ஏ.கிருணபிள்ளை - இரட்சணிய மனோகரம் தோத்திரப்பதிகம் - 10

அலகு - 4: புதினம்

துளசிமாடம் - நா.பார்த்தசாரதி.

அலகு - 5: இலக்கிய வரலாறு, இலக்கணம்

இலக்கிய வரலாறு (சைவம், வைணவம், சமணம், பௌத்தம், இசுலாம், கிறித்தவம்
மற்றும் புதினம் பற்றியன மட்டும்), வல்லினம் மிகும் இடங்கள், வல்லினம் மிகா இடங்கள்.

குறிப்பு: ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

பாடநூல்

1. தமிழ் - இரண்டாம் பருவம் - தேசியக்கல்லூரி வெளியீடு.
2. இலக்கிய வரலாறு - தேசியக்கல்லூரி வெளியீடு.
3. புதினம் - துளசிமாடம் - நா.பார்த்தசாரதி - தேசியக்கல்லூரி வெளியீடு.

கற்பித்தலின் பயன்கள்

1. வேறுபட்ட சமய வழக்காறுகளை அறிவர்.
2. பிற சமயத்தார்களிடம் அன்பு பாராட்டுவர்.
3. புனைகதை வடிவங்களில் புதினம் பற்றி அறிவர்.

தேசியக்கல்லூரி (தன்னாட்சி), திருச்சிராப்பள்ளி - 620 001.
தமிழாய்வுத்துறை

இளநிலை - தமிழ் - மூன்றாம் பருவம்
தாள்: மொழிப்பாடம்-3 செய்யுள் (காப்பியம்), நாடகம்,
இலக்கிய வரலாறு, பொதுக்கட்டுரை

U19T3

கற்பிக்கும் காலம்: 6 மணி

தரப்புள்ளிகள்: 3

கற்பித்தலின் நோக்கங்கள்

1. காப்பிய இலக்கியத்தின் செழுமையை உணர்த்துதல்.
2. காப்பியங்களின் உட்பொருளையும் கவியழகையும் புகட்டுதல்.
3. நாடகத்தின் மேன்மையை உணரச் செய்தல்.

அலகு - 1:

சிலப்பதிகாரம் - அடைக்கலக்காதை
மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை.

அலகு - 2:

கம்பராமாயணம் - கும்பகர்ணன் வதைப்படலம்
பெரியபுராணம் - மெய்ப்பொருள் நாயனார் புராணம்

அலகு - 3:

தேம்பாவணி - வளன் சனித்த படலம்
சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்.

அலகு - 4:

நாடகங்கள்:
1. விசுவநாதன் அல்லது கடமை முரண்.
2. மௌனதேசிகர் - பண்டித ம.கோபாலகிருணய்யர்

அலகு - 5:

இலக்கிய வரலாறு (காப்பியம், புராணம், நாடகம் பற்றியன மட்டும்),
பொதுக்கட்டுரை.

குறிப்பு: ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

பாடநூல்கள்

1. தமிழ் - மூன்றாம் பருவம், தேசியக்கல்லூரி வெளியீடு.
2. இலக்கிய வரலாறு - தேசியக்கல்லூரி வெளியீடு.
3. நாடகங்கள் - தேசியக்கல்லூரி வெளியீடு.

கற்பித்தலின் பயன்கள்

1. தமிழ்க் காப்பியப் பரப்பினை அறிவர்.
2. காப்பியங்களின் வழிநின்று புதிய முறையில் கற்பனையாற்றலைப் பெறுவர்.
3. நாடகத்தை உருவாக்கவும் நடிக்கவும் பழகுவர்.

தேசியக்கல்லூரி (தன்னாட்சி), திருச்சிராப்பள்ளி - 620 001.

தமிழாய்வுத்துறை

இளநிலை - தமிழ் - நான்காம் பருவம்
தாள்: மொழிப்பாடம் - 4 : செய்யுள் (பண்டைய இலக்கியம்),
இலக்கிய வரலாறு, மொழிபெயர்ப்பு

U19T4

கற்பிக்கும் காலம்: 6 மணி

தரப்புள்ளிகள்: 3

கற்பித்தலின் நோக்கங்கள்

1. அக, புற இலக்கியங்கள் பற்றி விளக்குதல்.
2. சங்கப் புலவர்களின் புலமைச், சிறப்பை எடுத்துரைத்தல்.
3. சங்ககால மக்களின் இல்லற மாண்பினை உணர்த்துதல்.

அலகு - 1:

நற்றிணை (5 பாடல்கள் - 242, 333, 353, 375, 380)

1. இலையில் பிடவம் ஈர்மலர் அரும்பப் - விழிக்கட் பேதைப் பெருங்கண்ணனார் - முல்லை.
2. மழைதொழில் உலந்து மாவிகம்பு கந்தெனக் - கள்ளிக்குடி பூதம் புல்லனார் - பாலை
3. ஆளில் பெண்டிர் தாளின் செய்த - கபிலர் - குறிஞ்சி.
4. நீடுசினைப் புன்னை நறுந்தாது உதிரக் - பொதும்பில் கிழார் - நெய்தல்.
5. நெய்யும் குய்யும் ஆடி மையொடு - கடலூர்ப் பல்கண்ணனார் - மருதம்.

குறுந்தொகை - (5 பாடல்கள் - 3, 27, 38, 135, 186)

1. நிலத்தினும் பெரிதே வானினும் உயர்ந்தன்று - தேவகுலத்தார் - குறிஞ்சி
2. கன்றும் உண்ணாது கலத்தினும் படாது - வெள்ளிவீதியர் - பாலை
3. கான மஞ்சை அறையின் முட்டை - கபிலர் - குறிஞ்சி
4. வினையே ஆடவர்க்குயிரே வானுதல் - பாலை பாடிய பெருங்கடுங்கோ - பாலை
5. ஆர்கலி ஏற்றொடு கார்தலை மணந்த - ஒக்கூர் மாசாத்தியார் - முல்லை

அலகு - 2:

அகநானூறு - (3 பாடல்கள் - 40, 48, 53)

1. கானல் மாலைக் கழிப்பூக் கூம்ப - குன்றியனார் - நெய்தல்
2. அன்னாய்! வாழி! வேண்டு அன்னை! நின்மகள் - தங்கால் முடக்கொற்றனார் - குறிஞ்சி
3. அறியாய், வாழி, தோழி! இருள்அற - சீத்தலைச்சாத்தனார் - பாலை

கலித்தொகை - 2 பாடல்கள்

1. எறிதரு கதிர் தாங்கி ஏந்திய குடை நிழல் - பாலைக்கலி : 8
2. முறம் செவி மறைப் பாய்பு முரண் செய்த புலி செற்று - குறிஞ்சிக்கலி : 16

அலகு - 3:

புறநானூறு (5 பாடல்கள் - 9, 45, 74, 101, 112,)

1. ஆவும் ஆனியற் பார்ப்பன மாக்களும் - நெட்டிமையார்
2. இரும்பனை வெண்தோடு மலைந்தோன் அல்லன் - கோவூர்க்கிழார்
3. குழவி இறப்பினும் ஊன்தடி பிறப்பினும் - சேரன் கணைக்காலிரும்பொறை
4. ஒருநாள் செல்லலம் இருநாள் செல்லலம் - ஓளவையார்
5. அற்றைத் திங்கள் அவ்வெண் நிலவில் - பாரி மகளிர்

திருக்குறள் - 3 அதிகாரங்கள் - 1. கல்வி, 2. ஈகை, 3. அன்புடைமை.

நாலடியார் (5 பாடல்கள் - 8, 19, 21, 36, 65)

1. செல்வம் நிலையாமை - செல்வர்யாம் என்றுதாம் செல்வுழி எண்ணாத
2. இளமை நிலையாமை - மற்றறிவாம் நல்வினை யாம்இளையம் என்னாது
3. யாக்கை நிலையாமை - மலைமிசைத் தோன்றும் மதியம்போல் யானை
4. அறன் வலியுறுத்தல் - இன்றுகொல் அன்றுகொல் என்றுகொல் என்னாது
5. சினமின்மை - இளையான் அடக்கம் அடக்கம் கிளைபொருள்

அலகு - 4:

நெடுநல்வாடை (முழுவதும்).

அலகு - 5:

இலக்கிய வரலாறு - எட்டுத்தொகை, பத்துப்பாட்டு நூல்கள், பதினெண் கீழ்க்கணக்கு நூல்கள், மொழிபெயர்ப்பு.

குறிப்பு: ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

பகுதி 'அ, ஆ'வில் இலக்கிய வரலாறும், பகுதி 'இ'யில் 5-வது வினா மொழிபெயர்ப்புப் பகுதியினைத் தந்து எழுதக் கூறுதல் வேண்டும்.

(வினாத்தாளில் பகுதி 'இ'யில் கட்டாயம் மொழிபெயர்ப்புப் பகுதி இடம்பெறல் வேண்டும்.)

பகுதி அ - $20 \times 1 = 20$

பகுதி ஆ - $5 - 5 \times 5 = 25$

பகுதி இ - $5 - 3 \times 10 = 30$ (5-ஆவது வினாவில் மொழிபெயர்ப்புப்பகுதி வினாவாகக் கேட்கப்பெறல் வேண்டும்.)

பாடநூல்

1. தமிழ் - நான்காம் பருவம் - தேசியக்கல்லூரி வெளியீடு.
2. இலக்கிய வரலாறு - தேசியக்கல்லூரி வெளியீடு.

கற்பித்தலின் பயன்கள்

1. ஐவகை நில அமைப்புகளைப் பற்றிய அறிவினைப் பெறுவர்.
2. சங்க கால மக்களின் வாழ்வியல் பற்றி அறிவர்.
3. மன்னர்களின் ஆட்சிச்சிறப்பு, கொடைச்சிறப்பு, வீரம் பற்றி உணர்வர்.

ENGLISH FOR COMMUNICATION – U19E1

Semester: I

English Language Course I

Instruction Hours/Week: 6

Credit: 3

COURSE OBJECTIVES

The Learner will be able to

- a. communicate effectively and appropriately in real life situation;
- b. use English effectively for study purpose across the curriculum;
- c. develop interest in and appreciation of Literature;
- d. develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing;
- e. revise and reinforce structure already learnt.

UNIT I:

1. At the College
2. On the Campus
3. Outside the Class
4. At the Post office
5. For Business and Pleasure
6. Review

UNIT II:

7. Are you Smart ?
8. Are You Creative?
9. Is it too hard to improve?
10. How to win ?
11. View Points
12. Snakes and Ladders
13. Yourself

UNIT III:

1. Birbal story- The loyal gardener
2. Hindu mythological story- The origin of coconut tree
3. A chinese story: The generous student
4. An African Story ; The Three Runners

UNIT IV:

5. The Golden place
6. The one – hundreth prince
7. The mouse Merchand

UNIT V:

8. When wishes come true – Rabindranath Tagore
9. The World and after
10. Julius Caesar

Text Books: 1. A Collection of Short stories, Department of English, National College, Trichy.
2. Creative English for Communication (2nd edition) by Krishnasamy and Sriraman. Published by Macmillan

ENGLISH THROUGH EXTENSIVE READING – U19E2

SEMESTER : II

ENGLISH LANGUAGE COURSE : II

INSTRUCTION HOURS/WEEK : 4

CREDIT : 2

Course objectives:

The learner will be able to

1. develop interest in and appreciation of Literature;
2. develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing;
3. integrate the skill of Reading a variety of texts.
4. use English effectively for study purpose across the curriculum

UNIT I

Excitement : Mack R. Douglas

Tight Corners : E.V. Lucas

UNIT II

Water – The Elixir of Life : C.V. Raman

Tree Speaks : C. Rajagopalachari

UNIT III

The Art of Telling Tales : April Hersey

A Job Well Done : Ruskin Bond

UNIT IV

The Panorama of India's Past : Jawaharlal Nehru

The Origin of Grammar : Margaret Bryant & Janet

UNIT V

Dangers of Drug Abuse : Hardin B. Jones

Crime and Punishment : R.K. Narayan

Text Book : Dr. Ananthan , R. Effective Communication. Ed. Chennai : Anu Chithra Pub.2010.

COMMUNICATIVE ENGLISH I – U19CE1

Semester : II
Instruction Hours/ Week : 2

Communicative English Course : I
Credit : 1

COURSE OBJECTIVES:

The Learner will be able to

1. communicate, to define, classify, and understand the methods of communication,
2. improve their LSRW skills,
3. enable them to practice those skills in their daily life by identifying instances of communication in the circumstances of their own.

UNIT I

Writing Stories

Grammar Components : Articles, Prepositions and Tenses

UNIT II

Precis Writing

Grammar Components : Non- Finite Verbs and Phrasal Verbs

UNIT III

Writing Letters

Grammar Components : Conjunctions and Interjections and Punctuation

UNIT IV

Reporting

Grammar Components : Reported Speech and Transformation of Sentences

UNIT V

Writing an Essay

Grammar Components : Sentence structure (S/V/O/C/A) and Simple, Compound and Complex Sentences

Text book : Pillai, Radhakrishna G. English Grammar & Composition Ed. Chennai : Emerald Pub.2016

ENGLISH FOR COMPETITIVE EXAMINATIONS – U19E3

SEMESTER : III

ENGLISH LANGUAGE COURSE : III

INSTRUCTION HOURS/WEEK : 6

CREDIT : 3

COURSE OBJECTIVES:

The Learner will be able to

1. have a knowledge in basic grammatical units of English
2. have a depth of knowledge in Concord, reconstructing passages and précis writing.
3. comprehend the given passage and understand it.
4. gain a good knowledge and understanding in vocabulary
5. write on his/her own on a given topic and gain a good skill in letter/report writing.

UNIT I:

Basics of English(Revision)

- (a)Parts of speech and Articles
- (b)Active and passive voice
- (c)Framing Questions
- (d)Tag questions
- (e)Indirect speech
- (f)Tenses

UNIT II:

- (a)Errors and how to avoid them
- (b)Spotting errors
- (c)Reconstructing passages
- (d)Précis writing

UNIT III:

Reading comprehension

UNIT IV:

- (a)Sentence completion,
- (b) Spelling
- (c)Vocabulary – Words often confused or Misused, Synonyms, Antonyms.

UNIT V:

Letter writing , Report writing ,Paragraph writing, Essay writing

Text book : English for Competitive Examinations by R.P.Bhatnagar&Rajul Bhargava
macmillanIndia ltd. Delhi.

READING POETRY AND DRAMA – U19E4

SEMESTER : IV

ENGLISH LANGUAGE COURSE : IV

INSTRUCTION HOURS/WEEK : 6

CREDIT : 2

COURSE OBJECTIVE:

The Learner will be able to

- a. appreciate a piece of poem and analyze it
- b. appreciate and interpret an one act play.
- c. use English effectively for study purpose across the curriculum;
- d. develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing;
- e. revise and reinforce structure already learnt.

POETRY:

UNIT I : John Milton : On His Blindness

Oliver Goldsmith : The Village School Master

William Wordsworth : The Solitary Reaper

UNIT II : P.B.Shelly : Ozymandias

John Keats : La Belle Dame Sans Merci

Robert Browning : Incident of the French camp

UNIT III : John Masefield : Laugh and Be Merry

Robert Frost : Stopping by Woods On a Snowy Evening

John Drinkwater : The Vagabond

DRAMA:

UNIT IV: Anton Chekov : A Marriage Proposal

Lady Gregory : The Rising of the Moon

UNIT V: W.St. John Tayleur : Reunion

William Shakespeare : Othello, The Moor of Venice – Act V

Text Books : 1)**An Introduction to Poetry** edited by A.G.Xavier; [Macmillan]

2)**A Book Plays:** A Group of Editors, Published by Orient Blackswan

COMMUNICATIVE ENGLISH II – U19CE2

SEMESTER : IV
INSTRUCTION HOURS/WEEK : 2

COMMUNICATIVE ENGLISH COURSE : II
CREDIT : 1

The learner will be able to

1. develop interest in and appreciation of Literature;
2. develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing;
3. integrate the skill of Reading a variety of texts.
4. use English effectively for study purpose across the curriculum

UNIT I:

Enriching Vocabulary – Register Development; who is who; Synonyms, Proverbs

UNIT II:

Tense Forms with emphasis on differences between Present and Present Continuous; Past and Present Perfect , Framing questions, Auxiliaries, if clauses; conjunctions and linkers; Prepositions

UNIT III

Pronunciation, Good Pronunciation habits, Phonetic Transcription, Greetings, Farewells commands etc.,

UNIT IV:

Conversational Skills – Affirmative or Negative Language – idiomatic expressions, Phrases, Dialogue Writing,

UNIT V:

- Writing Skills – Note- taking, note- making, e-mail, Describing an object, narrating a story.
- Circulars
- Notes - reminders, warnings, farewells, apology.
- Draft invitations – marriage, annual day, inaugural functions of associations, valediction, seminar, workshop.
- Draft Short messages- compliments, birthday wishes, notifications
- Draft Posters- Slogans, Announcements
- Draft Advertisements
- Dialogue writing

Text Book

1. Communicative English by Department of English, National College(Autonomous), Trichy.

SYLLABUS
UG Part I – Hindi
Semester – 1

U19HI : Functional Hindi-1, Prose, Grammar And Translation – 1

Objectives :

- Unit I :** The Objective of teaching functional Hindi is to encourage the students to learn the functional words.
- Unit II :** The Objective of teaching grammar is to teach the basic grammatical structures.
- Unit III :** The Objective of teaching prose is to develop their language ability.
- Unit IV :** The Objective of teaching translation is to convey the original tone and meaning.
- Unit V :** The Objective of teaching short stories is to enhance their creative writing and spoken skills through story telling/story writing and story reading mode.

Program Outcome :

The learners will acquire the knowledge of basic letters and functional hindi words. They understand the grammatical structures and able to translate the sentences from source to target language. The learners can read and understand the prose and stories.

SEMESTER – I

COURSE CODE : U19H1

6hrs/wk

**Paper I – FUNCTIONAL HINDI-1, PROSE, GRAMMAR AND
TRANSLATION – 1**

Unit – 1 Functional Hindi

1. Directions, Seasons, Days, Colours
2. Fruits, Vegetables, Flowers, Numbers
3. Groceries, Grains, Taste, Cardinals
4. Domestic Animals, Wild Animals, Relatives, English Month
5. Occupation, Parts of Body, Numbers and Tamil Months

Unit – II Grammar

1. Noun
2. Verb
3. Pronoun
4. Vachan
5. Gender

Unit – III Prose

1. Challis karod kurta kaha se....
2. Bhojan Aur Vigyan
3. Dr. Abdul Kalam

Unit – IV Translation

1. (Hindi to English Lesson -1 to 5)

Unit – V Story

4. Raja Ka Chunaav – Ashok Kumar Kantha Bhatiya
5. Poos Ki Raat – Premchand

DEPARTMENT OF HINDI

For Candidates admitted from the Academic Year 2019 onwards

SEMESTER – 1

Course Code U19H1

Credits – 3

**Paper I – FUNCTIONAL HINDI-1, PROSE, GRAMMAR AND
TRANSLATION – 1**

PROSE

Prescribed Text Book

Bharat – Madhyama Patya Samgiri

O.No.1619 Hindi Prachar Pushtakmala, Madras.

Prescribed Lessons

1. Challis karod kurta kaha se....
2. Bhojan Aur Vigyan
3. Dr. Abdul Kalam

STORY

Vaani Hindi Patmala – Ashok kumar , kanta Bhatya

Oxford University Press ISBN-10:0-19-9469687

1. Raja Ka Chunaav – Ashok Kumar Kantha Bhatiya

Poos Ki Raat – Premchand

Grammar

Reference Book

Sugam Hindi Vyakaran - Prof.Vanshi Dhar and Dharmapal Shastri

Siksha Bharathi, New Delhi

ISBN-10:81-7483-037-5

Prescribed Portion

Noun, Verb, Pronoun, Vachan, Gender

Functional Hindi

Hindi Vataayan – Dr. K.M.Chandra Mohan

ISBN : 81-7124-223-5, Vishwa Vidhyalay Prakashan, Varanasi

Semester – II

U19H2 : Comprehension, Grammar – 2, Drama And Hindi Literature-1

Objectives :

- Unit I :** The Objective of teaching comprehension is to incorporate self-reading and understanding.
- Unit II :** The Objective of teaching grammar is to acknowledge the basic rules of the grammatical structures.
- Unit III :** The Objective of teaching Literature is to acquire the knowledge of the origin of Hindi in literature.
- Unit IV :** The Objective of teaching one act play is to help the learners to understand the method of acting and writing a play.
- Unit V :** The Objective of teaching Drama is to acknowledge the basic dramatic structures.

Program Outcome :

The Learners will be able to comprehend on their own and to improve their reading skills. The learners will be able to communicate accurately free of grammatical errors. The learners will get a wider knowledge of Hindi literature. The learners will understand various genres of literary works. The learners will get deep and broad vision of drama.

SEMESTER - II

COURSE CODE : U19H2

6hrs/wk

PAPER II – COMPREHENSION, GRAMMAR – 2, DRAMA AND HINDI LITERATURE-1

Unit – 1 Comprehension

1. Discipline
2. Humanity
3. Coeducation
4. Student Life
5. Importance of Hard work

Unit – II Grammar

1. Adjective
2. Adverb
3. Conjunction
4. Tense

Unit – III Hindi Literature

1. Aadi kaal (Introduction, Specialities, Famous Poets)

Unit – IV One act play

1. Reed ki Hadhi (Jagdeesh Chandra Mathur)
2. Andheri Nagari (Bharathendu Harischandra)

Unit – V Drama

1. Swarg ke Jalak (Upendranath Ashak)

DEPARTMENT OF HINDI

For Candidates admitted from the Academic Year 2019 onwards

U19H2

SEMESTER – II

PAPER II – COMPREHENSION, GRAMMAR – 2, DRAMA AND HINDI LITERATURE-1

Comprehension

Prescribed Text Book

**Adhunik Hindi Nibandhavali - Praveshika Book
Hindi Prachar Pushtakmala, Madras.**

Prescribed Lessons

1. Discipline
2. Humanity
3. Coeducation
4. Student Life
5. Importance of Hard work

One Act Play

Hindi Sahith Rastrabhasha patya saamgri

O.No.1636 Hindi Prachar Pushtakmala, Pushpa-507

1. Andheri Nagari – Bharatendu Harishchandra
2. Reed ki Haddi – Jagdish Chandra Mathur

Drama

Swarg ki Jalak – Upendranath Ashk

Grammar

**Sugam Hindi Vyakaran - Prof.Vanshi Dhar and Dharmapal Shastri
Siksha Bharathi, New Delhi
ISBN-10:81-7483-037-5**

Prescribed Portion

Adjective, Adverb, Conjunction, Tense

Hindi Literature

Aadi kaal (Introduction, Specialities, Famous Poets)

Prescribed Book

1. **Hindi Sahithya ki Pravirthiya – Dr. Jaykisan Prasad**

Semester – III

U19H3 : Dialogue Writing, Poetry, Translation -2 Hindi Literature-2

Objectives :

Unit I : The Objective of teaching couplet will give learners confidence and energetic.

Unit II : The Objective of teaching dialogue writing is to teach the learners about appropriate words and style in appropriate place.

Unit III : The Objective of teaching Bhakthi Literature is to acquire the knowledge of the origin of Bhakthi and its movement in Hindi literature.

Unit IV : The Objective of teaching Poetry is to make the learners to acquire the knowledge of the poets and their writings.

Unit V : The Objective of teaching Translation to the learners to get knowledge of translation from the source to target language. They also gain the knowledge of homonyms and synonyms in Hindi.

Program Outcome :

The Learners will understand the couplets and poetry by the prescribed units. The learners will come to know about the dialogue delivery and their usage in their daily life also they can translate from source to target language. They can understand the Bhakthi movement through Hindi Literature.

SEMESTER - III

COURSE CODE : U19H3

6hrs/wk

PAPER – III DIALOGUE WRITING, POETRY, TRANSLATION -2 HINDI LITERATURE-2

Unit – I Couplets

1. Couplets of Kabir
2. Couplets of Tulshi
3. Couplets of Rahim

Unit –II Dialogue Writing

1. Mother and Daughter
2. Teacher and Student
3. Between Two Friends
4. Brother and Sister
5. Customer and Shopkeeper

Unit – III Hindi Literature

1. Bhakthi Kaal (Introduction, Specialities, Famous Poets)

Unit – IV Poetry

1. Baghavan ke Dakiye (Ramdhari singh Dinakar)
2. Tera Sneh na kovoona (Sumitranandan Pant)
3. Kilonaa (Chiyaram Saran Gupta)

Unit – V Translation

1. English to Hindi (Lesson 1 to 5)
2. Homonyms
3. Synonyms

DEPARTMENT OF HINDI

For Candidates admitted from the Academic Year 2019 onwards

U19H3

SEMESTER – III

**PAPER – III DIALOGUE WRITING, POETRY, TRANSLATION -2 HINDI
LITERATURE-2**

Couplets

Prescribed Text Book

Kavya Sourab - Hindi Prachar Pushtakmala, Pushpa- 437

O.No. 1242, Dakshin Hindi Prachar Sabha, Madras.

Prescribed couplet

- 1. Kabir – 5 dohas**
- 2. Tulsi – 5 dohas**
- 3. Rahim – 5 dohas**

Poetry

Prescribed Book

Vasanth III

Subodh Hindi Patmala – 3, Hindi Prachar Pushtakmala, Pushpa – 507, O.No.1636

Prescribed Poem

- 4. Baghavan ke Dakiye - Ramdhari singh Dinakar**
- 5. Tera Sneh na kovoon - Sumitranandan Pant**
- 6. Kilouna - Chiyaram Saran Gupta**

Dialogue Writing

Hindi Vataayan – Dr. K.M.Chandra Mohan

ISBN : 81-7124-223-5, Vishwa Vidhyalay Prakashan, Varanasi

Hindi Literature

Bhakthi Kaal (Introduction, Specialities, Famous Poets)

Prescribed Book

Hindi Sahithya ki Pravirthiya – Dr. Jaykisan Prasad

Translation

Subodh Hindi Patmala – 1

Hindi Prachar Sabha, Madras.

Prescribed Lessons

Lesson 6 to 10

Homonyms

Synonyms

Semester – IV

U19H4 : Letter Writing, General Essay, Hindi Literature-3

Objectives :

- Unit I :** The Objective of teaching letter writing is to improve their communication skills through writing letters in formal and informal way.
- Unit II :** The Objective of teaching Modern Era in Hindi literature to acquire the knowledge of various subjects which was used in pre independence and post independence and also in recent years.
- Unit III :** The Objective of teaching Street play is to introduce theatre arts and the origin of today's theatre.
- Unit IV :** The Objective of teaching Technical words and phrases is to develop their writing skill. Writing essay will develop their creativity. The learners were encouraged to summarise a passage through precise writing.
- Unit V :** The Objective of teaching Fiction is to acquire knowledge of a long story and their characteristics.

Program Outcome :

The Learners will able to draft and structure letters on their own. They come to know about the modern era in Hindi literature. They understand the role of street play in recent times. They can be aware of using technical words and phrases. Now they can understand the role of fiction by reading and get the knowledge of authors vision.

IV SEMESTER

Course Code: U19H4

6hrs/wk

PAPER IV- LETTER WRITING, GENERAL ESSAY,HINDI LITERATURE-3

Unit – I Letter Writing

1. Leave Letter
2. Placing Order for Books
3. Complaint Letter

Unit – II Hindi Literature

1. Modern Era (Introduction, Specialities, Famous Poets)

Unit – III Street Play

1. Aurat

Unit – IV

1. Technical Words
2. Technical Phrases
3. General Essay
4. General Essay
5. Precise Writing

Unit – V Novel

1. Kadiyan (Bhishma Sahani)

DEPARTMENT OF HINDI

For Candidates admitted from the Academic Year 2019 onwards

U19H4

SEMESTER – IV

PAPER IV- LETTER WRITING, GENERAL ESSAY, HINDI LITERATURE-3

Letter Writing

Prescribed Letters

6. Leave Letter
7. Placing Order for Books
8. Complaint Letter

Street Play

Prescribed Book

Indra Gandhi Rashtriya Mukta Vishva Vidhyalay, New Delhi.
ISBN – 81-7605-844-0

Prescribed Play

Aurat

Hindi Literature

Modern Era (Introduction, Specialities, Famous Poets)

Prescribed Book

Hindi Sahithya ki Pravirthiya – Dr. Jaykisan Prasad

Prescribed Book

Hindi Vataayan – Dr. K.M.Chandra Mohan

ISBN : 81-7124-223-5, Vishwa Vidhyalay Prakashan, Varanasi

Prescribed Portion

4. Technical Words
5. Technical Phrases
6. General Essay
9. General Essay
10. Precise Writing



NATIONAL COLLEGE (AUTONOMOUS)
LANGUAGE COURSE PART I SANSKRIT SEMESTER I PAPER I SANSKRIT I
(For the candidates admitted from June 2019 onwards)

SYLLABUS

SUBJECT CODE:U19S1

Unit I

संस्कृतभाषा देवनागरीलिपि: च - परिचयः
कर्तृपद-परिचयः

- १। संस्कृत भाषा - प्रास्ताविकम्
- २। अक्षराभ्यासः, वर्णाः,
- ३। स्वराः, व्यञ्जननि, संयुक्ताक्षराणि, लेखनप्रकारः च
- ४। अकारन्त-शब्दाः
- ५। लिङ्गत्रयम्
- ६। वचनत्रयम्
- ७। विभक्तयः
- ८। अनुवाद-अभ्यासः
- ९। आङ्गल/तमिल् भाषायां संस्कृतात्
- १०। संस्कृते आङ्गल/तमिल् भाषातः

Unit II

क्रियापदानि (परिचयः)

1. वर्तमानकाले (लट्) धातवः

- १। अन्यपुरुष/प्रथमपुरुष;मध्यमपुरुष;उत्तमपुरुषः च
- २। एकवचनम्, बहवचनं च
- ३। क्रियापदानि - गम् (गच्छ), पिब्,पठ्, क्रीड्, वद्

2. पुल्लिङ्ग-कर्तृपदानि
सर्वनामपदानि च

- १। बालकः, शिक्षकः, अध्यापकः, नृपः, देवः, मनुष्यः,
हस्तः अलसः कुशलः, अहम् ,त्वं, सः।

3. नपुंसक-लिङ्ग-कर्तृपदानि

- १। पुस्तकम्, फलम्, दुग्धम्, घृतम्, उद्यानम्, पुष्पम्,
जलम्, मधुरम्, कन्दुकम्, भोजनम्।

4. अव्ययानि

- १। तत्र, कुत्र, यत्र, अत्र, न, तदा, कदा, यदा-तदा,
शीघ्रं, द्रुतम्, सत्त्वरम्, पश्चात्, अपि, सह, अतः
साकम्, सार्धम्, समं, एव, तावत्, तु, यदि-तर्हि,
सदा।

5. अन्ये अकारान्त-कर्तृपदानि

- १। सूर्यः, सायंकालः, प्रकाशः, वृद्धः, सत्यं, असत्यं,
विद्यालयः, गृहम्, जलम्, दुग्धम्, मधुरम्, भोजनम्

Unit III

1. अनुवाद-अभ्यासः

2. विभक्तीनां परिचयः

3. प्रश्न-निर्माण-पदानि

4. क्रियापदानि(लट्)

5. अनुवाद-अभ्यासः

उपर्युक्त-कर्तृ-क्रियापदानि वाक्येषु उपयोगः,
अनुवाद-अभ्यासः च।

१। प्रथमा विभक्तिः - संबोधनप्रथमा-विभक्तिपर्यन्तं
विभक्ति-अन्तानां परिचयः ,

२। विभक्ति-अन्तानां प्रत्ययैः आदेशाः

३। तृतीया विभक्तिः - सह, साकं सार्धम्, समं

४। चतुर्थी विभक्तिः - षष्ठ्याः विभक्तेः कृते प्रत्ययः

५। विना इत्यादीनां अव्ययानां उपयोगः।

किम्, कुत्र, कथं, किमर्थम्, कुतः, कदा।

वर्तमानकाले

भू (भव्) अस्, धाव् , कृ (कर्) अस्, धाव्,

पत्, आ-गम् (गच्छ्)।

आङ्गलात् संस्कृते/ संस्कृतात् आङ्गले

Unit IV

1. विशेषण-विशेष्यौ

2. संख्यावाचकपदानि

3. सर्वनामपदानि

4. भविष्यत्काले क्रियापदानि (लृट् लकारः)

5. भोज्यपदार्थनामानि

१। रङ्गाः -शुक्ल-नील-पीत-रक्त-हरित-कपिश-
चित्र-भेदाः। तथा अन्यानि सरलपदानि

२। तेषां विशेषणेषु उपयोगः

१। संस्कृते संख्यावाचकपदानि (0 त। १०
पर्यन्तम्।

१। तद् शब्दः - पुल्लिङ्ग-स्त्रीलिङ्ग-
नपुंसकलिङ्गाः

२। अस्मद् - युष्मद् शब्दौ।

३। एतद् शब्दः - त्रिषु लिङ्गेषु

१। गम् (गच्छ्), पठ्, वद, पत्, लिख्, क्रीड्,
आ-गम्(गच्छ्), भू (भव्), धाव्, पा(पिब्),
दृश्(पश्य्), कृ (कर्)।

१। तेषां वाक्येषु उपयोगः।

२। अनुवाद-अभ्यासः।

३। वार्तालापः

Unit V

1. प्रत्ययाः
 - १। क्त-प्रत्ययः
 - २। तुमुन्नन्तः
 - ३। क्त्वा प्रत्ययः
 - १। अट्, भक्ष्, अर्च्, खेल्, चल्, धार्, कथ्, क्षाल्, पाल्, तुल्, मार्, घर्ष्, तोष्, गण्, ।
 - १। कृषीवलः इति पाठः।
 - २। नूतन-क्रियापदानि -क्री, वि-क्री, सिच्, रुह्, वर्ष्, रुह्, रच्, निस्ज्-कस्, वस्, कृष्, मुच् ।
2. क्रियापदानि (लट् लकारे)
3. कृषि-संबन्धीनि पदानि
4. आकारान्त-स्त्रीलिङ्गः
 - १। आकारान्तः स्त्रीलिङ्गः माला शब्दः
 - २। समानान्त-पदानि।
 - ३। पदानां वाक्येषु उपयोगः
 - १। सवर्णदीर्घ-सन्धिः
 - २। गुणसन्धिः
 - ३। वृद्धिसन्धिः
 - ४। सन्धीनां वाक्येषु उपयोगः
 - ५। सन्धीनां अभ्यासः
5. सन्धिः (स्वरः)

Prescribed Book: Saral Sanskrit Sikshak Part I, Bharatiya Vidya Bhavan, Mumbai, 400007.

(Omitted portions: Lesson 1: Passage starting: रामो राजमणिः with the meaning.

Lesson 6,7: Passage for memory (Memorise) at the end.

Lesson 10 and Lesson 12: Full)

References:

Sanskrita Bodhini (Prathama), Sanskrita Bhasha Pracharini Sabha, Chittoor, Andhra Pradesh, 2011।

NATIONAL COLLEGE (AUTONOMOUS)
LANGUAGE COURSE PART I SANSKRIT SEMESTER II PAPER II SANSKRIT II
(For the candidates admitted from June 2019 onwards)

SYLLABUS
SUBJECT CODE: U19S2

Unit I

1. पुनश्चर्या

गतषाणंमासे अभ्यस्तानाम्

2. कर्तृपदानां परिचयः

१। इकारान्तः पुल्लिङ्गः कविशब्दः
केचन समानान्त-शब्दः च।

२। सर्वनामशब्दः - तद् - स्त्रीलिङ्गे

३। इकारान्तः स्त्रीलिङ्गः मतिशब्दः,
केचन समानान्त-शब्दाः च।

४। एतेषां वाक्येषु उपयोगः, अनुवाद-अभ्यासः च।

3. क्रियापदानि

वर्तमानकालः (लट्)

१। जप्, चर, रक्ष, हस्, वम्, नम्, दह, तप्, वस्,
इच्छ, वाञ्छ, शंस्, त्यज्, जल्प, निन्द, क्षिप्।

२। वाक्येषु उपयोगः, अनुवाद-अभ्यासः च।

Unit II

1. भविष्यत्कालः (लृट्) नूतनक्रियापदानि

१। अर्ज्, दण्ड्, चिन्त्, ज्वल्, तर्ज्, तर्क्, तप्,
नट्।

1. नूतनकर्तृपद-परिचयः

१। इकारान्त पुल्लिङ्गः तथा स्त्रीलिङ्गपदानि
उपर्युक्त-क्रियापदानि च मिलित्वा वाक्येषु
उपयोगः

2. आत्मनेपदिनः धातवः (क्रियापदानि)

वर्तमानकाले (लट्)

१। यत्, लभ्, रम्, क्षम्, त्रप् सह, स्वद्, बाध्,
भाष्, भास्

२। पूर्वोक्त-कर्तृपदानि क्रियापदानि च वाक्येषु
उपयोगः

३। अनुवाद-अभ्यासः

3. आत्मनेपदिनः धातवः (लट् क्रियापदानि)

१। भाष्, यत्, लभ्, रम्, क्षम्, त्रप्, सह, स्वद्,
भास्

२। संवादः - अभ्यासः



Unit III

1. भूतकालः (लङ्)

- १। सर्वेऽपि धातवः वर्तमानकाले कृताः।
- २। भूतकालक्रियापदानि वाक्येषु उपयोगः।
- ३। वर्तमानकालं भूतकालं च मिश्रित्य वाक्येषु उपयोगः।
- ४। वाक्येषु उपयोगः अनुवाद-अभ्यासः च।

2. प्रेरणार्थकं क्रियापदम् (भविष्यत्) लोट्

- १। सर्वेऽपि धातवः ये वर्तमानकाले तथा भूतकाले कृताः।
- २। प्रेरणार्थकक्रियापदानि च वाक्येषु उपयोगः पूर्ववत् (मध्यमपुरुष-एकवचनमात्रम्)
- ३। अनुवाद-अभ्यासः

Unit IV

1. सन्धिप्रकरणम्

- १। यण् सन्धिः
- २। अयादिसन्धिः

2. नूतन-कर्तृपदानि (पुल्लिङ्गः)

- १। उकारान्तः पुल्लिङ्गः गुरु शब्दः
- २। समानान्त-शब्दा केचन।
- ३। उकारान्त-पदानि वाक्येषु उपयोगः
- ४। अनुवाद-अभ्यासः
- ५। संख्यावाचकपदानि १ - २५ संस्कृते।

३। नूतन-कर्तृपदानि (स्त्रीलिङ्गः)

- १। उकारान्तः स्त्रीलिङ्गः धेनु शब्दः
- २। समानान्तक-शब्दाः केचन।
- ३। उकारान्त-पदानि स्त्रीलिङ्गे उपयोगः
- ४। अनुवाद-अभ्यासः
- ५। पुल्लिङ्ग-स्त्रीलिङ्ग-पदानि मिश्रित्य वाक्येषु उपयोगः ।

4. कथालेखनम्

१। पाठ्यक्रम-अन्तर्गत-कथा

२। नूतन-कर्तृपदानि (कथा-अन्तर्गतानि)

Unit V

1. नूतन-प्रत्ययाः

१। क्तवतु प्रत्ययः- क्तप्रत्ययः

२। कर्तरि प्रयोगः कर्मणि प्रयोगः च

३। सन्नन्ताः - इच्छाप्रकृतिः(Desiderative)

2. नूतन-क्रियापदानि

१। प्रथ्, प्री, बन्द्, भूष्, मृज् (मार्ज्), युज्,

रच्, स्निह्, हिंस् (लट् परस्मैपदि, आत्मनेपदि)

२। उपरि अभ्यसित-धातु तथा प्रत्ययान् वाक्येषु
उपयोगः

३। संभाषणम् - कालिदासकृतं अभिज्ञानशाकुन्तलम्।

Prescribed Book: Sarala Sanskrit Sikshak Part II, Bharatiya Vidya Bhavan,
Mumbai 400007.

(Omitted portions: 1. Lesson 2: श्लोकाः (pages 14, 15)

2. Lesson 4, श्लोकः (page 23)

3. Lesson 10, सुभाषितानि, संस्कृत-लोकोक्तयः)

References:

1. संस्कृत-व्यवहार-साहस्री, Samskrita Bharati, Bengaluru 560085.

2. संस्कृतबोधिनी, प्रथमा, संस्कृतभाषाप्रचारिणि सभा, चित्तूर, आन्ध्रप्रदेश ५०७५०९

संवत्सरः - २०११

NATIONAL COLLEGE (AUTONOMOUS)
LANGUAGE COURSE PART I SANSKRIT SEMESTER III PAPER III SANSKRIT III
SYLLABUS
SUBJECT CODE: U19S3

Unit I

- १। पुनश्चर्या
- २। पशु-पक्षि-वृक्ष-वर्ग-शलाटुका-फल-नामानि
- ३। वाणिज्य-उपयोगि-पदानि
मापनं तोलनं च
- ५। संख्यावाचकपदानि
- ६। संवत्सरनामानि
- ७। सस्यादि नामानि
- ८। धन/धनपत्र/नाणक नामानि
- ९। इदं शब्दः - पुंनपुंस्त्रीषु।
- १०। अनुवाद अभ्यासः

Unit II

- १। क्रियापदानि
लोट् लकारे परस्मैपदि, आत्मनेपदि च
- २। इतोऽपि अव्ययानि
- ३। कथालेखनप्रकारः
- ४। अनुवादः
- ५। उपसर्गाः
- ६। तेषां वाक्येषु उपयोगः

Unit III

- १। ईकारान्त-स्त्रीलिङ्गपदानि
नदी, अटवी, कौमुदी, वाहिनी, नगरी
इत्येतानि पदानि, तेषां शब्दरूपानि च
- २। क्रियापदानि, परस्मैपदिनः
- ३। आत्मनेपदिनः
- ४। उभयपदिनः
- ५। शरीर-अङ्गनामानि, भूषण-नामानि
- ६। ऋकारान्तःपुल्लिङ्ग-शब्दाः कर्तृ, पितृ,
इत्यादयः
- ७। क्रियापदानि
- ८। अनुवाद-अभ्यासः



Unit IV

- १। कृषिकर्म
- २। कृषिसंबन्धीनि उपकरणानि
- ३। अनुवाद-अभ्यासः
- ४। ल्यबन्ताः
- ५। वाक्येषु उपयोगः
- ७। विधिलिङ् (optative/potential mood)-1
- ८। परस्मैपदि आत्मनेपदि च

Unit V

- १। नकारान्तः पुल्लिङ्गः राजन् शब्दः
- २। सन्धिप्रकरणम् - पुनश्चर्या
- ३। विसर्गसन्धिः
- ४। नूतन-अव्यय-पदानि
- ५। अनुवाद-अभ्यासः
- ६। विधिलिङ् (optative/potential mood)-2
- ७। भोजनवेला - संवादः
- ८। नूतन-कर्तृ-क्रिया-अव्यय-विविध-प्रत्यय-पदानि ।
- ९। शब्दरूपाणि, धातुरूपाणि च पुनश्चर्या ।

Prescribed books: 1. Saral Sanskrit Sikshak, Part III, Bharatiya Vidya Bhavan, Mumbai 400007.

Omitted portions: 1. Lesson 9 सीतायाः स्वयंवरः

2. Lesson 11, सुभाषितानि, संस्कृत-लोकोक्तयः

References:

1. Samskrita-vyavaharasahasri, Samskrita Bharati, Bengaluru 85
2. Anjala-samskrita kosha, Samskrita Bharati, Bengaluru 85.

NATIONAL COLLEGE (AUTONOMOUS)
LANGUAGE COURSE PART I SANSKRIT SEMESTER IV PAPER IV SANSKRIT IV
SYLLABUS
SUBJECT CODE: U19S4

Unit I

- १। प्रथम-षाण्मासिक, द्वितीय-षाण्मासिक, तृतीय-षाण्मासिक-अभ्यस्तानां विषयाणां पुनश्चर्या
- २। सर्व-शब्दः त्रिषु लिङ्गेषु।
- ३। वाच् शब्दः स्त्रीलिङ्गेषु
- ४। अनुवाद-अभ्यासः
- ५। हिमालयः - रचनालेखनम्

Unit II

- १। ओकारान्तः स्त्रीलिङ्गः गो शब्दः
- २। गो-संबन्धीनि पदानि
- ३। गां अधिकृत्य लेखः
- ४। नूतन-कर्तृ-क्रियापदानि - शब्दसंग्रहः
- ५। अनुवाद-अभ्यासः
- ६। पदानां वाक्येषु उपयोगः

Unit III

- १। समासः - उपोद्घातः
- २। तत्पुरुष-समासः
- ३। कर्मधारय-समासः
- ४। बहुव्रीहि-समासः
- ५। द्वन्द्व-समासः
- ६। द्विगु-समासः
- ७। अव्ययीभाव-समासः
- ८। एकशेषसमासः

संस्कृतम् - दैनन्दिनव्यवहारः

1. संस्कृत-व्यवहारः

- १। संख्यावाचकपदानि २५ तः ५० पर्यन्तम्।
- २। बन्धुवर्गनामानि
- ३। गृहे उपयुक्तानां वस्तूनां नामानि
- ४। वासर-तिथि-पक्ष-मास-नामानि
- ५। दैवत-ग्रहाणां नामानि

UNIT IV

1. रचनात्मकं कार्यम्

- १। पत्रलेखन- उपोद्घातः, उदाहरणानि च
- २। पिता/माता - पुत्राय/पुत्र्यै
- ३। पितरं/मातरं प्रति - पुत्रः/पुत्री
- ४। मित्राय पत्रम्
- ५। पतिः/पत्नी - पत्न्यै/पत्ये

2. अनुच्छेदः

- १। दत्तं अनुच्छेदं पठित्वा उत्तरलेखनम् - प्रकारः
- २। सरल-कथायुक्तम्, सरल-गद्यांशयुक्तम् च।

3. अनुच्छेदलेखनम्

- १। दत्तानि पदानि विचित्य पञ्चवाक्येषु एकम् अनुच्छेद-लेखनम्।
- २। सरलकथा अथवा गद्यांशयुक्तम्।

4. रचनालेखनम् (पाठ्यपुस्तक-अन्तर्गतम्)

- १। सरलकथा
- २। गद्यांशः

UNIT V

1. श्रेष्ठभाषा द्रविडभाषा - अस्याः ऐतिहासिकं स्थानम्।

- १। भाषायाः स्थापनम्
- २। भाषा-समूहः
- ३। श्रेष्ठभाषायाः गुणानि।
- ४। श्रेष्ठभाषाः
- ५। भारतीय-श्रेष्ठ-भाषे - द्रविड-संस्कृते
- ६। द्रविडभाषायाः पुराणत्वम्।
- ७। द्रविडभाषां श्रेष्ठभाषा-समूहे योजयितुमान्दोलनम्।
- ८। विश्व-श्रेष्ठद्रविडभाषा सम्मेलनम् २०१०

Prescribed Book: Sarala Sanskrit Sikshak Part IV, Bharatiya Vidya Bhavan,
Mumbai 400007.

(Omitted portions:

Lesson 2: विद्याप्रशंसा, Lesson 7: लङ्कातः यदा हनूमान् प्रतिनिवृत्तः Lesson 8: रामस्य वनगमनम्
Lesson 12: नलदमयन्ती-वर्णनम् Lesson 13: किङ्करैः पश्य किं कृतम् Lesson 14: रूपाणि
Lesson 15: सुभाषितानि Lesson 17: लोकोक्तयः।)

References:

1. संस्कृतव्यवहारसाहस्री, संस्कृतभारती, बेङ्गलूरु ५६००८५।

2. संस्कृतबोधिनी (द्वितीया), संस्कृतभाषाप्रचारिणी सभा, चित्तूर, आन्ध्रप्रदेशः ५१७५०१।

Core Course: 1
MANAGEMENT CONCEPTS

Semester : I

Instruction Hours/Week: 5 Credit: 5

LEARNING OBJECTIVES:

- To impart the knowledge in general management area, to become a good manager.
- To make the students to understand the specific plans using business objective.
- To understand the human interactions in an organisation and to get better results in attaining business goals

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge on Managerial roles and levels of management.
- At the end of this course the students should know about the five Functions of management.
- After completion of this course the students will be able to understand the types and structure of organization.

UNIT - I

Management – Nature – Functions – Process of management – Managerial roles and skills – Levels of management – Contribution of F.W.Taylor, Henry Fayol's and Peter Drucker – MBO Process - Management is a science – Management is an Art – Administration and Management.

UNIT – II

Planning – Nature and importance of planning – Process of planning – Methods and types of plans – Decision making Process.

UNIT – III

Organizing – Types of Organization – Organization Structure – Span of control and committees – Departmentation – Delegation- Centralization and Decentralization-Forms of Organisation.

UNIT – IV

Staffing – Functions – Sources – Recruitment – Selection Process – Training and its types.

UNIT – V

Directing – Nature and purpose of directing – Controlling – Importance and types of controls – Control process – Need for co-ordination.

TEXT BOOK RECOMMENDED:

1. Principles of Management –L.M.Prasad – Sultan Chand & Sons. - 1998

BOOKS FOR REFERENCE:

1. Essentials of Management – Koontz and O'Donnel –Tata Mcgraw Hill – 1979
2. Business Management – Dinkar Parage – Sultan Chand & Sons – 2008
3. Principles of Management – Sherlekar – Himalaya Publishers. – 2000
4. Principles of Management – Tripathi and Reddy. – 2007
5. Management Principles– T.Ramasamy– hamalaypublishers -1990.

Core Course:2
ADVANCED FINANCIAL ACCOUNTING

Semester : I

Instruction Hours/Week : 6 Credit: 6

LEARNING OBJECTIVES:

- To impart the students the basic concepts of financial accounting in today's "HITECH" competitive world of real business.
- To provide knowledge in Double entry system, Book keeping and various systems in financial accounting
- To provide knowledge in rectifying the accounting errors in an organization

LEARNING OUTCOMES:

- At the end of this course students can understand about book keeping
- On successful completion of the course, the students will be able to prepare the financial report of both individual and company
- On successful completion of the course, the students should have acquired knowledge over the depreciation, calculation on the fixed assets.

UNIT – I

Meaning of Accounting – Book keeping – Evolution of accounting – Sub-fields of accounting – Users of accounting information.- concept and convention – accounting equations – Double entry book keeping – Journal, ledger and trial balance.

UNIT – II

Final accounts of sole trader with simple adjustments – Bad debts, provisions and reserves.

UNIT - III

Rectification of errors – Bank reconciliation statement – Depreciation – Straight line method and Diminishing balance method.

UNIT – IV

Introduction to company – Kinds of shares – Issue of shares – at par, at premium and at discount – Forfeiture and reissue of shares – Debentures – Kinds of debentures – Issue of debentures.

UNIT – V

Financial statement of companies (as per revised Companies Act, 2013, Schedule III) with simple adjustments.

TEXT BOOK RECOMMENDED:

M.C.Shukla, T.S.Grewal & S.C.Gupta - Advanced Accountancy (vol-1 & II), S. Chand & co. Ltd., New Delhi. - 2000

BOOKS FOR REFERENCE:

1. Amukarjee & M.Hanif - Modern Accountancy (vol-1 & II), Tata Mcgraw-Hill Publishing Co-Ltd, New Delhi. - 1997
2. S. P Jain & K. L. Narang - Advanced Accountancy (vol-1 & II), Kalyani Publishing Co-Ltd, New Delhi - 1999
3. R.S.N. Pillai & Bagavathi & S.Uma - Fundamentals of Advanced Accountancy (vol-1 & II), S. Chand & Co. Ltd., New Delhi - 1998

Theory 30% Problems 70%

**Allied Course: IAC1
MANAGERIAL ECONOMICS**

Semester : I

Instruction Hours/Week: 5 Credit: 3

Learning Objectives:

- To help the students to analyse the business goals, and to make new business or product decisions.
- To help the students understand about forecasting sales and showing the trend of the company competitive position.
- To help the students learn how the technological relation show the quantities of physical inputs and outputs of goods.

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge about demand and supply
- After completion of the course the students will be able to understand the Theories of cost production, pricing methods and strategies
- At the end of this course the students can explain about national income

UNIT-I

Managerial Economics – Meaning, Nature, Scope and characteristics – Firms objectives and the role of Managerial Economist – Micro and Macro Economics applied to business.

UNIT-II

Demand Analysis – Law of demand – Elasticity of demand – Demand Forecasting Techniques – Concepts of cost and profit management – Break-Even Analysis – Supply Analysis – Profit management.

UNIT-III

Production Function – Iso Quants – Law of variable proportions – Laws of Returns to scale – Indifference Curve Analysis – Concept of Consumer Surplus.

UNIT-IV

Price and output Decisions under different market structure: Perfect competition – Monopoly – Price discrimination – Monopolistic Competition – Duopoly – Oligopoly.

UNIT-V

Business Cycle – National Income – concepts, Measurement, and difficulties in measurement.

TEXT BOOK RECOMMENDED:

1. Varshney R.L & Maheshwari K.L Managerial Economics, Sultan Chand & Sons. New Delhi - 2002

BOOKS FOR REFERENCE:

1. Joel Dean :Managerial Economics, New Delhi: Mc-Graw Hill Publications Co. Ltd 1979.
2. P.L.Mehta: Managerial Economics, Analysis,Problems and cases, New Delhi: Vishal Publications 1991.
3. Managerial Economics – S. Sankaran , Margham Publications, Chennai 2003
4. Managerial Economics – R. Cauvery, U.K. Sudha Nayak,M. Giriza, R.Meenakshi: S.Chand &Company Ltd, New Delhi - 2002
5. Managerial Economics- M.L. Jhingam and J.K Stephen, Vrinda Publications (P) Ltd, New Delhi - 2004
6. Seth M.L: Micro Economics, Agra: Lakshmi Narain, Agarwal Educational - 2004

Core Course 3
MARKETING MANAGEMENT

Semester :II

Instruction Hours/Week: 5 Credit: 5

LEARNING OBJECTIVES:

- To help the students to study about the basic purpose of marketing management to achieve the business.
- To enable the students to achieve the highest efficiency in production of goods and services
- To help the students to study about how to achieve organisational objectives.

LEARNING OUTCOMES:

- After completion of this course the student is to determine the factors influencing of buyer behavior
- At the end of this course the students will be evaluating the process of new Product Development and Product life cycle
- On successful completion of the course, the students are to identify difference between personal selling and advertising.

Unit – I

Marketing Management – Market – Classification – Concepts – Marketing approaches – Marketing Functions – Market Mix- Marketing Practices in India.

Unit – II

Market Environment – Market Segmentation – Buying Motive – Buyer Behavior - Buying Decision Process – Marketing Strategies.

Unit – III

Product Planning – Product Mix – Product Life cycle – Branding – Packaging – Pricing Strategies – Factors influencing Pricing – Kinds of Pricing.

Unit – IV

Promotion – Promotion Mix – Advertisements – Strengths and Weakness – Media Selection Process – Personal Selling – Sales Promotion Features – Channels of Distribution – Unique Selling Promotions (USP).

Unit – V

Marketing Information System – Market Research – Steps involved in Market Research – Marketing of services – Service Marketing in Indian Scenario.

TEXT BOOK RECOMMENDED:

1. Principles and Practice of Marketing - Memoria & Joshi New Delhi: Allahabat, Kitab Mahal Publication (1975).

BOOKS FOR REFERENCE:

1. Marketing Management – Philip Kotler, New Delhi : Prentice Hall of India,1986.
2. Fundamentals of Marketing – William J.Stanton , Michael J.Etzel, Bruce J.Walker , New Delhi International Edition ,1980.
3. Modern Marketing Management – Dawar Bombay:Progressive Corporation,1990
4. Marketing Management – Memoria Joshi , New Delhi : Kitab Mahal 1991.

**Allied Course : IAC2
BUSINESS STATISTICS**

Semester : II

Instruction Hours/Week : 6 Credit : 3

Learning Objectives:

- To help the students to understand the basic knowledge on central tendency and dispersion
- To enable students to gain knowledge about statistical techniques.
- To help the students to know the trend analysis and index number

LEARNING OUTCOMES:

- On successful completion of this course, the students will have good knowledge over through analyzing some series of the data
- At the end of the course the students can compute measures of central tendency and dispersion
- After completion of the course the students can calculate time series, measuring trend and various index numbers.

Unit I Statistics – Definition – Characteristics – Importance – Scope – Limitations – Sources of data – Primary and Secondary data – Classification and Tabulation – Diagrams and Graphs – Types – Uses – Measures of Central Tendency – Mean, Median and Mode – Geometric mean and Harmonic mean – Weighted arithmetic mean.

Unit II

Measures of dispersion- Range-Quartile, Quartile deviation, Mean deviation, Standard deviation - Coefficient of variation

Unit III

Correlation-Types and Uses-Karl Pearsons, Spearman's Rank Correlation Coefficient-Method of concurrent deviation

Unit IV

Regression Analysis-Simple regression- Uses-Regression coefficients and Regression equations
- Time series analysis-components- fitting a straight line by method of least squares-moving average

Unit V

Index numbers- Uses- Types of Price index- Laaspeyre's, Paasches, Bowley's and Fisher's ideal index-Time reversal test- Factor reversal test- Problems on Index numbers

Books recommended

- 1.Gupta,S.P., Business Statistics., Sultan Chand and Sons,New Delhi.
- 2.Sancheti ,D.C, and Kapoor,V.K.,Statistics,Sultan Chand and Sons, New Delhi.
- 3.Pillai,R.S.N and Bagavathi.V.Statistics,S.Chand and Co,New Delhi.
- 4.Chikkodi and Satyaprasad, Business Statistics, Himalaya Publishing House,Mumbai.
- 5.Navaneetham, P.A., Business Statistics, Jai Publishers, Trichy -21
- 6.Gupta,S.C.Fundamentals of Statistics, Himalaya Publishing House, Mumbai. Marks Scheme

**Allied Course: IAC3
BUSINESS ENVIRONMENT**

Semester: II

Instruction Hours/Week: 5 Credit: 3

Learning Objectives:

- To help and understand about business organisation
- To show the students how importance is the economic factor in global marketing
- To discuss the key actors in the technological environment and the interrelationships among them

LEARNING OUTCOMES:

- After completion of this course the Students may will understand about social environment, heritage and Social Attitude.
- At the end of this course the students can understand the different type of Environment in business.
- At this end of this course the students gain Knowledge about various economic policy & their impact on business and emerging trends

UNIT –I

Business Environment: Meaning-Nature-Scope and Significance – Social –Cultural – Legal – Political – Economic Environment and their impact on business and strategic decisions.

UNIT –II

Social Environment – Cultural Heritage – Social Attitude – Impact of foreign culture – Caste and Communities – Joint family systems.

UNIT –III

Political Environment – Government and business relationship in India – Provisions of Indian Constitution pertaining to business.

UNIT –IV

Economic Environment – Economic systems and their impact on business – Macro economic parameters like GDP – Growth rate population – Five years planning.

UNIT –V

Technological Environment – Meaning – Factors influencing technology – Major Economic Reforms in India – Industrial sickness – Causes – Government Policy Act.

TEXT BOOK RECOMMENDED:

1. K.Aswathappa – Essentials of Business Environment – Himalaya Publishing House - 1991

BOOKS FOR REFERENCE:

1. C.B.Gupta – Business Environment – Sultan Chand & Company - 2005
2. N.Premavathy – Business Environment – Vishnu Publication, Chennai - 1997

Core Course 4
MANAGERIAL COMMUNICATION

Semester: III

Instruction Hours/Week: 5 Credit: 4

LEARNING OBJECTIVES:

- To enable the students understand the basics of communication theory and practice
- It may effect better understanding and timely decisions so that the system may become result oriented.

LEARNING OUTCOMES:

- On successful completion of this course, the students may acquire Knowledge on basic communication theory.
- At this end of this course the students will be knowing about different kinds of letters and reports
- After completion of this course the Students will be applying resume on their own

Unit I :

Communication - Meaning – Process and significance – Evolution and development - Objectives – Principles – Types – Media – Barriers to Communication.

Unit II :

Business correspondence – Need functions and Kinds of business Letters – Qualities of business letters – Layout of Business Letter– Enquiry and reply – Offer and quotations orders – Execution and Cancellation.

Unit III:

Claims and Adjustments – Collection letters – Sales promotion letters – Circular letters.

Unit IV:

Agency Correspondence – Bank Correspondence – Export and Import correspondence – Application letters - Resume Preparation - Reference and recommendations.

Unit V:

Report writing – Structure of Reports –Kinds of Reports - Press Reports – Market Reports – Business Reports – Modern means of Electronic Communication – Internet – E-mail, E-Learning - Video Conferencing – Creating Web Page – Fax – SMS (Short Messaging Service)

Text Book Recommended

1.Essentials of Business Communication – Rajendra Pal, Sultan Chand and Sons,New Delhi - 2009

Books for Reference

1. Effective Business English and Correspondence – M. S. Ramesh & Pattenshetty S. Chand & Co - 2006
2. Business Communication – Urmila Raj – Himalaya Publishing House - 2000

Core Course: 5
PRODUCTION MANAGEMENT

Semester :III

Instruction Hours/Week: 5 Credit: 5

LEARNING OBJECTIVES:

- To help the students to understand the nature and importance of Production Management
- To impact the students to help about the major aspects of Production Management.
- To help the students for optimum utilization of resources

LEARNING OUTCOMES:

On successful completion of the course, the students should have

- acquired knowledge of knowing the Nature of Production Management
- and to gain knowledge of work study planning and scheduling of the production activities
- At the end of this course students gain Knowledge about Quality control and standard quality control

UNIT – I

Production Management – Meaning and Definition – Objectives and Scope – Problems – Relationships of production and other functions – production management strategies

UNIT – II

Plant location – meaning – Factors influencing plant location – plant layout – objectives – principles classification – advantages and limitations

UNIT – III

Work study – Definition – objectives – importance – significance – major components – Basic procedure for work study

UNIT – IV

Method study – definition – scope – procedure – work measurement – definition – objectives – techniques – time study – procedure of work measurement.

UNIT – V

Quality control – definition of quality – quality control – objectives – principles – importance and advantages

TEXT BOOK RECOMMENDED:

1. Production and Operation Management – K.Aswhappa, Himalaya Publishing House. - 2000

BOOKS FOR REFERENCE:

1. Production and Operation Management – B.S.Goyal -New Delhi, Sultan Chand& sons, 2008
2. Production and Operation Management – Pannerselvam, Prentice Hall of India -2011
3. Production and Materials Management – P.Saravanavel, S.Suma - 2008
4. Material Management – M.M.Varma - NewDelhi,Sultan Chand & Sons, 2011

**Allied Course: IIAC1
OPERATIONS RESEARCH**

Semester :III

Instruction Hours/Week: 4 Credit: 3

LEARNING OBJECTIVES:

- To facilitate the students to understand the scientific methods operation research
- To train the students on Forecasting Techniques and applying Sampling Theory to real life situations.
- To help the students in forecasting the trends which are affected by many contingent factors.

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge over Transportation and assignment problem.
- At the end of this course students may be able to Calculate network analysis and critical path method
- At the end of this course the students can understand and be able to Calculate individual and group replacement method.

UNIT I:

Operations Research: Meaning– Models– Scope – Phases–Limitations– Operation Research and Decision-making– Linear Programming Problem: Formulation of L.P.P.– Solution to L.P.P.– Graphical Method– Simplex method (Simple Less than constrains problems only).

UNIT II:

Transportation Problem: Solving transportation Problems. By North West Corner Rule, Least Cost Method and Vogel's Approximation Method.– Initial Basic Feasible Solution and Optimal Solution. Simulation – inventory, time management and finance problems.

UNIT III:

Assignment Problem: Solving Assignment Problem– Travelling Salesman Model– Maxima & Minima Method– Hungarian Method. Travelers sales man problems

UNIT IV:

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

UNIT V :

Net work analysis - PERT (Programme review Techniques) - CPM Critical Path Method- net work diagram- total duration - total float - free float – variance.(te)

(Marks: Theory 20% and Problems 80%)

TEXT BOOK RECOMMENDED:

1. Operations Research– Kantiswarup, P.K.Gupta and Manmohan, Sultan Chand & Sons - 1981

BOOKS FOR REFERENCE:

1. Quantitative Techniques for Decision Making– Anandsharma, Himalaya Publishing House – 2006
2. Quantitative Techniques– C.R.Kothari, Vikas Publishing House – 2000

SEMESTER – III

U19BB6

Core Course: 6 COST ACCOUNTING

Semester : IV

Instruction Hours/Week: 6 Credit: 4

LEARNING OBJECTIVES:

- To enable the students to understand the principles and procedures of cost accounting
- To apply the procedures of cost accounting in different practical situations.
- To handle the cost sheet in any business transactions

LEARNING OUTCOMES:

On successful completion of the course, the students should have acquired knowledge over

- At the end of this course students will gain Principles and procedure of costs and Cost Accounting
- At end of this course students will be able to calculate different stock levels.
- At the end of this course students will gain knowledge about Preparation of cost sheet, job cost and process costing.

UNIT I:

Meaning and Scope of Cost Accounting – Analysis, Concept and Classification of Cost – Elements and Methods of Cost –Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet, Tender/Quotation.

UNIT II:

Materials – Purchase Procedure –EOQ – Stores Procedure –Levels of stock –Receipt and Issue of Materials – Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average- Inventory Control.

UNIT III:

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

UNIT IV:

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

UNIT V:

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process). (Marks: Theory 20% and Problems 80%)

TEXT BOOK RECOMMENDED:

1. Cost Accounting Principles and Practice – S.P. JAIN AND K.L. NARANG, Kalyani Publishers - 2014
2. Cost Accounting – Dr. R. Ramachandran & Dr. R. Srinivasan – Sriram Publications - 2014

BOOKS FOR REFERENCE:

1. Cost Accounting – S.P.Iyengar, Sultan Chand & Sons.
2. Cost Accounting – R.S.N. Pillai and V. Baghavaghi, S.Chand & Company Ltd.
3. Cost Accounting – S.N. Maheshwari, Sultan Chand & Sons.
4. Principles and Practice of Cost Accounting – N.K. Prasad, Book Syndicate Pvt.Ltd.

**Allied Course: IIAC2
BUSINESS MATHEMATICS**

Semester : IV

Instruction Hours/week:4 Credit:3

Learning Objectives:

- To enable students to gain knowledge on the mathematics calculation
- To apply the mathematical applications into business situation
- To help the students to learn for their business purpose

LEARNING OUTCOMES:

- After completion of the course students will be able to calculate the Simple Interest and compound interest.
- At the end of the course the students can explain matrix concept and its application
- At the end of this course students can understand the banker interest and bills discount

Unit-I

Matrices: Definition of a Matrix; Types of Matrices, Ad joint of a Matrix, inverse matrix.
Solution to Linear equations (not more than three variables) - inverse method and crammer rule.

Unit-II

Interest - Simple interest, compound interest, Annuity. Present value – future value.

Unit-III

Banker interest - banker gain - Discounting of bill and shares.

Unit-IV

Differentiation - simple algebraic problems only (not trigonometric function) .

Unit-V

Economic Application of differentiation – average cost, marginal cost, average revenue, and marginal revenue. Maxima and minima function.

BOOKS FOR STUDY

Business Mathematics by D.C. Sanchetti and V.K. Kapoor, Eleventh thoroughly Revised Edition - 2002 - Sultan Chand and Sons, New Delhi.

BOOKS FOR REFERENCE

1. Business Mathematics by P.R. Vittal, Revised Edition - 2001 -Margham Publications, New Delhi.
2. Introductory to Business Mathematics by V.K. Kapoor - 2009 -S. Chand, New Delhi.

**Allied Course: IIAC-3
E-COMMERCE**

Semester: IV

Instruction Hours/week:4 Credit:3

Learning Objectives

- To help the students to understand the subject about Electronic commerce
- To help the students to understand about the E-Security and E-Payment.
- To help the students to understand the process of Electronic Commerce and Business Strategy involved in it.

LEARNING OUTCOMES:

- On successful completion of the course, the students should have get knowledge about E-Commerce
- At the end of this course students can understand the E-Security and E-Payment
- At the end of this course students will be explain about cyber Security

UNIT – I

E-Commerce – Electronic Commerce – E-Commerce types – E-Commerce and world at the large – E-Commerce Case Studies: Intel, Amazon.

UNIT – II

Electronic Mail – On line promotion – Internet addresses - Multipurpose Internet mail Extension – E – Mail User agent.

UNIT – III

EDI – Costs and benefits – Components of EDI Systems – EDI implementation issues – EDIFACT – EDIFACT Message Structure.

UNIT - IV

Cyber Security – Cyber Attacks – Hacking – SSL – Authentication and assurance of DATA integrity – Cryptographic based solution – Digital Signatures – VPN.

UNIT – V

Electronic Payment Systems – Payment Gateway – internet banking – The SET protocol – E-Cash – E-Cheque – Elements of electronics payments.

Textbook:

Kamlesh. K balaji, Debjani Nag “E-Commerce – The cutting Edge of Business”, 2nd Edition, Tata McGraw Hilol

Reference Books:

1. Ravi Kalakota and Andrew B.Whinston “Frontiers of E-commerce” – Pearson Education 2003.
2. S. Jaiswal “E-Commerce: Doing Business through internet”, Galgotia Publication,2001.

Non-major Elective 1

INTRODUCTION TO CAPITAL MARKET- U19NME1

Semester : IV

Instruction Hours/Week: 02 Credit : 2

Learning Objectives

- To enable the students to understand the Methods of trading in stock exchange.
- To understand the functions of BSE, NSE and SEBI
- To know about registration procedure underwriter and stock brokers

LEARNING OUTCOMES:

- At the end of this course the students will be able to understand the capital market of the companies
- After completion of this course students explain the functions of BSE,NSE and SEBI
- On successful completion of the course, the students can get Practical knowledge about online trading

UNIT I

Capital Market – Meaning, types, Importance of capital market – Capital market in India.

Unit II

Primary Market – Meaning, types, functions of primary market – Methods of floating primary market.

UNIT III

Stock Exchange – Definition, Characteristics and functions of stock exchange – BSE – NSE Objectives and functions

UNIT IV

Listing of Securities - Procedure, Conditions for listing –Securities and Exchange Board of India (SEBI)- objectives and functions.

UNIT V

Registration of Stock Brokers – Speculators – Types of Speculators and Brokers – Speculative Transaction.

TEXT BOOKS RECOMMENDED:

1. Investment Management and Portfolio Management – V.K. Bhalla, S. Chand & Co.,
2. P.N. Varshney: Indian Financial System
3. Investment Management - Preethi Singh, Himalaya Publishing House.
4. Securities Analysis & Portfolio Management – Punidhavathi Pandiyan
5. Financial Market & Institutions - E. Gordon and K. Natarajan, Himalaya Publishing House.

Core Course :7
MANAGEMENT INFORMATION SYSTEM

Semester :V

Instruction Hours/Week :5 Credit:5

LEARNING OBJECTIVES:

- To develop an understanding about the Information system in this Era
- To help the students to apply MIS functions and process in the business.
- To help the students to improve the business quality through system approach

LEARNING OUTCOMES:

On successful completion of the course, the students

- After completion of the course the students can understand the needs of Management
- At the end of this course the students can explain the functional area of MIS
- On successful completion of the course, the students will able to understand ERP planning and methodologies.

Unit - I

Meaning and Definition of Management Information system – Need – Importance –Components -
– Areas of Application – Recent Trends.

Unit – II

System Classification – System Approach – System development life cycle – Control Measures.

Unit – III

Functional Areas – Finance, Marketing, Production, Personnel – Concept of DSS – Characteristics – DSS Model- Artificial Intelligence.

Unit – IV

Business process Reengineering – Concept – Process – Improving Business Quality –Business Applications.

Unit – V

Enterprise Resource Planning – Planning Methodologies – Planning Tools – challenges

TEXT BOOK RECOMMENDED:

1. Management Information System – S.Sadogopan, Prentice Hall of India.

BOOKS FOR REFERENCE:

1. Management Information System – Nahidha Publishers.
2. Management Information System – Kenneth . C.Laudon & Jane.P.Laudon
3. Management Information System - James A. O'Brien, George Marakas, The McGraw Hill.

Core Course : 8
ORGANISATIONAL BEHAVIOUR

Semester: V

Instruction Hours/Week: 5 Credits: 5

LEARNING OBJECTIVES:

- To enable the students to understand the fundamental principles of individual and organizational behaviour
- To enable the students to understand the Tools and Significance of the subject so that they may develop the skills for fostering better human relationship.
- To help the students to motivate themselves

LEARNING OUTCOMES:

- At the end of this course students can explain the needs and models of organizational behavior
- After completion of the course students can understand the leader and manager.
- On successful completion of the course, the students can realize the gain of motivation theory.

Unit I :

Definition of organizational behavior – Nature – OB models – Need for studying organizational behavior – Discipline contributing towards Organizational behavior.

Unit II :

Individual behavior and human behavior – Perception – Personalities – Theories of personalities – Group dynamics – Group cohesiveness – Group behavior and Group decision making.

Unit III:

Leadership- Concept – Difference between the leader and manager – Qualities of effective leader – Leadership styles - Theories of leadership.

Unit IV:

Power and Authority – Definition of power – Types of power – Definition of authority – Characteristics – Types of authority – Concept of morale – Morale and Productivity – Steps to improve the morale in an organization.

Unit V:

Motivation – Concept – Nature – Significance – Theories of motivation –Maslow's theory – Mc. Gregor's theory X and Theory Y.

Text Book Recommended:

1.Organizational behavior – L.M. Prasath, Sultan Chand & Sons, 2003

Books for Reference:

1. Organizational behavior – S.S Khanka – NewDelhi, S Chand and Co.
2. Organizational theory and behavior – V.S.P. Rao & D.S. Narayana, Konark 1987.
3. Organizational behavior – Dr. P.C. Sekar, Margham Publishers.Chennai.

Elective course: 1
INTRODUCTION TO CAPITAL MARKET

Semester : V

Instruction Hours/Week: 5 Credit: 4

LEARNING OBJECTIVES:

- To enable the students to understand the Methods of trading in stock exchange.
- To help the students to understand the functions of BSE, NSE and SEBI
- To help the students to know about registration procedure of underwriter and stock brokers

LEARNING OUTCOMES:

- At the end of this course the students will understand the capital market of the companies
- After completion of this course students explain the functions of BSE,NSE and SEBI
- On successful completion of the course, the students can get Practical knowledge about online trading

Unit - I

Capital Market – Need – Importance – Types – Primary and Secondary market – Types of Securities – Advantages and Disadvantages of Primary Securities.

Unit – II

Secondary Market – Origin and Growth – Importance – Functions – Reading of Stock Indices – NSE of stock exchange and BSE – objectives - Functions. Debt Market, Commodity Market.

Unit – III

SEBI- objectives - functions. SEBI Guidelines for issue Securities. Listing of Securities – types. Shares - Types of Shares

Unit – IV

Registration of Brokers – Registration Procedure – Types – Methods of Trading in a Stock Exchange. Speculative Transactions.

Unit – V

Credit rating Agencies – CRISIL – ICRA – CARE – Depository system – DEMAT Accounting.

TEXT BOOK RECOMMENDED :

1. Security analysis and portfolio management – Punidhavadhi Pandiyan

BOOKS FOR REFERENCE:

1. Investment Management & Portfolio Management –V.K.Bhalla, S.Chand & co 2.Security Analysis – Preeti Singh, Himalaya Publishing House
3. Investment and securities market in India – V.A.Avadhani, Himalaya Publishing House, 1992.
4. Financial Markets and Institutions – E.gordon & K.Natarajan, Himalaya Publishing House
5. Indian Financial System – P.N.Varshney, Sultan Chand & Sons, New Delhi.

Elective course: 2
ENTREPRENEURIAL DEVELOPMENT

Semester : V

Instruction Hours/Week: 5 Credit: 4

LEARNING OBJECTIVES:

- To impart the basic knowledge of EDP so that they may stand on their own, which is the need of the hour in a land of unemployment.
- To impart the managerial skills of entrepreneurs and barriers to entrepreneur development
- To help the students to understand how to encourage the women entrepreneur

LEARNING OUTCOMES:

- On successful completion of this course, the students can be able to understand Entrepreneur
- At the end of this course the students can be able to explain the problems faced by rural and women entrepreneurs
- After completion of the course the students can understand the entrepreneurship in economic development

UNIT – I

Definition of Entrepreneur – Characteristics, Types, Importance, Functions of entrepreneurship - Constraints in entrepreneurship - Role of entrepreneurship in economic development.

UNIT – II

Managerial Skills of Entrepreneurs- Factors influencing entrepreneurship – Entrepreneurial Motivation – Types, Nature, Importance of motivation – Barriers to Entrepreneurship development.

UNIT – III

Entrepreneurial Development Programme – Need for EDPs – Objectives, Role and Phases of EDP – EDP Institutions in India and their functions – NIESBUD, ITCOT, SIPCOT and SISI.

UNIT – IV

Project Management – Sources of a business idea – Project Identification – Project formulation – Project Report – Project Appraisal.

UNIT – V

Special Issues in Entrepreneurship – Rural Entrepreneurs – Women Entrepreneurs – Steps to encourage women entrepreneurs – Problems faced by rural and women entrepreneurs - Industrial Sickness.

TEXT BOOK RECOMMENDED:

1. Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. Sultan Chand & Sons.

BOOKS FOR REFERENCE

1. Vasant Desai - Dynamics of Entrepreneurial Development. New Delhi: Wiley Eastern Ltd.
2. S.B. Srivastava : A Practical Guide to Industrial Entrepreneurs. New Delhi: Wiley Eastern Ltd.
3. P.Saravanavel: Entrepreneurship Development – Principles, policies, and programme. New Delhi: Himalaya Publishing House.

Core Course : 9
FINANCIAL MANAGEMENT

Semester :V

Instruction Hours/Week: 6 Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the nature and scope of Financial Management
- To help the students to understand the capital structure of firm
- To help the students to know about the dividence of financial management and its types

LEARNING OUTCOMES:

On successful completion of the course, the students should have acquired knowledge over

- The Importance and role of financial management Theories and factors affecting capital structure
- Understanding of the Dividend policies and working capital management
- At the end of this course the students will be knowing about Financial decision making and the sources of finance

UNIT I

Financial Management – Meaning and scope, Goals; Profit maximization and wealth maximization – Organisation of Finance Function .

UNIT II

Leverages – Meaning and Significance, Types – Cost of Capital – Concepts, Importance – Classification: Cost of debt, Cost of Preference shares, cost of equity and cost of retained earnings and weighted average cost of capital.

UNIT III

Capital Structure planning – Meaning and scope – Appraisals : Net Income Approach, Net Operating Income approach, MM approach and Traditional approach – Dividend Policy – forms – Types - Factors.

UNIT IV

Capital Budgeting – Concept and Importance – Methods : Pay back period method; Discounted cash flow methods – NPV, Excess present value index and IRR method; Return on Investment method.

UNIT V

Dividend theories –Name the theories – MM Approach , Gorden Approach, Walter’s Approach
-Cash management – Receivable Management.
(Theory 20% and Problem 80%)

TEXT BOOK RECOMMENDED:.

1. Financial Management – R.K.Sharma, Shashi K.Gupta, Kalyani Publications
2. Financial Management – Dr. R. Ramachandran & Dr. R. Srinivasan – Sriram Publications - 2014

BOOKS FOR REFERENCE :

- 1.Elements of Financial Management – S.N.Maheswari, Sultan Chand and Sons
- 2.Theory and Problems in Financial Management – M.Y.Khan & P.K.Jain, Tata Mc Graw Hills Publishing Co. Ltd.

**Non-major Elective 2
PRODUCTION MANAGEMENT**

Semester :III

Instruction Hours/Week: 2 Credit: 2

LEARNING OBJECTIVES:

- To help the students to understand the nature and importance of Production Management
- To impact the students to help about the major aspects of Production Management.
- To help the students for optimum utilization of resources

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge of knowing the Nature of Production Management
- At the end of this course students must have gained knowledge of work study planning and scheduling of the production activities
- At the end of this course students gain Knowledge about Quality control and standard quality control

UNIT – I

Production Management – Meaning and Definition – Objectives and Scope – Problems – Relationship of production and other functions – production management strategies

UNIT – II

Plant location – Meaning – Factors influencing plant location – Plant Layout – Objectives – Principles – Classification – advantages and limitations

UNIT – III

Work study – Definition – Objectives – Importance – Significance – Major Components – Basic procedure for work study

UNIT – IV

Method study – Definition – scope – procedure – Work measurement- definition – objectives- techniques – time study – procedure for work measurement

UNIT – V

Quality control – definition of quality – quality control – objectives – principles – importance and advantages.

TEXT BOOK RECOMMENDED:

1. Production and Operation Management – K.Aswhappa, Himalaya Publishing House. - 2000

BOOKS FOR REFERENCE:

4. Production and Operation Management – B.S.Goyel -New Delhi, Sultan Chand& sons, 2008
5. Production and Materials Management – P.Saravanel, S.Suma - 2008

Core Course : 10
BUSINESS POLICY AND STRATEGIC MANAGEMENT

Semester :VI

Instruction Hours/Week: 6 Credit: 6

Learning Objectives:

- To impart the basic knowledge of business policy and strategic management
- To enable the students to understand SWOT analysis in Business strategy.
- To help the students community and acquire better knowledge and better skills for better tomorrow.

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge over Business policies and Strategic management
- At the end of this course students will be able to understand SWOT analysis in Business strategy
- At the end of this course the students will be able to take rapid decisions in the Business sectors and strategy implementation

Unit I:

Introduction: The concept of policy – nature – Objectives of business policy-Difference between the policy and strategic management – strategy levels – Process of strategic management

Unit II:

Formulation of strategy: Vision – Mission – Objectives – Need for environmental scanning SWOT (Strength Weakness Opportunities Threats) analysis – Porters 5 Force Approach.

Unit III:

Strategy formulation – Business strategy- Corporate strategy – portfolio analysis – BCG (Boston's Consultancy Group) matrix – uses – limitation

Unit IV:

Strategy implementation – Functional implementation - production – Marketing – Finance – Personnel research development

Unit V:

Strategy evaluation and Control – evaluation technique – Strategic management in Indian organization.

Text Book Recommended:

1. Business policy and strategic management - L.M. Prasad, Sultan Chand & Sons, New Delhi Books for Reference :
2. Business policy and strategic - Francis Cherunilum, Himalaya Publishing House, 2010
3. Business policy and Strategic Management– P.K. Ghosh, Sultan Chand& Sons, New Delhi, 1999

**Core Course : 11
MANAGEMENT ACCOUNTING**

Semester :VI

Instruction Hours/Week: 6 Credit: 6

LEARNING OBJECTIVES:

- To enable the students to know the nature and scope of management accounting
- To help the students to know the financial statement analysis
- To gain knowledge for taking various strategic decisions of the management.

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge over Nature and scope of management accounting
- At the end of this course students will be able to take various strategic decisions of the management issues
- At the end of this course students will be able to prepare fund and cash flow operation.

UNIT I

Management accounting – Definition, nature, scope, objectives, merits and demerits – Difference between Costing and Management Accounting – Difference between Financial Accounting and Management Accounting – Financial Statement analysis – Comparative and Common size statement analysis – trend analysis - Ratio analysis.

UNIT II

Funds flow statement and Cash flow statement (AS-3) – uses and construction of these statements.

UNIT III

Working capital Management – Meaning, concept, kinds - factors determining the working capital requirements – Forecast of working capital requirements and working capital cycle.

UNIT IV

Marginal costing and Break even analysis – Definition and characteristics – Marginal costing Vs. Absorption costing – contribution, profit volume ratio, BEP, margin of safety and managerial applications of marginal costing- Standard Costing –Analysis of variances – Material and Labour variance only.

UNIT V

Budgeting and Budgetary control – Meaning, nature, characteristics and essentials – Budgeting Vs. Forecasting – Types and Zero Base Budgeting. (Theory 20% problem 80%)

TEXT BOOK RECOMMENDED :

1. Management Accounting – S.N Maheswari, Sultan Chand & Sons
2. Management Accounting – Shashi K.Gupta & R.K.Sharma, Kalyani Publications.
3. Principles of Management Accounting – Manmohan & S.N.Goyal, Sahitya Bhavan, Agra.
4. Management Accounting – Dr. R. Ramachandran & R. Srinivasan - Sriram Publication – 2014

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Core Course :12
HUMAN RESOURCE MANAGEMENT

Semester :VI

Instruction Hours/Week: 6 Credit: 6

LEARNING OBJECTIVES:

- To help the students understand about the human resource Management and their application in day to day business.
- To enable the students to understand the Performance Appraisal
- To help the students for planning, training and recruitment of personal use

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge over Nature and scope of Human Resources management
- At the end of this course students will be able to understand Human resource planning and recruitment process in the organization
- At the end of this course students will be able to understand the Importance of Human Resource Audit and Performance Appraisal

Unit - I

Meaning of Human Resource Management – Scope – Characteristics – Objectives – Role and Structure of Personnel Department and their functions.

Unit – II

Human Resource Planning – Need – Characteristics – HRP Process – Selection Process – Placement – Separation – Transfer – Job Analysis – Job Specification – Job Description.

Unit – III

Training : Objectives – Types of Training – Career Planning and Management.

Unit – IV

Recruitment – Sources – Factors determining recruitment – Collective Bargaining – Characteristics – Objectives.

Unit – V

Performance Appraisal – Objectives – Motivation – Human Resource Audit – Grievance Handling – Steps – Qualities of Work life –WPM (Workers Participation in Management)

TEXT BOOK RECOMMENDED :

1.Personnel Management – C.B.Memoria, Himalaya Publishing House

BOOKS FOR REFERENCE:

- 1.Human Resource management – S.S.Khanka , Himalaya Publishing House
- 2.Personnel Management – Arun Monappa,Mirza Saiyadian,Tata McGraw Hill
- 3.Personnel Management – K.K.Ahuja, Kalyani Publishers.
- 4.Personnel Management and Industrial Relations – P.C.Tripathi, Sultan chand.

**Core Course 13
MERCANTILE LAW**

Semester :IV

Instruction Hours/Week: 6 Credit: 6

LEARNING OBJECTIVES:

To acquaint the students with principles and legal aspects of various legislations like

- contract and agency
- To help the students understand the basic knowledge of company formation.
- To help the students to know about the types of meeting and resolution.

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge over Principal and legal aspects of various legislations
- To help the students to understand their own business law
- To help the students to understand the Types of meeting and Resolution

UNIT I:

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

UNIT II:

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

UNIT III:

Company – Definitions – Features – Kinds – Private Limited Company Vs Public Company.

UNIT IV:

Formation of Companies – promotion Stage – Commencement Stage – Memorandum of association – Classes – Articles of association – Contents – Prospects –Contents.

UNIT V:

Meeting – Types – Statutory, Annual General Meeting and Extraordinary General Meeting – Notice – Agenda – Quorum, Resolution – Types.

TEXT BOOK RECOMMENDED:

1. Elements of Mercantile Law - N.D. Kapoor, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE:

1. Principles of Mercantile Law – B.N. Tandon. Sultan Chand & Sons, New Delhi.
2. Mercantile Law – Davar. Progressive Corporation Pvt Ltd, Bombay, 1976
3. Business Law – Pillai & Bhagavathi. Sultan Chand & Sons, New Delhi.
4. Mercantile Law – M.C.Shukla, Sultan Chand & Sons, New Delhi,2007

**Elective course: 3
SERVICES MARKETING**

Semester : VI

Instruction Hours/Week: 5 Credit: 4

LEARNING OBJECTIVES:

- To enable students to gain expert knowledge on marketing of various services.
- To help the students to understand the student about service marketing mix
- To help the students growth of service sector and its new development services

LEARNING OUTCOMES:

- On successful completion of the course, the students should have acquired knowledge over Characteristics of service and elements in marketing mix for services.
- At the end of this course the students can be able to understand the features of marketing services.
- At the end of this course students will be able to Classify the services based on customer groups.

UNIT – 1

Service Marketing – Meaning – Significance – Characteristics – Components – Classification – Growth of service marketing – Relationship between goods and services.

UNIT – 11

Service Design – Meaning – Process – Principles – Models – Service Marketing strategy – Methods of service marketing strategy – New service development.

UNIT – 111

Service Marketing Mix – Meaning – Elements – Characteristics – Quality of service – Dimensions – Gaps models of service quality.

UNIT – 1V

Types of marketing in service Firm: Internal Marketing – Objectives – Components – Steps – External marketing – Service triangle – Customer Relationship Management (CRM) – Objectives – Benefits.

UNIT – V

Insurance service – Tourism service – Financial service – Health service - Telecommunication service.

TEXT BOOK RECOMMENDED:

1. Service Marketing and Management by B.Balaji – S.Chand & Co.,
2. Services Marketing by Vasanthi Venugopal and Raghu V.N. – Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. Principles and Practice of Marketing in India by C. B. Memoria, Kitab Mahal, New Delhi.
2. Marketing Management by S. A. Sherlekar.
3. Managing Services Marketing by E. G. Bateson – Text & Reading, Dryden Press, Hinsdale.



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024

ENVIRONMENTAL STUDIES – U19ES

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

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

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

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
 - b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
 - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
 - f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 lectures)

Unit: 3 Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.

- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

(6 lectures)

Unit: 4 Biodiversity and its conservation

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

(8 lectures)

Unit: 5 Environmental Pollution

Definition

Causes, effects and control measures of :

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

Types of Fire, Firework and Safety

(8 lectures)

Unit: 6 Social Issues and the Environment

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

Case studies

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

(7 lectures)

Unit: 7 Human Population and the Environment

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

Unit: 8 Field Work

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

References:

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

SEMESTER – II

COURSE CODE: U19SBE1

HOURS: 2

CREDITS: 2

OFFICE AUTOMATION

UNIT I:

MS- Word- Introduction to Computers - Hardware - Software, Operating System: Windows XP -MS-Paint, Notepad, WordPad, Introduction to MS-Word, Creating, Editing and Formatting Document - Working with Drawing objects - Text Manipulation

UNIT II:

Working with Tables – Columns – Labels - Plotting, editing and Filling drawing objects - Bookmark – Header & Footer - Checking and Correcting a document - Creating Labels – Envelops – Mail Merge – Formatted output and Report generation Printing Documents, Working with Internet.

UNIT III:

Ms – Excel - Ms – Excel: Introduction – Data Entry – Cell Formatting - Plotting Graphs – Workbook Features – Library Functions

UNIT IV:

Conditional Functions and Data Sorting – Limit the data on a worksheet - Data Validation –Data consolidation - Chart creation - Checking and Correcting Data - Tracking and Managing Changes- Advanced Features

UNIT V:

MS – PowerPoint- Introduction - Creating, Editing and Formatting Presentation – Applying Transition and Animation Effects - Applying Design Templates - Viewing and Setting up a Slide Show - Navigating among Different Views - Ms Outlook: Introduction to Folder List – Address Book.

TEXTBOOKS

1. Jill Murphy, Microsoft Office Word- Comprehensive Course, Labyrinth Publications, 2003.
2. McGraw-Hill/Irwin-Deborah Hinkle, Microsoft Office 2003 PowerPoint: A Professional Approach, Comprehensive w/ Student CD, New Delhi, 2003.
3. Nellai Kannan, C., MS-Office, Nels Publications, Tamil Nadu, 2002.

SEMESTER – III

COURSE CODE: U19SBE2

HOURS: 2

CREDITS: 2

DESKTOP PUBLISHING

UNIT I:

Photoshop Tools : Move, Type, Marquee, Lasso, Crop, Shapes, Healing, Brush, Patch, Cloning Stamp, Eraser, Gradient, Blur, Smudge, Dodge, Pen, Eye Dropper, Patch selection and Zoom tool.

Layer: New layer, Layer set, Duplicate layer, Rasterize and Merge down

Layer Styles: Drop shadow, inner shadow, outer glow & inner glow, Bevel and Emboss, Gradient overlay, Stroke. Text formatting

UNIT II:

File: Save, File formats, Page set up.

Edit: Check spelling, Copy merged, Fill, Transform, Define pattern.

Image: Motion blur, Twirl, lens flare, Glowing edges, lighting effects, solarize, water paper, Stained glass, Mosaic Tiles.

Window: Character and Paragraph settings.

COREL DRAW:

UNIT III:

Drawing Tools: Pick, Shape, Knife, eraser, Smudge, Roughen brush, free transform, Zoom, hand, Free hand, Bezier, Artistic, Pen, Poly line, Point, Interactive connective, Spiral tool.

Colour Tool: Paint Bucket Tool, Eye Dropper, Fill Tools. Fill Options, Stroke Options.

UNIT IV:

Special Effects: 3D effects, Add perspective, Blend, Contour, Artistic media, lens, and Power clip.

Shaping Options: Weld, trim, Intersect.

Text Effects: Format text, bullet, and fit text to path, align and straighten, spell check.

File Menu: Save, Save as, Import, Page set Up.

PAGE MAKER:

UNIT V:

Page Maker Tools: Pointer, Rotate, Line, Rectangle, Ellipse, Polygon, Hand, Text, Crop, Rectangle frame tools. Text layout, Style and Objects: Alignments, Styles, fill, frame options, Stroke, Group, Lock, unlock, mask, polygon settings character and paragraph settings.

Text Editing: Edit story: Undo, Redo, Cut, Copy, Paste, paste Special, Spelling check and Find.

File: Page set up, save, Save as.

TEXTBOOKS

1. CorelDraw IN Simple Steps – Shalini Gupta Corel DRAW Bible - DEBORAH MILLER
2. Teach Yourself Adobe Photoshop – Rose Carla Adobe Photoshop Cs Classroom in a Book by Adobe Press.
3. Using Microsoft Word - Asmita Bhatt Pagemaker In Easy Steps - Scott Basham Ctoa Material By Genesis.

SEMESTER – III

COURSE CODE: U19SBE3P

HOURS: 2

CREDITS: 2

OFFICE AUTOMATION & DESKTOP PUBLISHING LAB

UNIT I:

Office Automation

1. MS – Word: Text Formatting, Mail Merge
2. Ms – Excel: Implement the Statistical & Mathematical Function
(Using Min ,Max, Median, Average, Standard Deviation, Correlation, Logical 'if' Condition) for the given data.

Prepare a Chart for a given Data using Pie diagram / Histogram

UNIT II:

Photoshop

3. Design a College Brochure / Birthday Card.
4. Cropping, rotating and Overlapping the image.
5. Create a single image from Multiple image.
6. Creating an image with multilayer's.

UNIT III:

Corel Draw

7. Design a Visiting Card \ Greeting Card using Draw & Text tools.
8. Create a logo for a Company \ College.

UNIT IV:

Page Maker

9. Type and format a letter using text tool.
10. Prepare a Invitation for College Day /Sports Day.

PART – IV: VALUE EDUCATION - U19VE

HOURS: 2

CREDITS: 2

Learning Objectives

This subject deals with the

- Philosophy of life
- Individual qualities
- social values
- Mind culture
- Personal health.

UNIT I:

PHILOSOPHY OF LIFE Human Life on Earth (Kural 629), Purpose of Life (Kural 46) Meaning and Philosophy of Life(Kural 131, 226) The Law of Nature (Kural 374) Glorifying All form of Life in this Universe (Kural 322, 327) – Protecting Nature /Universe (Kural 16, 20, 1038)

UNIT II:

INDIVIDUAL QUALITIES Basic Culture (Kural 72, 431) Thought Analysis (Kural 282, 467, 666) Regulating desire (Kural 367), Guarding against anger (Kural 158, 305, 306, 314), To get rid of Anxiety (Kural 629), The Rewards of Blessing (Kural 3), Benevolence of Friendship (Kural 786), Love and Charity (Kural 76), Self – tranquility/Peace (Kural 318)

UNIT III:

SOCIAL VALUES (INDIVIDUAL AND SOCIAL WELFARE) Family (Kural 45), Peace in Family (Kural 1025), Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) , The Pride of Womanhood (Kural 56) Five responsibilities/duties of Man : a) to himself, b) to his family, c) to his environment, d) to his society, e) to the Universe in his lives (Kural 43, 981), Thriftness (Thrift)/Economics (Kural 754), Health (Kural 298), Education (Kural 400), Governance (Kural 691), People’s responsibility/ duties of the community (Kural 37), World peace (Kural 572)

UNIT IV:

MIND CULTURE Mind Culture (Kural 457) Life and Mind - Bio - magnetism, Universal Magnetism (God – Realization and Self Realization) - Genetic Centre – Thought Action – Short term Memory – Expansiveness – Thought – Waves, Channelising the Mind, Stages - Meditation (Kural 261, 266, 270), Spiritual Value (Kural 423)

UNIT V:

TENDING PERSONAL HEALTH Structure of the body, the three forces of the body, life body relation, natural causes and unnatural causes for diseases (Kural 941), Methods in Curing diseases (Kural 948, 949) The Five units, simple physical exercises.

LEARNING OUTCOMES:

On successful completion of the course, the students should have acquired knowledge over

- Philosophy of life
- Individual qualities
- social values
- Mind culture
- Personal health

TEXTBOOKS

1. Philosophy of Universal Magnetism (Bio-magnetism, Universal Magnetism) The World Community Service Centre Vethatri Publications (for Unit IV)
2. Pope, G.U., Dr. Rev., Thirukkural with English Translation, Uma Publication, 156, Serfoji Nagar,
Medical College Road, Thanjavur 613004 (for All Units)
3. Value Education for Health, Happiness and Harmony, The World Community Service Centre
Vethatri Publications (for All Units)

PART – IV: SOFT SKILLS - U19SS

HOURS: 2

CREDITS: 2

Learning Objectives

This subject deals with knowledge of understanding

- Interpersonal skills
- Communicative skills
- Corporate skills
- Resume Writing.

LEARNING OUTCOMES:

On successful completion of the course, the students should have acquired knowledge over

- Interpersonal skills
- Communicative skills
- Corporate skills
- Resume Writing.

UNIT I:

Know Thyself / Understanding Self Introduction to soft skills self discovery – Developing positive attitude – Improving perceptions – Forming values.

UNIT II:

Interpersonal Skills/ Understanding Others Developing interpersonal relationship –Team building – group dynamics –Net working- Improved work relationship

UNIT III:

Communication Skills/ Communication with others Art of Listening –Art of reading –Art of speaking – Art of writing –Art of writing emails-e mail etiquette

UNIT IV:

Corporate Skills/ Working with Others Developing body language –Practising etiquette and mannerism – Time management – Stress management.

UNIT V:

Selling Self/ Job Hunting Writing resume /cv-interview skills – Group discussion –Mock interview Mock GD –Goal setting –Career planning

TEXT BOOKS

1. Meena. K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills: A Road Map to Success) P.R. Publishers & Distributors, No, B-20 &21, V.M.M Complex, Chatiram Bus Stand, Tiruchirapalli -620 002. (Phone No: 0431-2702824: Mobile No: 94433 70597, 98430 7442) Alex K. (2012)
2. Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi - 110 055. Mobile No: 94425 14814(Dr.K.Alex)

REFERENCE BOOKS

1. Developing the leader within you John C Maxwell
2. Good to Great by Jim Collins
3. The Seven habits of highly effective people Stephen Covey
4. Emotional Intelligence Daniel Goleman
5. You can Win Shive Khera

Principle centred leadership Stephen Covey

PART – V: GENDER STUDIES

HOURS: 1

CREDITS: 1

Learning Objectives

This subject deals with

- Concept of gender,
- Women's Studies vs Gender Studies,
- Areas of Gender Discrimination,
- Women development and Gender Empowerment

LEARNING OUTCOMES:

On successful completion of the course, the students should have acquired knowledge over

- Concept of gender Women's Studies vs Gender Studies Areas of Gender Discrimination
- Women development and Gender Empowerment

UNIT I:

Concepts of Gender: Sex-Gender-Biological Determinism- Patriarchy- Feminism -Gender Discrimination -Gender Division of Labour -Gender Stereotyping-Gender Sensitivity - Gender Equity —Equality-Gender Mainstreaming Empowerment

UNIT II:

Women's Studies Vs Gender Studies: UGC's Guidelines - VII to XI Plans- Gender Studies: Beijing Conference and CEDAW-Exclusiveness and Inclusiveness.

UNIT III:

Areas of Gender Discrimination: Family Sex Ratio-Literacy -Health -Governance Religion Work Vs Employment- Market - Media - Politics Law Domestic Violence — Sexual Harassment — State Policies and Planning

UNIT IV:

Women Development and Gender Empowerment: Initiatives International Women's Decade - International Women's Year - National Policy for Empowerment of Women - Women Empowerment Year 2001- Mainstreaming Global Policies.

UNIT V:

Women's Movements and Safeguarding Mechanism:— In India National / State Commission for Women (NCW) - All Women Police Station Family Court- Domestic Violence Act - Prevention of Sexual Harassment at Work Place Supreme Court Guidelines - Maternity Benefit Act - PNDT Act - Hindu Succession Act 2003 Eve Teasing Prevention Act - Self Help Groups 73 and 74 Amendment for PRIS.

TEXTBOOKS

1. Bhasin Kamala, Understanding Gender: Gender Basics, New Delhi: Women Unlimited 2004
2. Bhasin Kamala, Exploring Masculinity: Gender Basics, New Delhi: Women Unlimited, 2004
3. Bhasin Kamala, What is Patriarchy? : Gender Basics, New Delhi: Women Unlimited, 1993
4. Pernau Margrit Ahmad Imtiaz, Reifeld Hermut (ed.,) Family and Gender: Changing Values in Germany and India, New Delhi: Sage Publications, 2003
5. Agarwal Bina, Humphries Jane and Robeyns Ingrid (ed.,)
6. Capabilities, Freedom, and Equality: Amartya Sen's Work from a Gender Perspective, New Delhi: Oxford University Press, 2006
7. Rajadurai.S.V, Geetha.V, Themes in Caste Gender and Religion, Tiruchirappalli: Bharathidasan University, 2007 Misra Geetanjali, Chandiramani Radhika (ed.,)
8. Sexuality, Gender and Rights: Exploring Theory and Practice in South and Southeast Asia, New Delhi: Sage Publication, 2005 Rao Anupama (ed.,)
9. Gender &Caste: Issues in Contemporary Indian Feminism, New Delhi: Kali for Women, 2003
10. Saha Chandana, Gender Equity and Gender Equality: Study of Girl Child in Rajasthan, Jaipur: Rawat Publications, 2003
11. Krishna Sumi,(ed.,) Livelihood and Gender Equity in Community Resource Management New Delhi: Sage Publication, 2004
12. Wharton .S Amy, The Sociology of Gender: An Introduction to Theory and Research, USA: Blackwell Publishing, 2005.
13. Mohanty Manoranjan (ed.,) Class, Caste, Gender: Readings in Indian Government and Politics- 5, New Delhi: Sage Publications, 2004.
14. Arya Sadhna, Women, Gender Equality and the State, New Delhi: Deep & Deep Publications, 2000.