



# **SWAMI DAYANANDA**

## **COLLEGE OF ARTS & SCIENCE**

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

**HAND BOOK**

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**DEPARTMENT OF COMMERCE**

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# INDEX

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

## **Profile of B.Com (General)**

B.Com or Bachelor of Commerce is a 3-Year undergraduate course and it has been specially designed to provide managerial skills and knowledge about the streams like banking, finance, and accounting to a student.

Around 4.03 million students are pursuing BCom courses in India and it covers topics such as corporate tax, economics, financial law, etc. Some of the other subjects will be selected by you from the given choice of electives.

### **Career & Jobs**

- A career in commerce offers immense growth as demand for professionals is always on a high. Job opportunities exist right after the programme. Jobs for B.Com graduates exist in India as well as abroad.
- After completion of B.Com, you can apply in any organization for the post of accountant. Every company requires an accountant to keep track of the profit and loss of their company.
- One must have knowledge in areas like Basic Principles of Accountancy, Cost Accounting and Management Accounting to be an accountant. Other than accountant, there are many career options in this field.

**B.COM.**

**CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED  
CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

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

III	I	Language Course - III (Tamil \$/Other Languages +#)		6	3	3	25	75	100	
	II	English Course-III		6	3	3	25	75	100	
	III	Core Course – V (CC)	Partnership Accounts	6	5	3	25	75	100	
		Core Course-VI (CC)	Business Law	6	5	3	25	75	100	
		Second Allied Course-I (AC)	Business Communication	4	3	3	25	75	100	
		<b>Add on Course- II ##</b>	<b>Professional English- II</b>	<b>6 *</b>	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	
	IV	Non-Major Elective Course- I @ Those who choose Tamil in Part -I can choose a non-major elective course offered by other departments.  Those who do not choose Tamil in Part- I must choose either a) Basic Tamil if Tamil language was not studied in school level (or ) b) Special Tamil if Tamil language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> std.	1. Personal Investment (or) 2. Elements of Insurance  (For other than all B.Com and BBA)	2	2	3	25	75	100	
		<b>Total</b>			<b>30 +6 *</b>	<b>25</b>				<b>700</b>
IV	I	Language Course - VI ( Tamil \$/Other Languages +#)		6	3	3	25	75	100	
	II	English Course-IV		6	3	3	25	75	100	
	III	Core Course – VII (CC)	Cost Accounting	6	5	3	25	75	100	
		Core Course-VIII (CC)	Banking Theory, Law and Practice	6	5	3	25	75	100	
		Second Allied Course-II (AC)	Company Law and Secretarial Practices (2013 Amendments)	4	3	3	25	75	100	
	IV	@ Non Major Elective Course-II (NME) Those who choose Tamil in Part-I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was not studied in school level or b) Special Tamil if Tamil Language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> Std.	1. Introduction to Accountancy (or) 2. Salesmanship  (For other than All B.Comand BBA)	2	2	3	25	75	100	
	VI	<b>Naan Mudhalvan Scheme (NMS) @@</b>	<b>Digital Skills for Employability - Microsoft</b>	<b>-</b>	<b>2</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	
		<b>Total</b>			<b>30</b>	<b>23</b>				<b>700</b>

V	III	Core Course-IX (CC)	Corporate Accounting	5	5	3	25	75	100
		Core Course-X (CC)	Computer Applications in Business (Theory)	5	5	3	25	75	100
		Core Practical-I	Computer Applications in Business (Practical)	5	5	3	40	60	100
		Core Course-XI (CC)	Management Accounting	5	5	3	25	75	100
		Major Based Elective Course-I (MBE)	1.Auditing (or) 2. Human Resource Management	5	5	3	25	75	100
	IV	Skill Based Elective Course-I	Information Technology Concepts	3	2	3	25	75	100
Soft Skills Development		Soft Skills Development	2	2	3	25	75	100	
		Total		30	29				700
VI	III	Core Course- XII (CC)	Financial Management	5	5	3	25	75	100
		Core Course –XIII (CC)	Income Tax Law and Practice	6	5	3	25	75	100
		Core Course-XIV (CC)	Financial Services	6	5	3	25	75	100
		Major Based Elective Course-II (MBE)	1. Entrepreneurship Development (or) 2. Investment Management	5	5	3	25	75	100
		Project		4	3		20	80	100
	IV	Skill Based Elective Course-II	Basics of Goods and Service Tax	3	2	3	25	75	100
	V	Gender Studies		1	1	3	25	75	100
		Extension Activities		--	1*	--	--	--	--
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Banking, Logistics and Audit Essentials for employability	-	2	3	25	75	100
		Total		30	29		150	450	800
	Grand Total			192	154				4300

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

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

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

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

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

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

\*\* Extension Activities shall be outside instruction hours.

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

**SUMMARY OF CURRICULUM STRUCTURE OF PROGRAMMES –  
COMMERCE**

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

**PROGRAMME OBJECTIVES:**

**PROGRAMME OUTCOMES:**

**PROGRAMME SPECIFIC OUTCOMES:**

**First Year**

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

**Semester-I**

**Code:**

**Credit: 5**

**LEARNING OBJECTIVES :**

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

**UNIT -I INTRODUCTION OF ACCOUNTING AND CONCEPTS:**

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

**UNIT -II FINAL ACCOUNTS OF SOLE TRADERS:**

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

**UNIT -III ACCOUNTS FOR NON PROFIT ORGANISATION:**

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

**UNIT -IV: CONSIGNMENTS AND JOINT VENTURES ACCOUNTS:**

Consignments and Joint Ventures.

**UNIT- V SINGLE ENTRY SYSTEM AND DEPRECIATION:**

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

**(Theory 20% Problems 80%)**

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

Contemporary Development related to the course during the Semester concerned



**TEXT AND REFERENCE BOOKS: (Latest revised edition only)**

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

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

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

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**First Year**

**CORE COURSE – II  
MARKETING  
(Theory)**

**Semester-I**

**Code:**

**Credit: 5**

**LEARNING OBJECTIVES :**

- To know the basic concepts and functions of marketing
- To learn about the buyer behaviour and new product development
- To understand the pricing methods and services rendered by the middlemen
- To gain knowledge on various promotional methods
- To have an idea on marketing research and recent trends in marketing

**UNIT- I INTRODUCTION TO MARKETING:**

Marketing - Evolution – Definition- Classification- Objectives- Selling Vs. Marketing – Marketing A Science Or Art? - Modern Concept Of Marketing – Role Of Marketing In Economic Development - Functions – Buying- Selling - Transportation – Warehousing – Standardization – Grading – Packaging- ISO Series And AGMARK - ISI.

**UNIT- II PRODUCT:**

Buyer's behaviour – Buying motive – Market segmentation - Product - Features - Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding - Brand Loyalty and Equity.

**UNIT- III PRICING:**

Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.

**UNIT- IV SALES PROMOTION:**

Sales Promotion –types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling - Advantages - Limitations.

**UNIT -V MARKETING INFORMATION SYSTEM:**

Marketing Information System - Marketing Research - Features –Direct marketing –Online Marketing -E Business – Telemarketing - Mail order business .

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

Recent Trends, assignments and Seminars.

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

1. R.S.N.Pillai&Bagavathi , “Modern Marketing,” S.Chand& Co., New Delhi.
2. RajanNair.N.,SanjithR.Nair,” Marketing,” Sultan Chand & Sons, New Delhi.
3. Kotler Philip, “Marketing Management,” Prentice Hall of India (Pvt) Ltd., New Delhi.
4. Monga&ShaliniAnand, “ Marketing Management,” Deep & Deep Publications, New Delhi.
5. Dr. L. Natarajan , “Marketing,” Margham Publications, Chennai.
6. Grewal , “Marketing,” Tata McGraw Hill management, New Delhi.
7. B.S.Raman, “Marketing,” United Publishers, Mangalore.

**LEARNING OUTCOMES :**

- Familiar with the basic concepts and functions of marketing
- Effective understanding of buyer behaviour and new product development
- Communicate the pricing methods and services rendered by the middlemen
- Demonstrate analytical skills in selling the product in the market
- Develop knowledge in marketing research and recent trends in marketing

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**First Year**

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

**Semester-I**

**Code:**

**Credit: 3**

**LEARNING OBJECTIVES :**

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

**UNIT-I INTRODUCTION TO MANAGEMENT:**

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

**UNIT –II ROLE OF PLANNING:**

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

**UNIT –III ORGANIZATION STRUCTURE:**

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

**UNIT – IV MOTIVATION AND COMMUNICATION:**

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

**UNIT –V LEADERSHIP:**

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

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

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

**REFERENCE BOOKS :**

1. L.M.Prasad, Principles and Practice of Management -Sultan Chand and Company
2. K.Sundar, Principles of Management- Vijay Nicole Imprints Private Limited Chennai

3. Fred Luthans , Organisational Behaviour - Mcgraw Hill New York
4. Louis A.Allen Management And Organisation - Mcgraw Hill Tokyo
5. Weihrich And Koontz Et.Al Essentials of Manangement –Tata Mcgraw Hill New Delhi.

**LEARNING OUTCOMES :**

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

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**First Year**

**CORE COURSE - III  
BUSINESS ACCOUNTING  
(Theory)**

**Semester-II**

**Code:**

**Credit: 5**

**LEARNING OBJECTIVES :**

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

**UNIT -I      BRANCH AND DEPARTMENTAL ACCOUNTS:**

Branch accounts - (Excluding foreign branches) – Departmental accounts

**UNIT II      HIRE PURCHASE & INSTALLMENT PURCHASE SYSTEM:**

Hire Purchase accounts & Installment purchase system.

**UNIT –III      ROYALTY ACCOUNTS:**

Self Balancing and Sectional Balancing ledgers – Royalty Account.

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

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

**UNIT- V      INSOLVENCY ACCOUNTS:**

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

**Theory 20% Problem: 80%**

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

Recent Trends, assignments and Seminars

**TEXT AND REFERENCE BOOKS : (Latest revised edition only)**

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

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

### **LEARNING OUT COMES:**

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

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

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**First Year**

**CORE COURSE – IV  
BUSINESS TOOLS FOR DECISION MAKING  
(Theory)**

**Semester-II**

**Code:**

**Credit:5**

**LEARNING OBJECTIVES:**

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

**UNIT – I:**

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

**UNIT – II:**

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

**UNIT – III:**

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

**UNIT – IV:**

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

**UNIT – V:**

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

**(Theory 20% Problems 80%)**

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

Recent Trends, assignments and Seminars.



**TEXT AND REFERENCE BOOKS : (Latest revised edition only)**

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

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

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

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**First Year**

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

**Semester-II**

**Code:**

**Credit:3**

**LEARNING OBJECTIVES:**

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

**UNIT – I INTRODUCTION:**

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

**UNIT – II DEMAND ANALYSIS:**

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

**UNIT – III ANALYSIS OF SUPPLY:**

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

**UNIT – IV COMPETITIONS AND THEORIES OF FACTORS OF PRODUCTION:**

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

**UNIT – V COST AND REVENUE:**

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

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

Recent Trends, assignments and Seminars,

## REFERENCE BOOK :

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

## LEARNING OUTCOMES :

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

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

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

**OBJECTIVES:**

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

**UNIT I : PHILOSOPHY OF LIFE AND SOCIAL VALUES:**

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

**UNIT-II – HUMAN VALUES AND CITIZENSHIP**

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

**UNIT-III VALUE EDUCATION TOWARDS NATIONAL AND GLOBAL DEVELOPMENT:**

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

#### **UNIT IV : YOGA AND HEALTH:**

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

#### **UNIT V : HUMAN RIGHTS:**

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

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

#### **BOOKS FOR REFERENCES:**

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

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

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

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**PART-IV ENVIRONMENTAL STUDIES COURSE**

**FOR ALL UG ARTS, SCIENCE, COMMERCE AND MANAGEMENT  
CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED  
CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

**First Year**

**PART-IV  
ENVIRONMENTAL STUDIES  
(Theory)**

**Semester-II****Code:****Credit: 2****COURSE OBJECTIVES:**

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

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

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

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

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

(8 lectures)

### **Unit: 3 Ecosystems**

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

(6 lectures)

### **Unit: 4 Biodiversity and its conservation**

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

(8 lectures)

### **Unit: 5 Environmental Pollution**

## Definition

Causes, effects and control measures of :

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

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

(8 lectures)

## **Unit: 6 Social Issues and the Environment**

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

Case studies

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

(7 lectures)

## **Unit: 7 Human Population and the Environment**

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



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

## **Unit: 8      Field Work**

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

## **References:**

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

## **COURSE OUTCOMES:**

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

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# **PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT-I**

## **OBJECTIVES:**

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

## **LEARNING OUTCOMES:**

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

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

## **UNIT 1: COMMUNICATION**

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

Changing words using suffixes

A) Noun Endings

B) Adjective Endings

C) Verb Endings

## **UNIT 2: DESCRIPTION**

**Listening** – Listening to process description

**Speaking** - Role play

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

Informal: With peers in academic environment, workplace communication

**Reading** –Reading passages on trade/commerce/management

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

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

**Grammar in Context:** Connectives and linkers.

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

## **UNIT 3: NEGOTIATION STRATEGIES**

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

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

**Reading** – Longer Reading text. (Comprehensive passages)

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

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

**Vocabulary:** - Collocations

–Phrasal verbs

## **UNIT 4: PRESENTATION SKILLS**

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

**Speaking** –Short speech

- Making formal presentations (PPT)

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

**Writing** - Writing Recommendations

Interpreting visuals - charts / tables/flow diagrams/charts

**Grammar in Context** – Modals

**Vocabulary** (register) - Single word substitution

## **UNIT 5: CRITICAL THINKING SKILLS**

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

**Speaking** – Simple problems and suggesting solutions.

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

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

**Grammar**-Make simple sentences

**Vocabulary** -Fixed expressions

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## **SUGGESTED ACTIVITIES**

### **UNIT 1**

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

**Speaking** - Role play activity

**Reading** – Note making. Note-Taking.

**Writing:** Guided Writing (developing hints)

Email

**Grammar:** Vocabulary – Worksheets – Games.

### **UNIT 2**

**Listening-**

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

**Speaking** – Role Play

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

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

**Vocabulary:** Expansion of compound nouns

### **UNIT 3**

**Listening-** Gap fill exercises – Listening comprehension

**Speaking** -Debates

**Reading** -Reading comprehension

**Writing** – Essay Writing

**Grammar &Vocabulary:** Activities, Worksheets & Games.

## **UNIT 4**

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

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

**Reading**-Reading comprehension

**Writing**– Difference between recommendations and instructions

Questions/MCQs based on graphs/flow diagrams/charts

**Grammar & Vocabulary:** Activities, Worksheets & Games.

## **UNIT 5**

**Listening** – Radio News/ TV-News telecast /

**Speaking** - Watch or listen to documentaries and ask questions

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

**Writing** - Essay writing.

**Grammar&Vocabulary:** Activities, Worksheets & Games

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**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI 620 024**

**B.Com Programme – Course Structure under CBCS**

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

updated on 7-12-2017

Sem.	Part	Course	Ins. Hrs	Credit	Exam Hours	Marks		Total
						Int.	Ext.	
I	I	Language Course – I (LC) – Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - I (ELC)	6	3	3	25	75	100
	III	Core Course – I (CC) Principles of Accountancy	6	5	3	25	75	100
		Core Course – II (CC) Marketing	6	5	3	25	75	100
		Allied Course –I (AC) Business Management	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total		30	21				600
II	I	Language Course – II (LC) - Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – II (ELC)	6	3	3	25	75	100
	III	Core Course – III(CC) Business Accounting	6	5	3	25	75	100
		Core Course – IV (CC) Banking Theory Law & Practice	6	5	3	25	75	100
		Allied Course – II Business Economics	4	3	3	25	75	100
		Environmental Studies	2	2	3	25	75	100
	Total		30	21				600



III	I	Language Course – III (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - III (ELC)	6	3	3	25	75	100
	III	Core Course – V (CC) Partnership Accounts	6	5	3	25	75	100
		Core Course – VI (CC) Business Law	6	5	3	25	75	100
		Allied Course – III(AC) Business Communication	4	3	3	25	75	100
	IV	Non Major Elective I – for those who studied Tamil under Part I a. Basic Tamil for other language students b. Special Tamil for those who studied Tamil upto 10 <sup>th</sup> +2 but opt for other languages in degree programme A) <b>Personal Investment</b> (or) B) <b>Elements of Insurance</b>	2	2	3	25		100
	Total		30	21				600
IV	I	Language Course –IV (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – IV (ELC)	6	3	3	25	75	100
	III	Core Course – VII (CC) – Cost Accounting	5	5	3	25	75	100
		Core Course - VIII (CC)- Business Tools for Decision making	5	5	3	25	75	100
		Allied Course – IV (AC) Company Law	4	3	3	25	75	100
	IV	Non Major Elective II – for those who studied Tamil under Part I a. Basic Tamil for other language students b. Special Tamil for those who studied Tamil upto 10 <sup>th</sup> +2 but opt for other languages in degree programme A) <b>Introduction to</b> <b>Accountancy (or)</b> B) <b>Salesmanship</b>	2	2	3	25	75	100
	V	Skill Based Elective I	2	2	3	25	75	100
	TOTAL		30	23				700

V	III	Core Course – IX (CC) Corporate Accounting	5	5	3	25	75	100
		Core Course – X (CC) Auditing	5	5	3	25	75	100
		Core Course – XI (CC) Computer Applications in Business <b>Theory - 60 marks; (UE: 45 ; IA: 15)</b> <b>Practical 40 marks ; (UE: 30 ; IA: 10)</b> <b>* Theory 2 hours &amp; Practical 2 hours</b>	5	5	*4	25	75	100
		Core Course – XII (CC) Management Accounting	5	5	3	25	75	100
		Major Based Elective – I A) Entrepreneurial Development (or) B) International Marketing	4	3	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
		Soft Skills Development	2	2	3	25	75	100
		Total	30	29				800
VI	III	Core Course – X III (CC) Financial Management	6	5	3	25	75	100
		Core Course – XIV (CC) Income Tax Theory Law & Practice	6	5	3	25	75	100
		Core Course – XV (CC) Financial Services	6	5	3	25	75	100
		Major Based Elective II A) <b>Human Resource Management</b> (or) B) <b>Service Marketing</b>	5	4	3	25	75	100
		Major Based Elective III A) <b>Insurance Management</b> (or) B) <b>Investment Management</b>	6	4	3	25	75	100
	V	Extension Activities**		1	-	-	-	-
		Gender Studies	1	1	3	25	75	100
		Total	30	25				600
		Grand Total	180	140	-	-	-	3900

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

\* for those who studied Tamil up to 10<sup>th</sup> +2 (Regular Stream)

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

# those who studied Tamil upto 10<sup>th</sup> +2 but opt for other languages in Degree level under Part I should study special Tamil in Part IV

\*\* Extension Activities shall be outside instruction hours

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

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

Note:

1. **Theory**                      Internal              25 marks                      External              75 marks

## 2. Theory & Practical:

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

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

Separate passing minimum is prescribed for Internal and External

## Passing Minimum

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

## **CORE COURSE - I**

### **PRINCIPLES OF ACCOUNTANCY**

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

#### **Unit I:**

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

#### **Unit II:**

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

#### **Unit III**

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

#### **Unit IV**

Consignments and Joint Ventures.

#### **Unit V:**

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

**(Theory 25%                      Problems    75%)**

#### **Text and Reference Books (Latest revised edition only)**

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

## **CORE COURSE – II**

### **MARKETING**

**Objectives :** To enable the students to gain knowledge about marketing and its promotional aspects.  
**(Theory only)**

#### **Unit I**

Marketing - Evolution – Definition- classification- objectives- selling vs. marketing – Marketing a science or art? - Modern Concept of marketing – role of marketing in economic development - Functions – buying- selling - transportation – warehousing – standardization – Grading – Packaging- ISO Series and AGMARK - ISI.

#### **Unit II**

Buyer's behaviour – Buying motive – Market segmentation - Product - Features - Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding - Brand Loyalty and Equity.

#### **Unit III**

Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.

#### **Unit IV**

Sales Promotion –types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling - Advantages - Limitations.

#### **Unit V**

Marketing Information System - Marketing Research - Features –Direct marketing - E Business – Telemarketing - Mail order business .

#### **Text and Reference Books (Latest revised edition only)**

1. R.S.N.Pillai&Bagavathi , “**Modern Marketing**,” S.Chand& Co., New Delhi.
2. RajanNair.N.,SanjithR.Nair,” **Marketing**,” Sultan Chand & Sons, New Delhi.
3. Kotler Philip, “**Marketing Management**,” Prentice Hall of India (Pvt) Ltd., New Delhi.
4. Monga&ShaliniAnand, “ **Marketing Management**,” Deep & Deep Publications, New Delhi.
5. Dr. L. Natarajan , “**Marketing**,” Margham Publications, Chennai.
6. Grewal , “**Marketing**,” Tata McGraw Hill management, New Delhi.
7. B.S.Raman, “**Marketing**,” United Publishers, Mangalore.
8. Dr. J. Jayasankar, “**Marketing**,” Margham Publications, Chennai.

**ALLIED COURSE – I**  
**BUSINESS MANAGEMENT**

**Objective:** To impart knowledge on the concepts and principles of Management and application of practices in various organisation.  
**(Theory only)**

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**Text and Reference Books (Latest revised edition only)**

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

**CORE COURSE – III**  
**BUSINESS ACCOUNTING**

**Objectives:** To make the students to understand the Accounting principles and it's application in Business.

**(Theory& Problem)**

**UNIT – I**

Branch accounts - (Excluding foreign branches) – Departmental accounts

**UNIT – II**

Hire Purchase accounts & Instalment purchase system .

**UNIT – III**

Self Balancing and Sectional Balancing ledgers – Royalty Account.

**UNIT – IV**

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

**UNIT – V**

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

**Theory 20%                      Problem: 80%**

**Text and Reference Books (Latest revised edition only)**

1. R.L. Gupta and Others : **“Advanced Accountancy”**, Sultan Chand Sons, New Delhi.
2. S.P. Jain and K.L. Narang: **“Advanced Accounting”**, KalyaniPublisherss, New Delhi.
3. R.S.N. Pillai, Bagavathi, S. Uma: **“Advanced Accounting”**,S.Chand& Co, New Delhi.
4. M.C. Shukla: **“Advanced Accounts”** S. Chand and Co., New Delhi.
5. Mukerjee and Haneef **“Modern Accountancy”** ,Tata McGraw Hill, Delhi.
6. Arulanandam **“Advanced Accountancy “**, Himalaya Publications,Delhi

**CORE COURSE – IV**  
**BANKING THEORY LAW AND PRACTICE**

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

**Unit I:**

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

**Unit II:**

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

**Unit III:**

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

**Unit IV:**

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

**Unit V:**

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

**Text and Reference Books (Latest revised edition only)**

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



**ALLIED COURSE - II**  
**BUSINESS ECONOMICS**

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

**UNIT- I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**Unit V:**

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

**Text and Reference Books (Latest revised edition only)**

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

## **CORE COURSE – V**

### **PARTNERSHIP ACCOUNTS**

#### **Objective:**

To provide students an exposure to understand the practice of Partnership Accounts

#### **Unit - I**

Partnership - Meaning, Partnership Deed, Capital Accounts. Accounting Treatment - Distribution of Profits- Interest on Partner's Loans - Interest on Capital and Drawings - Salary and Commission of Partner- P&L Appropriation Account- Capital Accounts of partners – Fixed – Fluctuating- Past Adjustment and guarantee.

#### **Unit - II**

Admission of Partner, Calculation of Profit sharing ratio, Revaluation of assets and liabilities, Treatment of Goodwill- Adjustments in Partners' capital Accounts , Revaluation of Assets and Liabilities, Accumulated Profits and Losses, Partner's Capital Accounts and Balance Sheet.

#### **Unit -III**

Retirement of a Partner, calculation of Gaining ratio, Treatment of goodwill, Revaluation of assets and liabilities, Accumulated reserves and profits, Adjustments regarding partner's Capital Account, Calculation of profit up to the date of death of a partner. Preparation of Capital Accounts and Balance Sheet.

#### **Unit -IV**

Dissolution of partnership firm, Realisation of asset and making payment of Liabilities, Treatment of unrecorded Assets and Liabilities, Preparation of Realisation Accounts , Partner's Capital Accounts and Bank Accounts –Insolvency of a partner- Garner vs Murray-insolvency of all partners- Piece-meal distribution - Proportionate capital – Maximum possible loss.

#### **Unit - V**

Amalgamation of firms – Computation of purchase consideration - Conversion of sale of a partnership firm to a company.

#### **Text and Reference Books (Latest revised edition only)**

1. Financial Accounting by T.S. Reddy and A.Murthy, Margham Publications, Chennai.
2. Modern Accountancy by A Mukherjee and M Hanif TMH Publishing company –New Delhi
3. Financial Accounting by Dr. S.N. Maheswari, Vikas Publishing House, New Delhi.
4. Advanced Accounting by Grewal and Shukla, S.Chand Publishers, New Delhi.
5. Introduction to Accounting by P.C. Tulasian, Pearson Editions,
6. Financial Accounting by Jain &Narang. Kalyani Publishers, Chennai.

## **CORE COURSE – VI**

### **BUSINESS LAW**

#### **Objective:**

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

#### **Unit – I**

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

#### **Unit – II**

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

#### **Unit – III**

Indemnity and Guarantee – Bailment and pledge – Agency.

#### **Unit – IV**

Law of sale of Goods-Definition-Buyer-Goods-Delivery-Merchantile Agent- Sale and agreement to sell – condition & warranty.

#### **Unit – V**

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

#### **Text and Reference Books (Latest revised edition only)**

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

## **ALLIED COURSE – III**

### **BUSINESS COMMUNICATION**

#### **Objective:**

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

#### **Unit - I**

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

#### **Unit - II**

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

#### **Unit - III**

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

#### **Unit - IV**

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

#### **Unit - V**

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

#### **Text and Reference Books (Latest revised edition only)**

1. Essentials of Business Communication – Rajendra Pal and J.S. Korlahalli.
2. Effective Business English and Correspondence by M.S.Ramesh and Pattenshetty – R.Chand& Company
3. Business Correspondence and Report writing by Sharma and Krishna Mohan – TMH.

## **NON MAJOR ELECTIVE - I**

### **(A) PERSONAL INVESTMENT**

**Objective:** To make the students aware of various investment avenues and to facilitate them for effective investment planning.

#### **Unit – I**

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

#### **Unit – II**

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

#### **Unit – III**

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

#### **Unit – IV**

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

#### **Unit – V**

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

#### **Text and Reference Books(Latest revised edition only)**

1. Punithavathy Pandiyan – Security Analysis and Portfolio Management, Vikas Publishing house, New Delhi
2. Dr.Radha, Parameswaran and Dr. Nedunchezian – Investment Management, Prasanna Publishers, Chennai.
3. Preeti Singh – Investment Management, Himalaya Publishing House, Mumbai.
4. V.A.Avadhani – Investment Management, Himalaya Publishing House, Mumbai

# **NON MAJOR ELECTIVE – I**

## **(B) ELEMENTS OF INSURANCE**

### **Objective:**

To highlight the importance of insurance and its basic concepts.

### **Unit - I**

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

### **Unit - II**

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

### **Unit - III**

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

### **Unit - IV**

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

### **Unit -V**

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

### **Text and Reference Books (Latest revised edition only)**

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

## **CORE COURSE – VII**

### **COST ACCOUNTING**

#### **Objective:**

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

#### **Unit – I**

Definition, Scope and nature of cost accounting – cost concepts – classification – objectives and advantages – demerits of cost accounting – methods and techniques – cost unit – cost centres – cost sheet.

#### **Unit – II**

Materials cost – purchase procedure – stores procedure – receipt and issue of materials – storage organization and layout – Inventory control – levels of stock, perpetual inventory. ABC Analysis, EOQ – Stores ledger – pricing of material issues, FIFO, LIFO, Simple Average & Weighted Average.

#### **Unit – III**

Labour cost – Time recording and time booking – methods of remuneration and incentive schemes – overtime and idle time – labour turnover - types – causes and remedies.

#### **Unit – IV**

Overheads – collection, classification, allocation, apportionment, absorption – recovery rates – Over & Under absorption – cost sheet and cost reconciliation statement.

#### **Unit – V**

Job costing, Contract costing, Process costing (Normal loss, Abnormal loss and gains only) – operating costing.

Theory: 25%, Problem: 75%

#### **Text and Reference Books (Latest revised edition only)**

1. Cost Accounting by Jawaharlal – TMH, New Delhi
2. Cost Accounting by Jain and Narang – Kalyani Publishers, Chennai
3. Cost Accounting by S.P. Iyengar – Sultan Chand & Sons, New Delhi.
4. Cost Accounting 2.e by A. Murthy and S. Gurusamy – Vijay Nicole Imprints (P) Ltd, Chennai
5. Cost Accounting by Bhagwathi and Pillai – Sultan Chand & Sons, New Delhi.
6. Cost Accounting by S.N. Maheswari – Sultan Chand & Sons, New Delhi.
7. Cost Accounting by Dr. R. Ramachandran & Dr. R. Srinivasan, Sri Ram Publication, Trichy.

## **CORE COURSE - VIII**

### **BUSINESS TOOLS FOR DECISION MAKING**

#### **Objective:**

To enable the students to know the importance of business tools and its application in decision making

#### **Unit - I**

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

#### **Unit - II**

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

#### **Unit - III**

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

#### **Unit - IV**

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

#### **Unit - V**

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

(Problem 80% and Theory 20%)

#### **Text and Reference Books (Latest revised edition only)**

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



## **ALLIED COURSE – IV**

### **COMPANY LAW**

#### **Objective:**

To enable the students to know the importance of company law and its provisions.

#### **Unit - I**

Definition of Joint Stock Company – Kinds – Formation – Incorporation- Characteristics.

#### **Unit-II**

Memorandum of Association – Contents - Doctrine of Ultra Vires – Articles of Association – Contents – Prospectus – Contents – Statement in lieu of Prospectus.

#### **Unit - III**

Share Capital – Kinds of Shares – Voting Rights – Borrowing powers of companies.

#### **Unit - IV**

Meetings and Resolutions – Statutory Meeting – Annual general meeting – Extra – Ordinary general Meeting - Resolutions – Ordinary & Special.

#### **Unit - V**

Winding up of a company – Modes of winding up – winding up by the court – Voluntary winding up – Members' voluntary winding up – Creditors' voluntary winding up.

#### **Text and Reference Books (Latest revised edition only)**

1. Company Law – Gaffoor and Thothadri – Vijay Nicole Imprints (P) Ltd
2. Business Laws – N.D. Kapoor, Sultan Chand and Sons
3. Business Laws – M.R. Sreenivasan, Margam Publications
4. Business Laws – M.V. Dhandapani, Sultan Chand and Sons
5. Company Law – Avtar Singh
6. Company Law N.D. Kapoor
7. M.C.Shukla and S.S. Gulshan – Principles of Company Law
8. A Student Handbook on Company Law and Practice – V. Balachandran & M. Govindarajan – Vijay Nicole Imprints (P) Ltd.
9. S.BadriAlam and Saravanavel - Company Law- Himalaya Publications
10. P.P.S. Gogna – Text Book of Company Law – S.Chand

## **NON-MAJOR ELECTIVE – II**

### **(A) INTRODUCTION TO ACCOUNTANCY**

#### **Objective:**

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

#### **Unit – I**

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

#### **Unit – II**

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

#### **Unit – III**

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

#### **Unit – IV**

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

#### **Unit – V**

Final Accounts of Sole Trader (with Simple Adjustments).

Theory: 25%      Problem: 75%

#### **Text and Reference Books (Latest revised edition only)**

1. Advanced Accountancy – Arulanandam, Himalaya Publications, New Delhi.
2. Advanced Accounting – S.P. Jain and K.L. Narang, Kalyani Publishers, Chennai
3. Advanced Accounts – M.C. Shukla T.S. Grewal and S.C. Gupta, S.Chand& Sons, New Delhi.
4. Principles of Accounting – Finnelly, H.A. and Miller, H.E., Prentice Hall.
5. Introduction to Accountancy – Jaya, Charulatha and Baskar, Vijay Nicole Imprints (P) Ltd, Chennai

## **NON-MAJOR ELECTIVE – II**

### **(B) SALESMANSHIP**

#### **Objective:**

To enable the students to know the importance of Salesmanship and to understand the concepts.

#### **Unit - I**

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

#### **Unit - II**

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

#### **Unit - III**

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

#### **Unit - IV**

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

#### **Unit - V**

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

#### **Text and Reference Books (Latest revised edition only)**

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

**OBJECTIVES:**

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

**UNIT- I      TRANSPORT INDUSTRY:**

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

**UNIT-II      AIR TRANSPORT:**

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

**UNIT-III      TRAVEL FORMALITIES:**

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

**UNIT-IV      TRAVEL AGENCY:**

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

**UNIT-V      TOURS OPERATIONS:**

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

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

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

**REFERENCE BOOKS:**

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

**COURSE OUTCOME:**

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

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

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

**UNIT- I CULTURAL TOURISM:**

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

**UNIT-II ARTS AND CRAFTS :**

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

**UNIT-III CULTURAL RESOURCES OF NORTH INDIA :**

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

**UNIT-IV FESTIVALS:**

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

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

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

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

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

## REFERENCES :

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

## COURSE OUTCOME:

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

## **Professional English**

**[part-III -add on Course]**

**Weightage: 4 Credits**

**Duration: 90hrs**

### **Objectives:**

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

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

### **Unit 1- Communicative Competence**

**(18 hrs)**

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

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

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

Writing: Summary writing based on the reading passages.

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

### **Unit 2 - Persuasive Communication**

**(18 hrs)**

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

Speaking: debates – Just-A Minute Activities

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

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

### **Unit 3- Digital Competence**

**(18 hrs)**

Listening to interviews (subject related)

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

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

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

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

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

### **Unit 4 - Creativity and Imagination**

**(18 hrs)**

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

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

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

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



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

Speaking: Short academic presentation using PowerPoint

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

Writing an introduction, paraphrasing

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

Capitalization (use of upper case)

### **Outcomes of the Course.**

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

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

### **Instruction to Course Writers:**

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

# **CORE COURSE – IX**

## **CORPORATE ACCOUNTING**

### **Objective:**

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

### **Unit – I**

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

### **Unit – II**

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

### **Unit – III**

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

### **Unit – IV**

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

### **Unit – V**

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

Theory: 25% Problem: 75%

### **Text and Reference Books (Latest revised edition only)**

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

## **CORE COURSE – X**

### **AUDITING**

#### **Objective:**

To provide students an understanding about the principles and practice of Auditing.

#### **Unit – I**

Introduction – definition of audit – objects of audit – classification of audit – Internal audit – Periodical audit – Continuous audit – Interim audit – Balance sheet audit. Internal check – Internal control. Procedure of audit – audit programme – test check – Auditing vs. Investigation.

#### **Unit – II**

Vouching – cash and trading transactions, personal and impersonal ledgers.

#### **Unit – III**

Valuation and Verification of assets and liabilities. Depreciation and Reserves – Auditors duties regarding Depreciation and Reserves.

#### **Unit – IV**

Audit of Limited companies – share capital audit – share transfer audit – appointment, qualification, rights and liabilities of company auditors – Audit reports.

#### **Unit – V**

Divisible profits and Dividends – Audit of computerised Accounting.

#### **Text and Reference Books (Latest revised edition only)**

1. Spicer and Pegler's Practical Auditing by Ghatalia, S.V.- Allied Publishers Pvt Ltd.
2. Practical Auditing by B.N. Tandon, S.Sudharsanam and S.SundaraBalu – S.Chand publishing, New Delhi.
3. Text Book of Auditing by V.K. Batra and K.C. Bagarrta – TMH.
4. Auditing by Jagadish Prakash – Kalyani Publishers, Chennai.
5. Auditing by DinkerPagare – Sultan Chand & Sons, New Delhi.

## **CORE COURSE – XI**

### **COMPUTER APPLICATIONS IN BUSINESS**

#### **Objective:**

To enable the students to know the importance of computer application in business.

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

#### **Unit – I**

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

#### **Unit – II**

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

#### **Unit – III**

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

#### **Unit – IV**

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

#### **Unit – V**

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

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

## **LIST OF PRACTICAL**

### **MS (Unit I)**

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

### **MS-Excel (Unit II)**

1. Creating a work sheet like mark sheet, Pay Slip, PF Contribution list etc.
2. Creating Charts
3. Creating a list for the enclosures
4. Filtering the data using Auto filter custom filters using comparison operations
5. Creating Pivot tables

### **Accounting Package (Unit III,IV and V)**

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

### **Text and Reference Books (Latest revised edition only)**

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

## **CORE COURSE – XII**

### **MANAGEMENT ACCOUNTING**

#### **Objective:**

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

#### **Unit - I**

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

#### **Unit - II**

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

#### **Unit - III**

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

#### **Unit - IV**

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

#### **Unit - V**

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

**Theory: 20% Problem: 80%**

#### **Text and Reference Books (Latest revised edition only)**

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

## **MAJOR BASED ELECTIVE – I**

### **(A) ENTREPRENEURIAL DEVELOPMENT**

#### **Objectives:**

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

#### **Unit – I**

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

#### **Unit – II**

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

#### **Unit – III**

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

#### **Unit – IV**

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

#### **Unit – V**

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

#### **Text and Reference Books (Latest revised edition only)**

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

## **MAJOR BASED ELECTIVE – I**

### **(B) INTERNATIONAL MARKETING**

#### **Objective:**

To provide the students theoretical aspects of international business.

#### **Unit – I**

International marketing – Importance – International Vs Domestic marketing.

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

#### **Unit – II**

International Marketing – Planning process – social and cultural factors. Consumer Behaviour. Cross cultural Analysis. Social and cultural influences in B to B marketing.

International Marketing Research – Opportunity identification and analysis

#### **Unit –III**

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

International Market segmentation.

#### **Unit – IV**

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

Promotional activities in global markets – Advertising and Sales promotion.

#### **Unit – V**

International distribution management – challenges – selecting intermediaries.

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

#### **Text and Reference Books (Latest revised edition only)**

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



## **CORE COURSE – XIII**

### **FINANCIAL MANAGEMENT**

#### **Objective:**

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

#### **Unit - I**

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

#### **Unit - II**

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

#### **Unit - III**

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

#### **Unit - IV**

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

#### **Unit - V**

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

**Theory: 20%**

**Problem: 80%**

#### **Text and Reference Books (Latest revised edition only)**

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

## **CORE COURSE – XIV**

### **INCOME TAX THEORY, LAW & PRACTICE**

#### **Objective:**

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

#### **Unit- I**

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

#### **Unit- II**

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

#### **Unit- III**

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

#### **Unit- IV**

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

#### **Unit - V**

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

Theory: 25%

Problem: 75%

#### **Text and Reference Books (Latest revised edition only)**

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

## **CORE COURSE – XV**

### **FINANCIAL SERVICES**

#### **Objective:**

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

#### **Unit - I**

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

#### **Unit - II**

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

#### **Unit - III**

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

#### **Unit - IV**

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

#### **Unit - V**

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

#### **Text and Reference Books (Latest revised edition only)**

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

## **MAJOR BASED ELECTIVE II**

### **(A) HUMAN RESOURCE MANAGEMENT**

#### **Objective:**

To enable the students to understand the concepts and principles of Human Resource Management.

#### **Unit - I**

Human Resource Management- Meaning and Definition-Objectives-Functions-Qualities and Changing role of Human Resource Managers-Meaning, Process, Advantages and Disadvantages of HRIS( Human Resource Information System).

#### **Unit - II**

Concept of Human Resource Planning-Characteristics-Steps in Human Resource Planning. Job Analysis- succession planning- Job Description and Job specification.

#### **Unit - III**

Definition- Objectives- Factors affecting Recruitment- Source of Recruitment- e-recruitment- Selection process- Types of Testing- Kinds of Employee Interview- Medical Screening-Appointment order.

#### **Unit - IV**

Definition and purposes of Training- Distinction between Training and Development- Assessing Training Needs- Steps in Training- On the Job and Off the Job Training- Evaluation of Training Effectiveness- Methods of executive development.

#### **Unit - V**

Definition and Objectives of Performance Appraisal –Steps in Appraisal- Traditional and Non traditional methods of Performance Appraisal- Pre-requisites of a Good Appraisal System- Defects in Performance Appraisal.

#### **Text and Reference Books (Latest revised edition only)**

1. Gupta C.B- Human Resource Management, Sultan Chand and Sons, New Delhi.
2. P G Aquinas-Human Resource Management Principles and Practice, Vikas Publication, New Delhi.
3. ChitraAtmaramNaik-Human Resource Management-Ane Publisher, New Delhi.
4. Memoria C.B- Personal Management, Himalayan Publications, New Delhi.

## **MAJOR BASED ELECTIVE II (B) SERVICE MARKETING**

### **Objective:**

To enable the students to know the principles and practices of marketing of Services

### **Unit -I**

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

### **Unit - II**

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

### **Unit – III**

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

### **Unit – IV**

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

## **Unit - V**

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

### **Text and Reference Books (Latest revised edition only)**

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

## **MAJOR BASED ELECTIVE – III**

### **(A) INSURANCE MANAGEMENT**

#### **Objective:**

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

#### **Unit - I**

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

#### **Unit - II**

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

#### **Unit - III**

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

#### **Unit - IV**

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

#### **Unit - V**

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

#### **Text and Reference Books (Latest revised edition only)**

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

## **MAJOR BASED ELECTIVE - III**

### **(B) INVESTMENT MANAGEMENT**

#### **Objective:**

To provide students to know and evaluate the various sources of investments.

#### **Unit - I**

Investment –Objective of investment-Investment Vs Speculation- Investment process- Sources of Investments.

#### **Unit - II**

Risk- Systematic and Unsystematic risk - risk and return, Capital and Revenue returns.  
(Theory Only)

#### **Unit - III**

Bank deposits- Post office saving schemes- Gold and silver- Real estate- Equity shares and Debts-Government Securities- Mutual Funds- Life Insurance and Tax savings Investments.

#### **Unit - IV**

Time Value of Money - Meaning- Current Money Vs Future Money- Present Value Interest Factor (PVIF) - Present Value Interest Factor Annuity (PVIFA) Future Value Interest Factor Annuity (FVIFA).

#### **Unit - V**

Primary Market Vs Secondary Market- Fundamental Analysis- Economic Analysis- Industry Analysis- Company Analysis.

#### **Text and Reference Books (Latest revised edition only)**

1. Natarajan.L -Investment Management, Margham Publishers, Chennai.
2. Prasanna Chandra -Investment Analysis and Portfolio Management, Tata McGraw-Hill Education, New Delhi.
3. Pandian Punithavathy - Security Analysis and Portfolio Management, Vikas Publishers, New Delhi.
4. Preetisingh- Investment Management- Himalaya Publishing House.





**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024.**

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

**Part IV - VALUE EDUCATION (Revised syllabus)**

**Unit I Philosophy of Life and Social Values**

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

**Unit II Human Rights and Organisations**

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

**Unit III Human Rights : Contemporary Challenges**

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

**Unit IV Yoga and Health**

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

**Unit V Role of State Public Service Commission**

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

**BOOKS FOR REFERENCES:**

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

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**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024**

**ENVIRONMENTAL STUDIES**

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

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

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

(6 lectures)

#### **Unit: 4      Biodiversity and its conservation**

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

(8 lectures)

#### **Unit: 5      Environmental Pollution**

##### **Definition**

Causes, effects and control measures of :

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

(8 lectures)

**Unit: 6                    Social Issues and the Environment**

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

Case studies

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

(7 lectures)

**Unit: 7                    Human Population and the Environment**

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

**Unit: 8                    Field Work**

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

## References:

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# **PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT-I**

## **OBJECTIVES:**

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

## **LEARNING OUTCOMES:**

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

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

## **UNIT 1: COMMUNICATION**

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

Changing words using suffixes

A) Noun Endings

B) Adjective Endings

C) Verb Endings

## **UNIT 2: DESCRIPTION**

**Listening** – Listening to process description

**Speaking** - Role play

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

Informal: With peers in academic environment, workplace communication

**Reading** –Reading passages on trade/commerce/management

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

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

**Grammar in Context:** Connectives and linkers.

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

## **UNIT 3: NEGOTIATION STRATEGIES**

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

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

**Reading** – Longer Reading text. (Comprehensive passages)

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

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

**Vocabulary:** - Collocations

–Phrasal verbs

## **UNIT 4: PRESENTATION SKILLS**

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

**Speaking** –Short speech

- Making formal presentations (PPT)

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

**Writing** - Writing Recommendations

Interpreting visuals - charts / tables/flow diagrams/charts

**Grammar in Context** – Modals

**Vocabulary** (register) - Single word substitution

## **UNIT 5: CRITICAL THINKING SKILLS**

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

**Speaking** – Simple problems and suggesting solutions.

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

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

**Grammar**-Make simple sentences

**Vocabulary** -Fixed expressions

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## **SUGGESTED ACTIVITIES**

### **UNIT 1**

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

**Speaking** - Role play activity

**Reading** – Note making. Note-Taking.

**Writing:** Guided Writing (developing hints)

Email

**Grammar:** Vocabulary – Worksheets – Games.

### **UNIT 2**

**Listening-**

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

**Speaking** – Role Play

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

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

**Vocabulary:** Expansion of compound nouns

### **UNIT 3**

**Listening-** Gap fill exercises – Listening comprehension

**Speaking** -Debates

**Reading** -Reading comprehension

**Writing** – Essay Writing

**Grammar &Vocabulary:** Activities, Worksheets & Games.

## **UNIT 4**

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

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

**Reading**-Reading comprehension

**Writing**– Difference between recommendations and instructions

Questions/MCQs based on graphs/flow diagrams/charts

**Grammar & Vocabulary:** Activities, Worksheets & Games.

## **UNIT 5**

**Listening** – Radio News/ TV-News telecast /

**Speaking** - Watch or listen to documentaries and ask questions

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

**Writing** - Essay writing.

**Grammar&Vocabulary:** Activities, Worksheets & Games

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

**Weightage: 4 Credits**

**Duration: 90hrs**

### **Objectives:**

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

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

### **Unit 1- Communicative Competence**

**(18 hrs)**

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

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

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

Writing: Summary writing based on the reading passages.

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

### **Unit 2 - Persuasive Communication**

**(18 hrs)**

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

Speaking: debates – Just-A Minute Activities

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

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

### **Unit 3- Digital Competence**

**(18 hrs)**

Listening to interviews (subject related)

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

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

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

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

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

### **Unit 4 - Creativity and Imagination**

**(18 hrs)**

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

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

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

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

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

Speaking: Short academic presentation using PowerPoint

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

Writing an introduction, paraphrasing

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

Capitalization (use of upper case)

### **Outcomes of the Course.**

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

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

### **Instruction to Course Writers:**

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

## NON MAJOR ELECTIVES (ARTS)

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

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

**NON-MAJOR ELECTIVE - I**  
**PUBLIC ADMINISTRATION FOR CIVIL SERVICES**

**Objectives :**

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

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

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

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

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

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

**Reference :**

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

## **NON-MAJOR ELECTIVE - II**

### **INDIAN GOVERNMENT AND ADMINISTRATION**

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

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

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

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

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

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

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1. Dr.Vishnoo Bhagwan and Dr.Vidya Bhushan Indian Administration, S.Chand and Company Ltd., New Delhi, 2011.
2. M.Sharma ,Indian Administration ,Anmol Publications Pvt. Ltd., New Delhi, 2007.
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பாரதிதாசன் பல்கலைக்கழகம்,  
(2016-17ஆம் கல்வியாண்டு முதல் சேர்க்கை பெறும் மாணாக்கர்களுக்கு)



திருச்சிராப்பள்ளி - 620 024

மூன்றாம் பருவம்

அடிப்படைத் தமிழ் - I  
(Basic Tamil – I)

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

அலகு 1

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

அலகு 2

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

அலகு 3

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

அலகு 4

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

அலகு 5

மழலைப் பாடல்கள், அறநெறிக்கதைகள் - பாடல்களையும் கதைகளையும் பிழையின்றி வாசிக்கச் செய்தல் - பிழையின்றி எழுதச்செய்தல்.

**பார்வை :**

தமிழ் இணையப் பல்கலைக்கழகச் சான்றிதழ்க் கல்விப்பாடத்திட்டத்தில் உள்ள முதல் அலகான "அடிப்படைநிலை" ([www.tamilvu.org](http://www.tamilvu.org))

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## நான்காம்பருவம்

### அடிப்படைத் தமிழ் - II (Basic Tamil – II)

**நோக்கம்:** இப்பாடத்தில் கீழே தடித்த எழுத்துக்களில் தரப்பட்டுள்ள பாடங்களின் வழியாகத் தமிழ்மொழியை எழுதவும் வாசிக்கவும் பழக்குதல்.

#### அலகு 1

சந்தை - மலர்கள், காய்கறிகள், பழங்கள் முதலியன குறித்த செய்திகளை அறியச் செய்தல் - அவை தொடர்பான வாக்கியம் அமைக்கப் பழக்குதல் எங்கள் குடும்பம் - குடும்ப உறுப்பினர், குடும்ப உறவு முறைகள் பற்றி அறியச் செய்தல் - தொடர்பான சொற்கள், தொடர்கள் முதலியவற்றை வாசிக்கவும் எழுதவும் பழக்குதல்.

#### அலகு 2

விருந்தோம்பல் - உணவு பரிமாறும் முறை - உணவு வகைகள் முதலியன பற்றி விளக்கமாக அறியச் செய்தல் - ஆறு, குளம், கடல், வானம், மேகம், மலை, மழை முதலியன பற்றி அறியச் செய்தல் : இவை தொடர்பான சொற்கள், தொடர்கள் முதலியவற்றை வாசிக்கவும் எழுதவும் பழக்குதல்.

#### அலகு 3

பாரதியார் - பாரதியார் பற்றிய வரலாறு, அவரது ஓரிரு கவிதைகள் பற்றி அறியச்செய்தல் - கணைக்கால் இரும்பொறை - இம்மன்னனின் தன்மான உணர்வினை நாடகத்தின் வழியாக உணர்த்துதல். இப்பாடங்கள் தொடர்பான சொற்கள், தொடர்களை வாசிக்கவும் எழுதவும் பழக்குதல்.

#### அலகு 4

மாமல்லபுரம் - மாமல்லபுரம் அமைந்துள்ள இடம் மற்றும் கலைக்கோயில்கள் பற்றி விளக்குதல் - பயணம் - பேருந்தில் பயணம் செய்யும் முறையை விளங்க வைத்தல்இ வாசிக்கவும் எழுதவும் பழக்குதல்.

#### அலகு 5

மொழி - விளக்கம் - மொழிக்குடும்பங்கள் - உலகச் செம்மொழிகள் - இந்தியச் செம்மொழிகள் - செம்மொழித் தகுதிகள் - வரையறைகள் - வாழும் தமிழ்ச் செம்மொழி - தமிழின் தொன்மை - தமிழின் சிறப்புகள் - தமிழ்ச் செம்மொழி நூல்கள் - தமிழ்ச் செம்மொழி அறிந்தேற்பு பரிதிமாற்கலைஞர் அவர்கள் முதல் கலைஞர் திரு.மு.கருணாநிதி அவர்கள் வரை (அறிஞர்கள் - அமைப்புகள் - நிறுவனங்கள் - இயக்கங்கள் தொடர் முயற்சிகள் - அறப்போராட்டங்கள் - உலகத் தமிழ்ச் செம்மொழி மாநாடு, கோவை 2010)

#### பார்வை :

தமிழ் இணையப் பல்கலைக்கழகச் சான்றிதழ்க் கல்வி பாடத்திட்டத்தில் உள்ள இரண்டாம் அலகு மற்றும் மூன்றாம் அலகுகளான முறையே இடைநிலை, மேல்நிலை ஆகியவை ([www.tamilvu.org](http://www.tamilvu.org)).

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பாரதிதாசன் பல்கலைக்கழகம்,

திருச்சிராப்பள்ளி - 620 024

(2016-17ஆம் கல்வியாண்டு முதல் சேர்க்கை பெறும் மாணாக்கர்களுக்கு)

மூன்றாம் பருவம்

**சிறப்புத் தமிழ் - தாள் I**  
**(Special Tamil - I)**

(பத்து அல்லது பன்னிரண்டாம் வகுப்பு வரை தமிழ் படித்திருந்து இளநிலைப் பட்டப்படிப்பில் (UG) பகுதி I இல் இதர மொழிப்பாடங்கள் படிக்கின்ற மாணவ / மாணவியர் படிக்க வேண்டிய சிறப்புத் தமிழ் முதலாம் தாளாக்குரியபாடத்திட்டம். இப்பாடத்திட்டப் பகுதிகள் பல்கலைக்கழக இளங்கலை முதலாமாண்டு செய்யுள் திரட்டு நூலை அடிப்படையாகக் கொண்டது.)

**அலகு - I**

பாரதியார்	1. செந்தமிழ்நாடு	2. புதுமைப்பெண்
பாரதிதாசன்	1. அழகு	2. தமிழனுக்கு வீழ்ச்சியில்லை
கவிமணி தேசிகவிநாயகம் பிள்ளை	1. சுகாதாரக்குமரி	
சுரதா	1. கலப்பை	

**அலகு - II**

கவி காமு ஷெரீப்	1. நிலவே சொல்	2. அறிய முயல்
கண்ணதாசன்	1. நட்பு	
வாணிதாசன்	1. வாழ்க இளம்பரிதி	

**அலகு - III**

நாட்டுப்புறப்பாடல்கள்	1. தாலாட்டுப் பாடல்	2. ஒப்பாரிப் பாடல்
புதுக்கவிதைகள்	1. அப்துல் ரகுமான் - வெற்றி	
	2. அறிவுமதி - நட்புக்காலம்	
	3. ஆண்டாள் பிரியதர்ஷினி - நிலாச்சோறு	
	4. சிற்பி - ஓடு ஓடு சங்கிலி	
	5. தாமரை - தீர்ப்பு	
	6. மீரா - தலைகுனிவு	
	7. மேத்தா.மு - வெளிச்சம் வெளியே இல்லை	
	8. வைரமுத்து - ருசி	

**ஐக்க கவிதைகள்**

1. அமுதபாரதி	2. அரிமதி இளம்பரிதி	3. அரிமதி தென்னகன்
4. அன்பாதவன்	5. இராசன்.எ.மு.	6. உயிர்வேலி ஆலா
7. கார்முகில்	8. செந்தமிழன்	9. புதுவை இளவேனில்
10. புதுவை தமிழ் நெஞ்சன்		

**அலகு - IV**

சிறுகதை	1. கைவண்ணம்...(தேர்ந்தெடுக்கப்பட்ட சிறுகதைகள்) தொகுப்பாசிரியர் முனைவர் தங்க. செந்தில்குமார் அய்யா நிலையம், கதவு எண், 1603, ஆரோக்கிய நகர், ஐந்தாம் தெரு, E.B. காலனி, நாஞ்சிக்கோட்டைச் சாலை, தஞ்சாவூர் - 613 006 விலை ரூ.70/-
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**அலகு - V**

இலக்கிய வரலாறு	1. மரபுக் கவிதை	2. புதுக்கவிதை	3. சிறுகதை
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## நான்காம்பருவம்

### சிறப்புத் தமிழ் - தாள் II (Special Tamil - II)

(பத்து அல்லது பன்னிரண்டாம் வகுப்பு வரை தமிழ் படித்திருந்து பகுதி I இல் இதர மொழிப்பாடங்கள் படிக்கின்ற மாணவ / மாணவியர் படிக்க வேண்டிய **சிறப்புத் தமிழ் இரண்டாம் தாளுக்குரிய பாடத்திட்டம்**. இப்பாடத்திட்டப் பகுதிகள் பல்கலைக்கழக இளங்கலை இரண்டாமாண்டு செய்யுள் திரட்டு நூலை அடிப்படையாகக் கொண்டது.)

#### அலகு - I

##### புறநானூறு

1. 'வள்ளியோர் படர்ந்து' எனத் தொடங்கும் பாடல் (பாடல் எண். 47)
2. 'நின்னயந்துறைஞர்க்கும்' எனத் தொடங்கும் பாடல் (பாடல் எண். 163)

##### குறுந்தொகை

1. 'வில்லோன் காலன கழலே' எனத் தொடங்கும் பாடல் (பாடல் எண். 07)
2. 'அகவன் மகளே! அகவன் மகளே' எனத் தொடங்கும் பாடல் (பாடல் எண். 23)

#### அலகு - II

##### சிறுபாணாற்றுப்படை (முழுவதும்)

#### அலகு - III

##### திருக்குறள் நாலடியார்

1. புறங்கூறாமை (அதிகாரம் 19) 2. மானம் (அதிகாரம் 97)
1. 'அரும்பெறல்' எனத் தொடங்கும் பாடல் (பாடல் எண். 34)
2. 'கல்லாதுபோகிய நாளும்' எனத் தொடங்கும் பாடல் (பாடல் எண். 169)

#### அலகு - IV

##### சிலப்பதிகாரம்

- அடைக்கலக் காதை (பல்கலைக்கழக செய்யுள் திரட்டில் உள்ள பகுதி மட்டும்)

##### கம்பராமாயணம்

- குகப் படலம் (பல்கலைக்கழக செய்யுள் திரட்டில் உள்ள பகுதி மட்டும்)

#### அலகு - V

##### இலக்கிய வரலாறு

- அற இலக்கியம்,  
சங்க இலக்கியம்  
காப்பிய இலக்கியம்

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**OFFICE MANAGEMENT**  
**Skill Based Elective I (Semester IV)**  
**INTRODUCTION TO OFFICE MANAGEMENT**

**UNIT I**

Office management – Meaning – Elements of office management – Functions of office management.

**UNIT II**

Office organization – Definition, Characteristics and Steps – Types of Organization – Functions of an Office administrator

**UNIT III**

Office record management – Importance – Filing essentials –Classification and arrangement of files-Modern methods of filing-Modern filing devices

**UNIT IV**

Office Communication – Correspondence and Report writing –Meaning of office communication & mailing

**UNIT V**

Form letters –Meaning, Principles, and Factors to be considered in designing office forms – Types of report writing

**TEXT BOOKS RECOMMENDED:**

1. Fundamentals of office management – by J.P.Mahajan,
2. OfficeManagement by S.P.Arrora
3. Office Management – R.S.N.Pillai & Bagavathi- S.Chand.

## **Skill Based Elective II (Semester V)**

### **OFFICE MANAGEMENT TOOLS**

#### **UNIT I**

##### **Computer Fundamentals**

Computer and Operating system Fundamentals – Components of a computer system –Input and Output devices – Memory Handling –Storage Device s

#### **UNIT II**

##### **MS -Word**

Introduction to MS-Word and User Utilities – Exploring Template and Formation of Documents – Table handling –Mail Merge and Print Process

#### **UNIT III**

##### **MS – Excel**

Spreadsheet –workbook window –Formatting Cells / Worksheet – Working with Formula, Function and Charts – Filtering data and Printing a Presentation

#### **UNIT IV**

##### **MS – Power Point**

Introduction to MS –Power Point –Creating Templates – Font and color editing – Adding – Multimedia effects – Consolidating using MS-Power Point

#### **UNIT V**

##### **Officer Appliances**

Accounting machine – Addressing machine – Envelope Sealing machine – Franking machine & other modern office gadgets

#### **TEXT BOOKS RECOMMENDED:**

1. Computer Application in Business –Dr.S.V.Srinivasa Vallabhan, Sultan Chand and Sons, New Delhi
2. MS-Office and Internet by Alexis Leon
3. Computer Application in Business – K.Mohan Kumar, Vijay Nicole imprints Private Limited Dr.S.Rajkumar –Chennai
4. Computer Basics – V.Rajaraman – PHI.
5. Office Management – R.S.N.Pillai & Bagavathi – S.Chand

## **Skill Based Elective III (Semester V)**

### **COMMUNICATION AND INTERPERSONAL SKILLS**

#### **UNIT I**

##### **Basic Communication**

Communication – Meaning and Definition – Medium of Communication –  
Barriers to Communication

#### **UNIT II**

##### **Listening**

Needs and Advantages of Listening – Active – Elements of active listening  
with reading - coherence of listening with reading and Speaking

#### **UNIT III**

##### **Speaking**

Features of effective speech – Role play-Conversation building –Topic  
presentation – Group Discussions

#### **UNIT IV**

##### **Reading**

Comprehensive of Technical and Non- Technical Material – Skimming  
Scanning – inferring Guessing

#### **UNIT V**

##### **Writing**

Writing Effective Sentences – Cohesive writing – Clarity and Conciseness in  
writing –Resumes and job applications

#### **TEXT BOOKS RECOMMENDED:**

1. Basic Communication Skills by p.Kiranmani Dutt and Geetha Rajeevan
2. Business Scenarios by Heidi Schuttz Ph.D
3. Business Communication –Asha Kaul – PHI.
4. Business Communication – Sathya Swaroop Debasish & Bhagaban Das – PHI
5. Business Communication – NS Raghunathan & Santhanam – Marghum.

**SOFT SKILLS DEVELOPMENT****Learning Objective**

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.

**Unit I**

Know Thyself/ Understanding Self

Introduction to Soft skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values

**Unit II**

Interpersonal Skills/ Understanding Others

Developing interpersonal relationship-Team building-group dynamics-Net working-Improved work relationship

**Unit III**

Communication Skills / Communication with others

Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette

**Unit IV**

Corporate Skills / Working with Others

Developing body language-Practising etiquette and mannerism-Time management-Stress management

**Unit V**

Selling Self / Job Hunting

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

**TEXT BOOKS:**

Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R. Publishers & Distributors, No, B-20 & 21, V.M.M. Complex, Chatiram Bus Stand, Tiruchirappalli- 620 002.

(Phone No: 0431-2702824; Mobile No: 94433 70597, 98430 74472)

Alex K. (2012) Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi- 110 055.

Mobile No : 94425 14814 (Dr.K.Alex)

**REFERENCE BOOKS:**

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by *Jim Collins*
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional Intelligence Daniel Goleman
- (v) You can win Shive Khera
- (vi) Principle centred leadership Stephen Covey

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**Bharathidasan University, Tiruchirappalli – 24**

## **Gender Studies**

### **Objectives**

- ❖ To make boys and girls aware of each others strengths and Weakness.
- ❖ To develop sensitivity towards both genders in order to lead an ethically enriched life.
- ❖ To promote attitudinal change towards a gender balanced ambience and women empowerment .

### **Unit – I**

**Concepts of Gender:** Sex – Gender – Biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of labour – Gender Stereotyping – Gender Sensitivity – Gender Equity – Equality – Gender Mainstreaming - Empowerment.

### **Unit – II**

**Women’s Studies vs Gender Studies :** UGC’s Guidelines – VII to XI Plans – Gender Studies : Beijing Conference and CEDAW – Exclusiveness and Inclusiveness.

### **Unit – III**

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

### **Unit – IV**

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

### **Unit – V**

**Women’s Movements and Safeguarding Mechanism :** In India National /State Commission for Women(NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73<sup>rd</sup> and 74<sup>th</sup> Amendment for PRIS

## பாலின சமத்துவம்

### அலகு - I

**பாலினம் தொடர்பான கோட்பாடுகள் :**பாலியல் - பாலினம் - உடற்கூறுரீதியாக நிர்ணயித்தல் - ஆணாதிக்கம் - பெண்ணியம் - பாலின பாகுபாடு - பாலின வேலைப்பாகுபாடு - பாலின ஒருபடித்தானவைகள் - பாலின உணர்வூட்டல் - பாலின சமவாய்ப்பு - பாலின சமத்துவம் - பாலின மையநீரோட்டமாக்கல் - அதிகாரப்படுத்துதல்

### அலகு -II

**மகளிரியல் Vs பாலின சமத்துவக்கல்வி -** பல்கலைக்கழக மானியக்குழுவின் வழிக்காட்டுதல்கள் - ஏழாவது ஐந்தாண்டுதிட்டம் முதல் பதினோராவது ஐந்தாண்டுதிட்டம் - பாலின சமத்துவக்கல்வி : பெய்ஜிங் மாநாடு மற்றும் பெண்களுக்கு எதிரான அனைத்து வன்முறைகளையும் ஒழிப்பதற்கான சர்வதேச உடன்படிக்கை - இணைத்தல் /உட்படுத்துதல் - ஒதுக்கல் -

### அலகு - III

**பாலியல் பாகுபாட்டிற்கான தளங்கள் :** குடும்பம் - பாலின விகிதாச்சாரம் - கல்வி - ஆரோக்கியம் - ஆளுமை -மதம் - வேலை Vs வேலை வாய்ப்பு - சந்தை - ஊடகங்கள் - அரசியல் - சட்டம் -குடும்ப வன்முறை -பாலியல் துன்புறுத்தல் - அரசு கொள்கைகள் மற்றும் திட்டங்கள் .

### அலகு - IV

**பெண்கள் மேம்பாடு மற்றும் பாலின சமத்துவ மேம்பாடு :** முயற்சிகள் - சர்வதேச பெண்களுக்கான தசாப்தம் - சர்வதேச பெண்கள் ஆண்டு - பெண்களின் மேம்பாட்டிற்கான தேசிய கொள்கை - பெண்கள் அதிகார ஆண்டு 2001 - சர்வதேச கொள்கைகளை மைய நீரோட்டமாக்கல்

### அலகு - V

**பெண்கள் இயக்கங்கள் மற்றும் பாதுகாப்பு நிறுவன ஏற்பாடுகள் :** தேசிய மற்றும் மாநில மகளிர் ஆணையம் - அனைத்து மகளிர் காவல் நிலையங்கள் - குடும்ப நீதி மன்றங்கள் - குடும்ப வன்முறையிலிருந்து பெண்களைப் பாதுகாக்கும் சட்டம் 2005 - பணியிடங்களில் பெண்கள் மீதான பாலியல் துன்புறுத்தல்களை தடுப்பதற்கான உச்சநீதிமன்ற வழிகாட்டுதல்கள் - தாய்சேய் சேமநலச்சட்டம் - பெண்சிசுவை கருவிலேயே கண்டறியும் தொழில் நுட்பம் (முறைப்படுத்துதல் மற்றும் தவறாக பயன்படுத்துதலை தடை செய்திடும் ) சட்டம் - ஈவ்ஹிங் (பெண்களை தொல்லை செய்தல் ) தடுப்புச்சட்டம் - சுய உதவிக் குழுக்கள் - பஞ்சாயத்து அமைப்புகளுக்கான 73வது மற்றும் 74வது சட்டத்திருத்தம்.

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### **CODE OF CONDUCT FOR STUDENTS**

1. Students should not leave the College premises during class hours without written permission of the Principal / Competent authority.
2. Students should be punctual in attending classes and other co-curricular and extra-curricular activities. Late comers will not be allowed in the class.
3. Students will be responsible for all equipment entrusted to them. Students should not cause any damage to any property, equipment, instruments, tools etc., of the College. An amount of Rs.150 towards General maintenance, is payable by each Student at the end of the Academic Year, prior to Examinations. In case of any damage, the actual cost will be recovered from the student along with a fine.
4. Students should take care of their belongings while within the campus. The College will not be responsible for any loss of such belongings.
5. Use of Mobile phones, Pagers, Cameras, etc., are prohibited inside the campus, during College hours, from 10am to 4pm. If found in contravention, they will be confiscated.

Smoking and consumption of pan is prohibited inside the campus. Consumption of any intoxicants or drugs is totally prohibited, and will lead to immediate dismissal from the College.

6. Students should display their Identity Card prominently, while they are within the campus and while travelling in the College bus. The security staff will not permit any student inside the campus without their identity card.
7. All Students should dress in a presentable manner. T-shirts and sleeveless dresses are not permitted.
8. The management reserves the right to modify the class timings and schedule.
9. Students should not hold any meetings or collect any money from other students without proper permission from the Principal / HOD.
10. Students should not involve themselves in any political or religious activity inside the Campus.

Ragging in any form is totally banned and is punishable as per the Government Order. If any student is found to be indulging in any sort of ragging or harassment to juniors or other fellow students, inside or outside the campus, bus, he/she will be dismissed immediately from the College, and criminal action will be taken against them as per the rules.

11. The following acts of misconduct will result in immediate dismissal from the College:

- (i) Assault of any person
- (ii) Willful damage to College property
- (iii) Intimidation, coercion and/or interference with other students
- (iv) Misbehavior with other students and/or Staff

12. The decision of the Principal decision is final and binding on all the students, in all matters pertaining to the College.

13. All other rules, regulations and guidelines prescribed by University / Government agencies will be implemented.

14. Attendance

1. Absence from class without proper reason and without prior permission from the HOD is tantamount to breach of discipline and such absence will attract punishment and should be avoided. One period of absence in the forenoon or afternoon session will be treated as half a day of absence.

2. Absence for more than 10 days without prior permission from the HOD may lead to removal from the nominal roll.

3. Students appearing for the University examinations must have at least 80% of attendance as per the rules of the University. A minimum of 70% attendance is required to appear for examinations.

**RULES OF CONDUCT AND DISCIPLINE**

1. All students should conduct themselves with DECENCY, DECORUM and DIGNITY at all times and in all places.

2. Students must co-operate in protecting and taking care of all college property and equipments. They are expected to keep the building, playfield and their rooms neat and tidy.

3. Difficulties experienced by the students and suggestions for improving their welfare may be brought to the notice of the principal or any other staff member for consideration and necessary action.

4. Students who want to participate in matches and competitions not conducted by the college can do so only after getting the permission of the principal.

5. Students are forbidden from taking any part in political activities of any kind particularly those directed against the authority of the government.

6. Students who are found damaging college property will be expelled from the college. If any damage to the college property is caused by the student who is not identified minimum collective fine of Rs.100/- per student will be levied at the end of the year.

**RULES REGARDING ATTENDANCE & LEAVE OF ABSENCE**

1. A Candidates other than private one shall be required to put in seventy five percent to qualify for admission to any prescribed examination of the university.

2. If a student is absent for one or more hours during a session (Forenoon or afternoon) he/she will lose the attendance for half-a-day.

3. The Principal of the college shall have a power to condone shortage of attendance of students to be admitted for university examinations upto a maximum of a 10 percent, ie., nine days each semester on valid reasons as ill health etc., on payment of the prescribed condonation fee of Rs.500/-.

4. Statement of attendance of the students shall be displayed in the college notice board every month.
5. In case the shortage of attendance of a student exceeds the limit prescribed for purpose of condonation of attendance, he/she will not be presented to the University examinations.
6. A student will be given only one opportunity to carry forward the deficiency in attendance of one semester to the next semester during the degree course, failing which he/she will have to re-do the course.

#### **DISCIPLINE REGULATIONS**

The following rules shall be on force in the college as per the Tamilnadu Educational rules.

1. No Student who has been convicted of any offence in a criminal court will be allowed to continue his studies in the college.
2. Students should abstain from active participation in party or communal politics.
3. Students who indulge in political propaganda or who organize fellow students in to political factions in the premises of the college or who otherwise engage themselves in party politics are liable to be expelled from the college.
4. Principal or other constituted college authorities may frame and issue from time to time disciplinary rules of a permanent or temporary nature relating to the conduct, inside and outside the college premises, of students.
5. Principal and other constituted college authorities shall have full powers to inflict the following punishments in the interest of the students or of the institution concerned fine, denial of attendance, denial of terms certificates, suspensions and expulsion.
6. Students should not indulge in any activity leading to the disruption of peace and discipline and dislocation of normal work in the college premises. Those who are guilty of violation of this rule will be severely dealt with.
7. Ragging is strictly forbidden. Anyone who is guilty of ragging will be severely punished.
8. Students who are guilty of (a) rude language towards the staff of the college or (b) assault or attempt to assault the staff or fellow students of the college, will be expelled from the institution.

#### **RAGGING – WARNING**

- Ragging of any sort is banned.
- Ragging is illegal and punishable.
- Ragging in any form at any place in the college campus or outside is strictly prohibited.
- Ragging is punishable with imprisonment upto 7 years with a fine of Rs.25,000. Strict disciplinary action will be taken against any student found indulging in an act of ragging.

- Any complaint about ragging has to be reported to the respective HODs or authorities.
- Ragging of any sort will be informed to the Police authorities.

#### **IDENTITY CARD**

Every student will be provided with an identity card with his photo duly attested by the principal. Students are required to keep their identity card with them always.