

**NATIONAL COLLEGE(AUTONOMOUS), TRICHY – 620 001.**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SYLLABUS**

SEM	PART	COURSE	COURSE TITLE	HRS	CREDI T	EXAM HOUR S	MARKS			TOTAL
							INT		EXTER	
							CIA	W	Oral	
I	I	Language Course –(LC -I)		6	3	3	25	75		100
	II	English Language Course –(ELC - I)		6	3	3	25	75		100
	III	Core Course (CC - I)	Management Concepts	5	5	3	25	75		100
		Core Course (CC -II)	Financial Accounting	6	5	3	25	75		100
		First Allied course (AC - I)	Managerial Economics	5	3	3	25	75		100
	IV	Skill Based Elective (SBEC - I)	Office Automation	2	2	3	25	75		100
		<b>Total</b>		<b>30</b>	<b>21</b>					<b>600</b>
II	I	Language Course - (LC - II)		6	3	3	25	75		100
	II	English Language Course- (ELC - II)		4	2	3	25	75		100
		Communicative English - (CE - I)		2	1	3	25	70	05	100
	III	Core Course (CC - III)	Marketing Management	5	5	3	25	75		100
		First Allied Course (1AC - II)	Mathematics & Statistics for managers	6	3	3	25	75		100
		First Allied Course (1 AC - III)	Business Environment	5	3	3	25	75		100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75		100
		<b>Total</b>		<b>30</b>	<b>19</b>					<b>700</b>
III	I	Language Course - (LC - III)		6	3	3	25	75		100
	II	English Language Course-(ELC- III)		4	2	3	25	75		100
		Communicative English - (CE - II)		2	1	3	25	70	05	100
	III	Core Course - (CC - IV)	Managerial Communication	5	5	3	25	75		100
		Core Course - (CC - V)	Production Management	5	5	3	25	75		100
		Second Allied Course - (2AC - I)	Operations Research	4	3	3	25	75		100
	IV	Skill Base Elective - (SBE - II)	Computer	2	2	3	25	75		100
		Skill Based Elective - (SBE - III)	Computer	2	2	3	25	75		100
		<b>Total</b>		<b>30</b>	<b>23</b>					<b>800</b>
IV	I	Language Course - (LC - IV)		6	3	3	25	75		100
	II	English Language Course-(ELC-IV)		6	3	3	25	75		100
	III	Core Course (CC-VI)	Cost Accounting	6	5	3	25	75		100
		Second Allied Course (2AC-II)	Mercantile Law	5	3	3	25	75		100
		Second Allied Course - (2AC - III)	Computer Application in Business	5	3	3	25	75		100
	IV	Non-Major Elective(NME - I)	Stock Exchange Practice	2	2	3	25	75		100
		<b>Total</b>		<b>30</b>	<b>19</b>					<b>600</b>
V	III	Core Course - (CC- VII)	Management Information System	5	5	3	25	75		100
		Core Course - (CC-VIII)	Organizational Behaviour	5	5	3	25	75		100
		Core Course - (CC - IX)	Financial Management	5	5	3	25	75		100
		Elective Course - (EC-I)	Stock Exchange Practice	5	4	3	25	75		100
		Elective Course - (EC - II)	Entrepreneurial Development	4	4	3	25	75		100
		Non-Major Elective-(NME-II)	Banking Law & Practice	2	2	3	25	75		100
		Value Education Course (VEC)	Value Education	2	2	3	25	75		100
		Soft skills		2	2	3	25	75		100
		<b>Total</b>		<b>30</b>	<b>29</b>					<b>800</b>
VI	III	Core Course - (CC - X)	Business Policy & Strategic Mgmt	6	5	3	25	75		100
		Core Course - (CC - XI)	Management Accounting	6	6	3	25	75		100
		Core Course -(CC - XII)	Human Resource Management	6	6	3	25	75		100
		Core Course - (CC XIII)	Project Work	6	6		25	75		100
		Elective Course - (EC- III)	Service Marketing	5	4	3	25	75		100
		Gender Studies (GSC)	Gender Studies	1	1	3	25	75		100
		<b>Total</b>		<b>30</b>	<b>28</b>					<b>600</b>
	V	Extension Activities			1					
		<b>Grand Total</b>		<b>180</b>	<b>140</b>					<b>4000</b>

nraAs; (, ffhy , yffæk) > ci uei l > rWfi j > , yffæ tuyhW > gadKi wj j kp;  
 - U13T1

gUtk; : l

ghl k; : l

fwgpfFk; fhyk; : 6

j ugGsSp : 3

**myF - 1:**

ghuj pahu; ftpi j fs; : ] u] ;tj p Nj tpaPd; Gfo;  
 ghuj ehL  
 ghuj gj hrd; ftpi j fs; : j kpaPd; , dpi k  
 , dgj j kpa>  
 cyfk; c d; Di l aJ > nfhl L KuNr  
 gl LfNfhl j l ahu; ftpi j fs; : ci ogGk; Nj i t  
 , td; NrhW NghLfwhd >  
 mtd; \$W NghLfwhd;  
 ehkffiy; ftqQu; ghl yfs; : , sej kpaDfF  
 fz z j hrd; ftpi j fs; : ghLtJ ehdyy

**myF - 2:**

mgJy; uFkhd; : kz ;  
 i tuKj J : ghuj p epi df;fggLfwhd;  
 Nkj j h : nrUgGl d; xU Ngl b  
 kbh : Nt fk > j kpaGgW >  
 Ruz l ykhk? >  
 rptgGehl h > fhj Nyh fhj y >  
 gof;fk; nghyyhj J  
 , dFyhg; : xU Gddi fr; rkpf; fahy;  
 mKj ghuj p : i ` f\$  
 ehl LgGwg; ghl yfs; : xgghuG; ghl y; - grpahwg; NghTj pyi y

**myF - 3: ci uei l:**

ghuj pahu; - j pahdqfS k; kej µqfS k;  
 j pU.tpf. - kdij d;  
 c.Nt.rh - vJ j kpa?  
 uh.gp NrJggps; i s - FbAk; gi l Ak;  
 K.t. - nkhop , yyhj epi y  
 GJ i kggj j d; - j kpa; ehfupfj j py;

**fphkthof; f**

fy;fp - Gi dfspd; Nti y epWj j k;  
 rpvd; mz z hJ i u - gwW

- R[ hj h - fl Ts; , Uf;fpwhuh?
- myF - 4: rƿfi j:**  
tƿbay; fhyk; - Ki dtu; , uh.ghyRgukz ƿad;
- myF - 5:**  
**, yffƿa tuyhW** - , Ugj hk; E}wwhz Ł  
(Gj ƿdk> ehl fk; eƿ;fyhf)
- gadKi wj j kƿ;** - tyƿkƿFk; tƿj ƿfsƿd; nj hFgG  
kƿfhi kƿ;Fupa tƿj ƿfs;  
(eyy j kƿ; vOj Ntz Łkh  
gf;260 - 290.

**ghl E}y;**

1. nraAs> c i uei l - fy;Y}up ntsƿaL
2. rƿfi j - tƿbay;fhyk>  
Ki dtu; , uh. ghyRgukz ƿad;
3. , yffƿa tuyhW - nghJ
4. gadKi wj j kƿ; - eyyj kƿ; vOj Ntz Łkh>  
m.ƿa guej hkdu> gf;260-290

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**nraAs; (, i l fhy , yffƿak> Gj ƿdk> , yffƿa tuyhW**

**nraAs;U13T2**

**gUtk; : ll**  
**fwgƿFFk; fhyk; : 6**

**ghl k; : ll**  
**j ugGsƿ : 3**

**myF - 1**

- 1.1 j ƿUQhdrkgej u; Nj thuk; j ƿUfNfhhbƿf;fh j ƿUj j yk; (11 ghl yfs) , dW..
- 1.2. j ƿUehTf;furu; Nj thuk; j ƿUgGFY}u; j ƿUj j yk; (10 ghl yfs) kUsth..
- 1.3. Rej uu; Nj thuk; j ƿUthi dƿf;fh j ƿUj j yk; (10 ghl yfs); ki wfs;..
- 1.4. khz ƿf;fthrfu; j ƿUthrfk; - j ƿUntkghi t (10 ghl yfs) Mj ƿAk;..

**myF - 2**

- 2.1. Mz l hs; j ƿUgghi t (10 ghRuqfs) Xq;ƿ
- 2.2. nj hz l ubgnghbaho;thu; j ƿUkhi y (10 ghRuqfs) gri r
- 2.3. j ƿUgghz ho;thu;mk ydhj ƿgahd; (10 ghRuqfs)
- 2.4. FyNrfuho;thu;ngUkhs; j ƿUnkhop (11 ghRuqfs) CNdW

**myF - 3**

- 3.1. - Kj ;J f;Fkhurhkƿ gƿs; i sj j kƿ; (2 ghl yfs)
- 3.2. - eej ƿf;fykgfk; - 5 ghl yfs;
- 3.3. - Kf;\$l wgs;S - 5 ghl yfs;
- 3.4. - xsi tahu; ghl yfs; - 4 ghl yfs;
- 3.5. - fhsNkfgGytu; ghl yfs; - 3 ghl yfs;

3.6. - rfj pKj j gGytu; ghl y; - 1 ghl y;

3.7. - fkgu; ghl yfs; - 3 ghl yfs;

**myF - 4**

Gj pdk;- rKj ha tJ p - eh. ghuj j rhuj p

**myF - 5**

**5.1. , yffja tuyhW**

5.1.1. - gfj p , yffjak; [ i rtk> i tz tk;]

5.1.2. - rpwpyffjak; [ gpsi sj j kpo> fykgfk>gs;S

5.1.3 - Gj pd , yffjak;

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**fhgjak> ehl fk> , yffjatuyhW - U13T3**

**gUtk; : III**

**fwgpfFk; fhyk; : 6**

**ghl k; : III**

**j ugGssp : 3**

**myF - 1**

1. rpyggj pfhuk; ( , sqNfhtbfs) - tofFi u fhi j

2. kz pKfi y (rj j i yrrhj j dhu)- Mj pi u gpi rapl i fhi j

**myF - 2**

3. fkguhkhaz k; (fkgu) - , uhkhtj huk; - fhl rpggl yk;

4. ngupaGuhz k; (Nrf;fphu)- Gryhu; ehadh; Guhz k;

**myF - 3**

5. , NaRfhtpak; (fz z j hrd) - ki ygnghopT

6. rlvhgGuhz k; (c kWgGytu) - khDf;Fg; gpi z epdw gl yk;

**myF - 4 :**

7. j z z l; j z z l; (Nfhky; Rthkphj d)- ehl fk;

**myF - 5**

8. , yffjatuyhW - fhggjak> Guhz k> ehl fk;

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**gz i l , yffjak> , yffja tuyhW> nkhoggawrp -U13T4**

**gUtk; : IV**

**fwgpfFk; fhyk; : 6**

**ghl k; : IV**

**j ugGssp : 3**

**myF - 1**

1. FWenj hi f - 10 ghl yfs; (8>18>25>40>58>99>131>135>167>196)

2. ewwpi z - 5 ghl yfs; (1> 3> 16> 30> 355)

3. l qFE)W - 10 ghl yfs; (nryT mOqFtj j ggj J)

**myF - 2**

4. fyj nj hi f - 2 ghl yfs; (FwQrpf;fy p15> Kyi yffyp11)

5. mfehD)W - 2 ghl yfs; (129> 140)

6. GwehD)W - 10 ghl yfs; (95>165>182>183>184>188>194>195>204)

**myF - 3**

7. j pUf;Fws; - mwj ;J ggghy; 5 mj pfhuq;fS; (11> 13> 14> 43> 47)

**myF - 4**

8. gj ;J ggghl L- Kyi ygghl L KOtJk; (egGj dhu)

**myF - 5**

, yf;fpa tuyhW-vl Lj nj hi f> gj ;J ggghl L> gj pndz ; fb;f;fz f;F>  
nkhoggapwrrp - nghJ f;f;l Li u (nghJ mwpT> ehl Lel gG> rKj ha Nehf;F gwwpad)

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**ENGLISH FOR COMMUNICATION – U13E1**

**Semester: I**

**English Language Course: I**

**Instruction Hours/Week: 6**

**Credit: 3**

**Unit I :** 1.Civilization and History – C.E.M. Joad

2. The Fun They Had – Issac Asimov

**Unit II :** 3. Big Numbers and Infinities – George Gamow

4. Oil – G.C. Thornley

**Unit III:** 5. An Observation and An Explanation – Desmond Morris

6. A Robot about the House – M.W.Thring

**Unit IV:** 7.A Wrong Man in Worker’s Paradise – Rabindranath Tagore

8. Making Surgery Safe – Horace Shipp

**Unit V:** 9. Using Land Wisely – L.Dudley Stam

10. The Karuburator – Karel Capek

**Text Book:** English through Reading, by W.W.S.Baskar and N.S.Prabu, Published by  
Macmillan Publishers India Ltd.,

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**ENGLISH THROUGH EXTENSIVE READING - U13E2**

**Semester : II**

**English Language Course : II**

**Instruction Hours/Week:4**

**Credit: 2**

**Unit I** R.K.Narayan An Astrologer’s Day

Boman Desai Between the Mosque and the Temple

**Unit II** O.Henry The Gift Of the Magi

Premchand The Child

**Unit III** R.P. Sisodia The Last Salvation

Kasturi Sreenivasan I Prepare to gotoCoimbatore

<b>Unit IV</b>	F.E.B. Gray	A Slip of the Tongue
	Ruskin Bond	The Eyes are not Here
<b>Unit V</b>	Rabindranath Tagore	The Cabuliwallah
	Guy de Maupassant	The Diamond Necklace

**Text book**

Glimpses of Life ; An Anthology of Short Stories ; Board of Editors [Orient Longman]

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**COMMUNICATIVE ENGLISH I – U13CE1**

**Semester : II Communicative English Course: I**  
**Instruction Hours/Week:2 Credit: 1**

**OBJECTIVES**

01. To Facilitate communication
02. To expose the students to various levels/types of communication.
03. To help the students achieve communicative competency

- UNIT I**
01. At the College
  02. on the Campus
  03. Outside the class

- UNIT II**
04. At the Post office
  05. For Business and Pleasure
  06. Review

- UNIT III**
07. Are you Smart?
  08. Are you creative?
  09. Is it too hard to improve?
  10. How to win?

- UNIT IV**
11. View points
  12. Snakes and ladders
  13. Your Self

- UNIT V Write**
14. Circulars, notes-reminders, warnings, farewells, apology;
  15. Draft invitations – marriage, annual day, inaugural functions of associations, valediction, seminar, workshop.
  16. Draft Short messages- compliments, birthday wishes, notifications, etc.,  
Draft Posters- Slogans, announcements etc.,
  17. Dialogue writing

Text Book: Creative English for Communication (2<sup>nd</sup> edition) by Krishnasamy and Sriraman.

Reference: Websites            www.english club.com  
   [www.usingenglish.com](http://www.usingenglish.com)  
   Owl-online writing lab  
   MIT-open course ware  
   www.eslcaf .com

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**ENGLISH FOR COMPETITIVE EXAMINATIONS – U13E3**

**Semester : III**  
**Instruction Hours/Week:4**

**English Language Course : III**  
**Credit: 2**

**Unit-I:**

Basics of English

- (a) Parts of speech
- (b) Tenses
- (c) Active and passive voice
- (d) Tag questions

**Unit -II:**

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

**Unit -III**

Reading comprehension

**Unit -IV:**

Vocabulary – synonyms, antonyms, prefix & suffix, Homonyms, sentence completion, spelling Phrasal verbs & Idiomatic Expressions.

**Unit -V:**

Writing letters and drafting a resume /cv  
Types of essays and how to write them  
Guidance to a group discussion and  
Guidance to attending an interview

**Text book :**

**English for Competitive Examinations** by R.P.Bhatnagar & Rajul Bhargava macmillan India ltd. Delhi.

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## COMMUNICATIVE ENGLISH II – U13CE2

Semester : III

Communicative English Course : II

Instruction Hours/Week:2

Credit: 1

### Unit-I:

Enriching Vocabulary – Register Development; who is who; Synonyms, antonyms, Active and Passive vocabulary, proverbs

### Unit –II:

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

### Unit –III

Pronunciation, Good Pronunciation habits, R.P., Greetings, Farewells commands etc.,

### Unit –IV:

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

### Unit –V:

Writing Skills – Note- taking, note- making, e-mail- Describing an object- narrating a story.

### Reference Books

- i) A Practical English Grammar by A.J Thomson and A.V. Martinet.
- ii) Remedial English Grammar, by F.T. Wood.
- iii) English for competitive Examinations by R.P Bhatnagar & Rajul Bhargava.

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## READING POETRY AND DRAMA– U13E4

Semester : IV

English Language Course: IV

Instruction Hours/Week:6

Credit: 3

### POETRY:

<b>Unit: I</b>	John Milton	:	On His Blindness
	Oliver Goldsmith	:	The village Schoolmaster
	William Wordsworth	:	The Solitary Reaper
<b>UNIT II</b>	P.B.Shelley: Ozymandias		
	John Keats	:	La Belle Dame Sans Merci
	Browning	:	Incident of the French Camp
<b>UNIT III</b>	John Masfield	:	Laugh and Be Merry
	Robert Frost	:	Stopping By the Woods On a Snow Evening
	John Drink water	:	The Vagabond



**DRAMA:**

- Unit: IV** Anton Chekhov : The Bear  
Norman Mckinnel : The Bishop's Candlesticks
- Unit: V** Fritz Karinthy : Refund  
F.M. Synge : Riders to the Sea.

**Textbooks:**

- 1) **An Introduction to Poetry** edited by A.G.Xavier; [Macmillan]  
2) **Nine Modern Plays:** ed. B.T Reddy, Oxford University Press

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**MANAGEMENT CONCEPTS – U13BB1**

**Semester : I** **Core Course: I**

**Instruction Hours/Week: 5** **Credit: 5**

**OBJECTIVE:** To impart the knowledge in general management area, so that the student gain or acquire the necessary skills to become a good manager.

**UNIT - I**

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

**UNIT – II**

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

**UNIT – III**

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

**UNIT – IV**

Staffing – Functions – Sources – Recruitment – Selection Process – Training.

**UNIT – V**

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

**TEXT BOOK RECOMMENDED:**

1. Principles of Management – L.M.PRASAD – SULTAN CHAND & SONS.
2. Management Concepts – R.K.SHARMA & SHASHI K.GUPTA – Kalyani Publishers

**BOOKS FOR REFERENCE:**

1. Essentials of Management – Koontz and O'Donnel –Tata Mcgraw Hill
2. Business Management – Dinkar Parage – Sultan Chand & Sons

3. Principles of Management – Sherlekar – Himalaya Publishers.
4. Principles of Management – Tripathi and Reddy.
5. Management Principles – T.Ramasamy – Hamalay Publishers.

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### **FINANCIAL ACCOUNTING –U13BB2**

**Semester : I**

**Core Course: II**

**Instruction Hours/Week : 6**

**Credit: 5**

**OBJECTIVE:** To impart the students the basic concepts of financial accounting in today's "HI-TECH" competitive world of real business.

#### **UNIT – I**

Meaning of Accounting – Book keeping – Evolution of accounting – Sub-fields of accounting – Users of accounting information.-GAAPS – concept and convention – accounting equations.

#### **UNIT – II**

Double entry book keeping – Journal Ledger, Trial balance –Subsidiary books - Cash book types.

#### **UNIT - III**

Final accounts of a sole trader with simple adjustments - Bad debts, Provisions and reserves.

#### **UNIT – IV**

Rectification of errors – Accounting for Non-profit organization – Bank Reconciliation Statements.

#### **UNIT – V**

Bills of exchange – Depreciation methods – Straight line and written down value methods – change of methods.

#### **TEXT BOOK RECOMMENDED:**

1. M.C.SHUKLA, T.S.GREVAL & S.C.GUPTA - Advanced Accountancy (vol-1), S.Chand & Co. Ltd., New Delhi.

#### **BOOKS FOR REFERENCE:**

- 1.A.MUKARJEE & M.HANIF - Modern Accountancy (vol-1), Tata MCGraw-Hill Publishing Co-Ltd, New Delhi.
- 2.S.P.JAIN & K.L.NARANG - Advanced Accountancy (vol-1), Kalyani Publishing Co-Ltd, New Delhi.
- 3.R.S.N.PILLAI,BAGAVATHI & S.UMA - Fundamentals of Advanced Accountancy (vol-1), S.Chand & Co. Ltd., New Delhi.
- 4.H.A.FINNERY & H.E.MILLER - Principles of Accountancy, Prentice Hall, New Delhi.  
Theory 30% Problems 70%

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## MARKETING MANAGEMENT – U13BB3

**Semester :II**  
**Instruction Hours/Week: 5**

**Core Course: III**  
**Credit: 5**

### **OBJECTIVE:**

To educate the students the significance of Marketing in the Economic system, by highlighting its scope through various concepts so as to develop their interest in the field, for a better tomorrow.

### **Unit – I**

Marketing Management – Market – Classification – Concepts – Marketing approaches – Marketing Functions – Market Mix.

### **Unit – II**

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

### **Unit – III**

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

### **Unit – IV**

Promotion – Promotion Mix – Advertisements – Strengths and Weakness – Media Selection Process – Personal Selling – Sales Promotion Features – Channels of Distribution - Marketing Practices in India.

### **Unit – V**

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

### **TEXT BOOK RECOMMENDED:**

1. Principles and Practice of Marketing - MEMORIA & JOSHI

### **BOOKS FOR REFERENCE:**

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

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## MANAGERIAL COMMUNICATION – U13BB4

Semester :III

Core Course: IV

Instruction Hours/Week: 5

Credit: 5

### Objective:

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

### Unit I :

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

### Unit II :

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

### Unit III:

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

### Unit IV:

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

### Unit V:

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

### Text Book Recommended

1.Essentials of business communication – RAJENDRA PAL

### Books for Reference

1. Effective Business English and Correspondence – M.S. RAMESH & PATTENSHETTY S. CHAND & CO
2. Business Communication – URMILA RAJ – Himalaya Publishing House

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## **PRODUCTION MANAGEMENT – U13BB5**

**Semester :III**

**Core Course: V**

**Instruction Hours/Week: 5**

**Credit: 5**

**OBJECTIVE:** To help the students understand the nature and importance of Production Management and acquaint them with the major aspects of Production Management.

### **UNIT – I**

Production Management – Scope and Significance – Production System – Functions and Types of production management – Plant Location - Factors influencing Plant Location – Plant layout - Types.

### **UNIT – II**

Work Study – Work Environment and workers safety – Work Management- Maintenance of plant – Its types.

### **UNIT – III**

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

### **UNIT – IV**

Quality Control and Inspection – Meaning – Objectives and Significance of SQC – Certification Marks – Maintenance Management.

### **UNIT – V**

Material Management – Meaning – Objectives and Significance of Material Management – Purchasing – Procedure – Store Keeping – Objectives – Functions, ABC Analysis.

### **TEXT BOOK RECOMMENDED:**

1. Production and Operation Management – K.ASWATHAPPA, Himalaya Publishing House.

### **BOOKS FOR REFERENCE:**

1. Production and Operation Management – B.S.GOYEL
2. Production and Operation Management – PANNERSELVAM, Prentice Hall of India
3. Production and Materials Management – P.SARAVANAVEL, S.SUMA
4. Material Management – M.M.VARMA

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## **COST ACCOUNTING–U13BB6**

**Semester : IV**  
**Instruction Hours/Week: 6**

**Core Course: VI**  
**Credit: 5**

**OBJECTIVE:** To enable the students to understand the principles and procedures of cost accounting and to apply them to different practical situations.

**UNIT I:**

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

**UNIT II:**

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

**UNIT III:**

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

**UNIT IV:**

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

**UNIT V:**

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

(Marks: Theory 20% and Problems 80%)

**TEXT BOOK RECOMMENDED:**

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

**BOOKS FOR REFERENCE:**

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

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**MANAGEMENT INFORMATION SYSTEM– U13BB7**

**Semester :V**

**Core Course : VII**

**Instruction Hours/Week :5**

**Credit:5**

**OBJECTIVE:**

To develop an understanding about the Information system and its application over the management of the business.

**Unit - I**

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

**Unit – II**

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

**Unit – III**

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

**Unit – IV**

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

**Unit – V**

Enterprise Resource Planning – Planning Methodologies – Planning Tools – challenges

**TEXT BOOK RECOMMENDED :**

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

**BOOKS FOR REFERENCE:**

1.Management Information System – Nahidha Publishers.

2.Management Information System – Kenneth . C.Laudon & Jane.P.Laudon

3.Management Information System - James A. O’Brien, George Marakas, The Mc.Graw Hill.

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## ORGANISATIONAL BEHAVIOUR - U13BB8

**Semester :V**  
**Instruction Hours/Week: 5**

**Core Course : VIII**  
**Credit: 5**

### **Objective:**

To enable the students to understand the fundamental principles, tools and significance of the subject so that they may develop the skills for fostering better human relationship.

### **Unit I :**

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

### **Unit II :**

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

### **Unit III:**

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

### **Unit IV:**

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

### **Unit V:**

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

### **Text Book Recommended:**

1.Organizational behavior – L.M. PRASATH

### **Books for Reference:**

1. Organizational behavior – SS Khanka – S Chand and Co.
2. Organizational theory and behavior – V.S.P. RAO & D.S. NARAYANA
3. Organizational behavior – Dr. P.C. SEKAR

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## STOCK EXCHANGE PRACTICES – U13BB9E

Semester : V  
Instruction Hours/Week: 5

Elective course: I  
Credit: 4

### OBJECTIVE:

To help the students understand about the stock exchange functions, the Rating agencies and the trading methods.

### Unit - I

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

### Unit – II

Secondary Market – Origin and Growth – Importance – Functions – Reading of Stock Indices – NSE – Benefits and Weaknesses of Stock Exchange – Debt Market, Commodity Market.

### Unit – III

Listing of Securities – Types of Shares – Group A , Group B, Group C Shares Drawbacks – SEBI Guidelines.

### Unit – IV

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

### Unit – V

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

### TEXT BOOK RECOMMENDED :

1. Security analysis and portfolio management – PUNIDHAVADHI PANDIYAN

### **BOOKS FOR REFERENCE:**

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

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## **ENTREPRENEURIAL DEVELOPMENT – U13BB10E**

**Semester : V**  
**Instruction Hours/Week: 4**

**Elective course: II**  
**Credit: 4**

### **OBJECTIVE:**

To impart the basic knowledge of EDP so that they may stand on their own, which is the need of the hour in a land of unemployment.

### **UNIT – I**

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

### **UNIT – II**

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

### **UNIT – III**

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

### **UNIT – IV**

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

### **UNIT – V**

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

### **TEXT BOOK RECOMMENDED:**

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

### **BOOKS FOR REFERENCE**

1. Vasant Desai - Dynamics of Entrepreneurial Development. New Delhi: Wiley Eastern Ltd.

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

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## **FINANCIAL MANAGEMENT – U13BB11**

**Semester :V**

**Instruction Hours/Week: 5**

**Core Course : IX**

**Credit: 5**

### **OBJECTIVE:**

To enable the students to know the nature and scope of Financial Management and to develop the necessary skills and techniques to take decisions in corporate sectors.

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

Dividend theories –Working Capital Management – Cash management – Inventory management – Receivable Management.

(Theory 20% and Problem 80%)

### **TEXT BOOK RECOMMENDED:**

1. Financial Management – R.K.Sharma, Shashi K.Gupta, Kalyani Publications

### **BOOKS FOR REFERENCE :**

- 1.Elements of Financial Management – S.N.Maheswari, Sultan Chand and Sons

2.Theory and Problems in Financial Management – M.Y.Khan & P.K.Jain,  
Tata Mc Graw Hills Publishing Co. Ltd.

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**BUSINESS POLICY & STRATEGIC MANAGEMENT – U13BB12**

**Semester :VI**

**Core Course : X**

**Instruction Hours/Week: 6**

**Credit: 5**

**Objective:**

To impart the basic knowledge of business policy and strategic management so that the students community may acquire better knowledge and better skills for better tomorrow.

**Unit I:**

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

**Unit II:**

Formulation of strategy: Vision – Mission – Objectives – Need for environmental scanning SWOT analysis.

**Unit III:**

Strategy formulation – Business strategy- Corporate strategy – portfolio analysis – BCG matrix – uses – limitation

**Unit IV:**

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

**Unit V:**

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

**Text Book Recommended:**

1. Business policy and strategic management - L.M. Prasad
2. Books for Reference :
3. Business policy & Strategic management
4. Business policy and strategic - FRANCIS CHERUNILUM
5. Business policy – P.K. GHOSH

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## MANAGEMENT ACCOUNTING – U13BB13

**Semester :VI**  
**Instruction Hours/Week: 6**

**Core Course : XI**  
**Credit: 6**

### OBJECTIVE:

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

### UNIT I

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

### UNIT II

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

### UNIT III

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

### UNIT IV

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

### UNIT V

Budgeting and Budgetary control – Meaning, nature, characteristics and essentials – Budgeting Vs. Forecasting – Types and Zero Base Budgeting.

(Theory 20% problem 80%)

### TEXT BOOK RECOMMENDED :

1. Management Accounting – S.N Maheswari Sultan Chand & Sons
2. Management Accounting – Shashi K.Gupta & R.K.Sharma, Kalyani Publications.
3. Principles of Management Accounting – Manmohan & S.N.Goyal, Sahitya Bhavan, Agra.

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## **HUMAN RESOURCE MANAGEMENT - U13BB14**

**Semester :VI**

**Core Course : XII**

**Instruction Hours/Week: 6**

**Credit: 6**

### **OBJECTIVE:**

To help the students understand about the human resource Management and their application in day to day business.

#### **Unit - I**

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

#### **Unit – II**

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

#### **Unit – III**

Training Objectives – Types of Training – Career Management – Development – Promotion – Separation.

#### **Unit – IV**

Employee Maintenance – Welfare and Safety – Accident Prevention – Meaning – Need – Types – Preventive Measures and standards – Employee Retention.

#### **Unit – V**

Personnel Evaluation – Objectives – Motivation – Human Resource Audit – Grievances – steps – qualities of work life – Competency mapping.

### **TEXT BOOK RECOMMENDED :**

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

### **BOOKS FOR REFERENCE:**

1. Human Resource management – S.S.KHANKA , Himalaya Publishing House

2. Personnel Management – ARUN MONAPPA, MIRZA SAIYADIAN, Tata McGraw Hill

3. Personnel Management – K.K.AHUJA, Kalyani Publishers.

4. Personnel Management and Industrial Relations – P.C.TRIPATHI, Sultan chand.

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**PROJECT WORK - U13BB15**

**Semester :VI**  
**Instruction Hours/Week: 6**

**Core Course : XIII**  
**Credit: 6**

**PROJECT WORK**

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**SERVICE MARKETING - U13BB16E**

**Semester : VI**  
**Instruction Hours/Week: 5**

**Elective course: III**  
**Credit: 4**

**OBJECTIVE:**

To enable students to gain expert knowledge on marketing of various services.

**UNIT I**

Concept of Service Marketing – Importance – Characteristics of Services – Growth of service Marketing – Classification of Services.

**UNIT II**

Relationship between services and goods – Consumer Service – The Service process – Buyer Behavior – Decision making process.

**UNIT III**

Marketing mix for services – Service marketing management – Challenges for Service Manager – Service Quality.

**UNIT IV**

Service Marketing – Bank Marketing – Insurance Marketing – Tourism Marketing services – Transport services.

**UNIT V**

Financial Services – Health Care Services – Telecommunication Services.

**TEXT BOOK RECOMMENDED:**

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

**BOOKS FOR REFERENCE:**

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

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## **MANAGERIAL ECONOMICS – U13ABB1**

**Semester : I**  
**Instruction Hours/Week: 5**

**Allied Course: I**  
**Credit: 3**

**Objective:** To enable the students understand the various concepts of Economics and its Application in Business Decisions, so that the field managers can be of immense help to the top level management.

### **UNIT-I**

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

### **UNIT-II**

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

### **UNIT-III**

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

### **UNIT-IV**

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

### **UNIT-V**

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

### **TEXT BOOK RECOMMENDED:**

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

### **BOOKS FOR REFERENCE:**

1. Joel Dean :Managerial Economics, New Delhi: Mc-Graw Hill Publications Co. Ltd 1979.
2. P.L.Mehta: Managerial Economics, Analysis,Problems and cases, New Delhi: Vishal Publications 1991.
3. Managerial Economics – S. Sankaran , Margham Publications, Chennai.



4. Managerial Economics – R. Cauvery, U.K. Sudha Nayak, M. Giriza, R. Meenakshi: S.Chand & Company Ltd, New Delhi.
5. Managerial Economics- M.L. Jhingam and J.K Stephen, Vrinda Publications (P) Ltd, New Delhi.  
Seth M.L: Micro Economics, Agra: Lakshmi Narain, Agarwal Educational

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### **MATHEMATICS AND STATISTICS FOR MANAGERS – U13ABB2**

**Semester : II**

**Allied Course: II**

**Instruction Hours/Week:6**

**Credit: 3**

**OBJECTIVE:**

To enable the students to gain knowledge about the basic mathematical tools used in business and statistical Techniques that facilitate comparison and analysis of business data , and also to build a foundation for higher studies.

**UNIT I:**

Differentiation –Product rule (without proof) and Quotient Rule – Maxima and Minima. – Matrix – Types – Addition – Multiplication – Inverse – Determinants – Cramer’s Rule.

**UNIT II**

Statistics–Introduction – Classification – Tabulation – Diagrammatic Representation – Simple bar diagram – Multiple Bar Diagram – Histogram – Pie Diagram – Measures of central tendency – Mean, Median, Mode , Geometric Mean , Harmonic Mean.

**UNIT III:**

Measures of dispersion – Range – Q.D, M.D and S.D – Coefficient of variation.

**UNIT IV:**

Correlation – Karl Pearson coefficient of correlation – Spearman’s Rank Correlation – Regression – Simple Regression – Regression Lines X on Y and Y on X.

**UNIT V:**

Time Series – Moving Average Method – Semi Average Method – Methods of Least Square – Index Number – Weighted and UnWeighted Index – Laspeyre’s , Paasche’s and Fisher’s Ideal Index

(Theory 20% problem 80%)

**TEXT BOOK RECOMMENDED:**

1. Mathematics for Economics, Agarwal C.S and Joshi R.C – New Academic Publishing Company.

2. Statistical Methods – S.P.Gupta , Sultan Chand and Sons , New Delhi
3. Statistics – R.S.N.Pillai and Bagavathi , Sultan Chand.

**REFERENCE BOOK:**

1. Mathematics for Economics and finance – Martin Anthony & Norman Biggs – Cambridge University Press.

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**BUSINESS ENVIRONMENT – U13ABB3**

**Semester: II**

**Instruction Hours/Week: 5**

**Allied Course: III**

**Credit: 3**

**Objective:**

To impart the basic knowledge regarding the concepts of Business Environment . To make them understand the impact it creates on the Socio-Economic system.

**UNIT –I**

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

**UNIT –II**

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

**UNIT –III**

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

**UNIT –IV**

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

**UNIT –V**

Technological Environment – Features – Impact of technology – Technology and Society – Economic Effects – Management of Technology – Global Environment – Nature – Manifestation – Benefits and problems from MNC's – Challenges of International Business – MNC's in Indian Retail.

**TEXT BOOK RECOMMENDED:**

1. K.Aswhathappa – Essentials of Business Environment – Himalaya Publishing House.

2. N.Premavathy – Business Environment – Vishnu Publication, Chennai.

**BOOKS FOR REFERENCE:**

1. C.B.Gupta – Business Environment – Sultan Chand & Company.

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**OPERATIONS RESEARCH – U13ABB4**

**Semester :III**

**Allied Course: IV**

**Instruction Hours/Week: 4**

**Credit: 3**

**OBJECTIVE:**

To facilitate the students to understand the scientific methods available to take proper decisions in the allocation of scarce resources, their optimum use in maintaining inventory, in replacing machines and in forecasting the trends that are affected by many contingent factors.

**UNIT I:**

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

**UNIT II:**

Transportation Problem:Solving T.P. By North West Corner Rule, Least Cost Method and Vogel's Approximation Method. Simulation – Initial Basic Feasible Solution and Optimal Solution.

**UNIT III:**

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

**UNIT IV:**

Assignment Problem: Solving Assignment Problem- Travelling Salesman Model – Maxima & Minima Method – Hungarian Method.

**UNIT V :**

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

(Marks: Theory 20% and Problems 80%)

**TEXT BOOK RECOMMENDED:**

1.Operations Research – KANTI SWARUP, P.K. GUPTA AND MAN MOHAN, Sultan Chand & Sons

**BOOKS FOR REFERENCE:**

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

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**MERCENTILE LAW – U13ABB5**

**Semester :IV**  
**Instruction Hours/Week: 5**

**Allied Course :V**  
**Credit: 3**

**OBJECTIVE:**

To acquaint the students with principles and legal aspects of various legislations like contract, agency, partnership, insurance and sale of goods act.

**UNIT I:**

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

**UNIT II:**

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

**UNIT III:**

Bailment and Pledge – Features – Rights, Duties of Bailer and Bailee – Indemnity and Guarantee – Differences – Types.

**UNIT IV:**

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

**UNIT V:**

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

**TEXT BOOK RECOMMENDED:**

1. Elements of Mercantile Law - N.D. KAPOOR.

**BOOKS FOR REFERENCE:**

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

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## COMPUTER APPLICATIONS IN BUSINESS – U13ABB6TP

Semester : IV

Instruction Hours/Week: 5

Allied Course: VI

Credit: 3

### Unit-I

Meaning of Computer-Characteristics of Computer Areas of Application-I-P-O-Cycle-Component of Computer Memory and Control Unit-Input and Output Hardware- Software, Operating System- Introduction to Windows 98 Logging on Desktop Taskbar Icons on desktop-Start menu Options Creation of Files and Folders. Windows Explorer. Find Options Shortcuts-Briefcase Running applications and Customization.

### Unit-II

Introduction to word 2000 starting word2000-Creating shortcut for Word 2000-Creating Word Document-Creating Business letters using Wizards-Editing Word Document-inserting objects formatting documents-spelling and Grammar check-Word count- thesaurus auto correct Working with tables-saving, Opening and closing documents –mail merge

### Unit-III

Introduction to Spread Sheets- Spread Sheets Programs and applications-Ms-Excel And its Features-What is on the Screen?-Building Worksheets-Entering data in worksheets, editing and formatting work sheets-Creating and formatting different types of Charts-application of financial and statistical function-crating and analyzing of charts-Organizing data using Automatic rule total saving, opening and closing work books

### Unit-IV

Fundamentals of Computerized accounting- Computerized accounting Vs Manual accounts. Architecture and Customization of tally-Features of Tally-Configuration of tally screens and menus Creation of Company-Creating Groups-Editing and Deleting groups-Caution of Ledgers-Editing and Deleting Ledgers-Introduction to Vouchers-Vouchers entry-Payment voucher-Receipt voucher-sales voucher –purchase voucher-contra voucher- Editing and Deleting vouchers.

### Unit – V

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 stock in Vouchers entry. Purchase orders – stock vouchers – Sales orders – stock vouchers – Introduction to cost – Creation of cost category and cost centers – Editing and deleting cost centers & categories. Usage of cost category and cost centers in vouchers entry – Budgetary controls – Creation of budgets – Editing and deleting budgets – Generating and printing reports in detailed and condensed format.

Day books – Balanced sheets – Trial balance – Profit and Loss Account – Ratio analysis Cash flow statement – Found statement – Cost centre report – Inventory report - Bank reconciliation statement conclusion.

### Reference:

1. Microsoft office for Windows 95 Bible Author Jones and Derek Sulton Publications Comdex Computer Publication.

2. TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication.
3. Computerized Accounting under Tally 5-4 Author K.K. Nandhani  
Publication BPB Publication.

**Note:**

**Practical 40% - Internal 10 Marks – External 30 Marks**

**Theory 60% - Internal 15 Marks – External 45 Marks**

**Computer Application in Business-practical Exam**

1. **Practical 40% - Internal 10 Marks – External 30 Marks**

**Duration: 2 Hours**

**Ms-Word**

Application with Bio-Data preparation  
Table Manipulation  
Business Letters using Templates.  
Mail Merge

**Ms-Excel**

Mark Statement preparation  
Pay Roll Preparation  
Chart Creation  
Auto Filter

**Tally**

Final Accounts  
Voucher Entry

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**OFFICE AUTOMATION - U13SBE1**

**Semester : I**

**Skill Based Elective Course- I**

**Instruction Hours/Week: 2**

**Credit: 2**

**Unit - I**

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

**Unit-II**

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

### Unit-III

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

### Unit-IV

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

### Unit-V

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

### Book.References

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

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## DESKTOP PUBLISHING - U13SBE2

**Semester: III**

**Skill Based Elective Course: II**

**Instruction Hours/Week: 2**

**Credit: 2**

### PHOTOSHOP:

#### UNIT – I

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

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

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

#### UNIT – II

**File:** Save, File formats, Page set up.

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

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

**Window:** Character and Paragraph settings.

**COREL DRAW:**

**UNIT – III**

**Drawing Tools:**

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

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

**UNIT – IV**

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

**Shaping Options:** Weld, trim, Intersect.

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

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

**PAGE MAKER:**

**UNIT – V**

**Page Maker Tools:**

Pointer, Rotate, Line, Rectangle, Ellipse, Polygon, Hand, Text, Crop, Rectangle frame tools.

Text layout, Style and Objects: Alignments, Styles, fill, frame options, Stroke, Group, Lock, unlock, mask, polygon settings character and paragraph settings.

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

**File:** Page set up, save, Save as.

**Reference Book:**

**CorelDraw** :CorelDraw IN Simple Steps – Shalini Gupta Corel DRAW Bible - DEBORAH MILLER

**PhotoShop** :Teach Yourself Adobe Photoshop – Rose Carla Adobe Photoshop Cs Classroom in a Book by Adobe Press

**PageMaker** :Using Microsoft Word - Asmita Bhatt Pagemaker In Easy Steps - Scott Basham Ctoa Material By Genesis.

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## OFFICE AUTOMATION & DESKTOP PUBLISHING LAB - U13SBE3P

Semester : III

Skill Based Elective Course : III

Instruction Hours/Week: 2

Credit: 2

### Unit – I (Office Automation)

- 1) Ms – Word : Text Formatting , Mail Merge,
- 2) Ms – Excel : Implement the Statistical & Mathematical Function  
( Using Min ,Max, Median, Average, Standard Deviation, Correlation, Logical 'if' Condition )  
for the given data, Prepare a Chart for a given Data using Pie diagram / Histogram

### Unit – II (Photoshop)

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

### Unit – III (Corel Draw)

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

### Unit – IV (Page Maker)

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

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## ENVIRONMENTAL STUDIES - U13ES

Semester : II

Environnemental Studies Course

Instruction Hours/Week: 2

Credit: 2

### Unit 1 :

#### Environment and Natural Resources :

Definition, scope, importance of Environmental Studies - Need for public awareness.

Natural resources — classification - Associated problems

a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest 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 resource, 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.

## **Unit 2: 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)

## **Unit 3: 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.

## **Unit 4: Environmental Pollution**

Definition

- Cause, 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.

### **Unit 5 : 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.

### **REFERENCE**

a) Agarwal, K.C. 2001 Environmental Biology, Nidi Pubi. Ltd. Bikaner.

b) Sharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad — 380 013, India, Email:mapin@icenet.net (R)

c) Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p

d) Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)

e) Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p

f) De A.K., Environmental Chemistry, Wiley Eastern Ltd.

g) Down to Earth, Centre for Science and Environment (R)

h) Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev.,

Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p

i) Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)

j) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.

k) Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.

l) Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.

m) Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)

n) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)

o) Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p

p) Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Pubi. Co. Pvt. Ltd. 345p. q) Sharma B.K., 2001. Environmental Chemistry. Geol Pubi. House, Meerut

r) Survey of the Environment, The Hindu (M)

s) Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB) t) Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Stadards, Vol I and II, Enviro Media (R)

u) Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) v) Wanger K.D., 1998 Environmental Management. W.B. Saunders Co.Philadelphia, USA 499p (M) Magazine

(R) Reference (TB) Textbook

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### VALUE EDUCATION - U13VE

**Semester :V** **Value Education Course**  
**Instruction Hours/Week: 2** **Credit: 2**

#### UNIT 1: PHILOSOPHY OF LIFE

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

#### UNIT 2: INDIVIDUAL QUALITIES

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

#### UNIT 3: SOCIAL VALUES (INDIVIDUAL AND SOCIAL WELFARE)

Family (Kural 45), Peace in Family (Kural 1025), Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) , The Pride of Womanhood (Kural 56) Five responsibilities/duties of Man : a) to himself, b) to his family, c) to his environment, d) to his

society, e) to the Universe in his lives (Kural 43, 981), Thriftness (Thrift)/Economics (Kural 754), Health (Kural 298), Education (Kural 400), Governance (Kural 691), People's responsibility/ duties of the community (Kural 37), World peace (Kural 572)

#### **UNIT 4: MIND CULTURE**

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

#### **UNIT 5: TENDING PERSONAL HEALTH**

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

#### **Books for Reference:**

1. Philosophy of Universal Magnetism (Bio-magnetism, Universal Magnetism) The World Community Service Centre Vethatri Publications (for Unit IV)
2. Pope, G.U., Dr. Rev., Thirukkural with English Translation, Uma Publication, 156, Serfoji Nagar, Medical College Road, Thanjavur 613004 (for All Units)
3. Value Education for Health, Happiness and Harmony, The World Community Service Centre Vethatri Publications Rs 35/- (for All Units)

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### **SOFT SKILLS - U13SS**

**Semester :V**

**Soft Skills**

**Instruction Hours/Week: 2**

**Credit: 2**

#### **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 emails- e mail etiquette

#### **Unit IV**

Corporate Skills/ Working with Others

Developing body language –Practising etiquette and mannerism – Time management – Stress management.

#### **Unit V**

Selling Self/ Job Hunting

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

#### **TEXT BOOKS**

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

(Phone No: 0431-2702824: Mobile No: 94433 70597, 98430 7442)

Alex K. (2012) 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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#### **GENDER STUDIES - U13GS**

**Semester :VI**

**Gender Studies Course**

**Instruction Hours/Week:1**

**Credit: 1**

#### **Objectives**

To make boys and girls aware of each other 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 2003 Eve Teasing Prevention Act - Self Help Groups 73 and 74 Amendment for PRIS.

## **References**

Bhasin Kamala, Understanding Gender: Gender Basics, New Delhi: Women Unlimited 2004

Bhasin Kamala, Exploring Masculinity: Gender Basics, New Delhi: Women Unlimited, 2004

Bhasin Kamala, What is Patriarchy? : Gender Basics, New Delhi: Women Unlimited, 1993

Pernau Margrit Ahmad Imtiaz, Reifeld Hermut (ed.) Family and Gender: Changing Values in Germany and India, New Delhi: Sage Publications, 2003

Agarwal Bina, Humphries Jane and Robeyns Ingrid (ed.) Capabilities, Freedom, and Equality: Amartya Sen's Work from a Gender Perspective, New Delhi: Oxford University Press, 2006

Rajadurai.S.V, Geetha.V, Themes in Caste Gender and Religion, Tiruchirappalli: Bharathidasan University, 2007

Misra Geetanjali, Chandiramani Radhika (ed.) Sexuality, Gender and Rights: Exploring Theory and Practice in South and Southeast Asia, New Delhi: Sage Publication, 2005

Rao Anupama (ed.) Gender & Caste: Issues in Contemporary Indian Feminism, New Delhi: Kali for Women, 2003

Saha Chandana, Gender Equity and Gender Equality: Study of Girl Child in Rajasthan, Jaipur: Rawat Publications, 2003

Krishna Sumi,(ed.) Livelihood and Gender Equity in Community Resource Management New Delhi: Sage Publication, 2004

Wharton .S Amy, The Sociology of Gender: An Introduction to Theory and Research, USA: Blackwell Publishing, 2005.

Mohanty Manoranjan (ed.) Class, Caste, Gender: Readings in Indian Government and Politics- 5, New Delhi: Sage Publications, 2004.

Arya Sadhna, Women, Gender Equality and the State, New Delhi: Deep & Deep Publications, 2000.

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