

SEMESTER -III		CODE - U19SBE2
PART – IV: Skilled Based Elective II : MEDICAL LABORATORY TECHNOLOGY		
CREDITS - 2		HOURS - 2

Objectives:

- To gain basic knowledge on medical laboratory procedures
- To understand methods of measurable clinical parameters
- To understand basics of histopathology
- To understand the principles of biomedical equipment used in diagnosis

Course Outcomes:

At the completion of the course, the student would be able to:

COURSE OUTCOMES	COGNITIVE LEVEL
➤ Define diagnostic principles and methods	C1
➤ Understand the concepts of blood formation and status of maturation	C2
➤ Understand Collection, processing and preservation of blood and clinical samples	C2
➤ Describe methods of histopathological studies	C3

C1 – Remember C2 – Understand C3 – Apply

Unit I

Basic laboratory principles -Organization of clinical laboratory and Safety measures -personnel hygiene,code of conduct. Overview of Lymphatic system, Urinary system, respiratory system and circulatory system.

Unit II

Sample collection-Urine, sputum, Blood. Types of blood collection: capillary puncture-venipuncture, Anticoagulants. Composition of blood. Outline of Hematopoiesis. ABO blood grouping, Rh typing. Blood transfusion- Donor selection, Screening of donor (history, age, weight, Hb, pulse, BP, temperature, interval, registration), Post donation care, Preservation of samples.

Unit III

Blood cells count: Total count, differential cell count, platelet count, Hemoglobin Estimation, Packed cell volume (PCV) , Erythrocyte Sedimentation Rate [E.S.R.] – Westergren’s Method, Bleeding time, clotting time, Latex agglutination test. Pregnancy test.

Unit IV

SEMESTER - III		CODE - U19SBE2
PART – IV: Skilled Based Elective II : MEDICAL LABORATORY TECHNOLOGY		
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Unit IV

Introduction to Histopathology, Tissue preparation, labeling, Fixation – Simple fixative, compound fixative, histochemical fixative, Dehydration- Ethyl alcohol – Acetone, Clearing, impregnation, embedding- Paraffin wax, sectioning. Microtome and its application.Staining of tissues - H&E Staining. Bio-Medical waste management- anoverview.



Class	I-B.Sc., Zoology	
Semester	II	
Course and Code	Skill Based Elective course-I (SBE:1)	Code:U22ZYSBE1
Course Title	APICULTURE AND SERICULTURE	
Hours : 2	Credits : 2	Max Marks: 75

Course Educational Objectives

- CEO1. To learn about the external morphology of Silkworm and Honey.
 CEO2. To learn about beehives, bee keeping equipment, methods of extraction of honey and processing of honey, mulberry cultivation.
 CEO3. To acquire knowledge on Pests and diseases associated with Silkworm and Honey Bee.
 CEO4. To learn about steps involved in silk production and various products from Apiculture
 CEO5. To make them entrepreneurs in Apiculture and Sericulture.

APICULTURE

UNIT – I

Introduction to Apiculture –Scope and importance. History of bee keeping: Definition, Bee keeping in worldwide, In India. Traditional bee keeping, Modern beekeeping, Urban or backyard beekeeping.

UNIT – II

Honey Bee species and their identification: Origin, systematic and distribution of honey bees. Caste system in honey bee, Types of honey bees, Species of honey bees. Bee identification.

UNIT – III

Bee keeping tools and equipment: Bee keeping equipment - introduction to types of bee boxes - BIS standard tools used in Apiculture. Bee breeding multiplication of colonies, Economic importance of Apiculture

SERICULTURE

UNIT IV

Definition, history and present status; Types of silkworms, Distribution and races - Exotic and indigenous races. Mulberry and non-mulberry. Biology and lifecycle of *Bombyx mori*

UNIT V

Silk fibre formation- Properties of cocoon filament – Pre reeling- process- cocoon boiling. Reeling and Re-reeling technology- raw silk industry-by-products of silk industries. Entrepreneurship in Sericulture.

Course Outcomes

Upon Completion of the course student would be able to:

- CO1: Define Silk Worm and Honey Bee types.
 CO2: Demonstrate on beehives, bee keeping equipment, methods of extraction of honey and processing of honey, mulberry cultivation.
 CO3: Categorize pests and diseases associated with silk worm and Honey Bee.
 CO4: Explicate steps involved in silk production and various types of silk produced from different silk moths.



Class	II-B.Sc., Zoology	
Semester	III	
Course and Code	Skill Based Elective course-II (SBE:2)	Code:U22ZYSBE2
Course Title	AQUARIUM FISH KEEPING AND VERMICULTURE	
Hours : 2	Credits : 2	Max Marks: 75

Course Educational Objectives

- CEO1. Learn the basic principles, themes and steps needed to set-up and maintain an aquarium.
- CEO2. Learn the maintenance techniques of an aquarium.
- CEO3. Learn the basic principles, themes and steps needed for vermiculture.
- CEO4. Learn the techniques involved in vermiculture.
- CEO5. Learn the entrepreneurial opportunities in Aquarium fish keeping and Vermiculture.

AQUARIUM FISH KEEPING

UNIT - I

Introduction to Aquarium fish, Exotic and Endemic species of Aquarium fishes, Common characters and sexual dimorphism of Freshwater and Marine aquarium fishes such as Guppy, Molly, Sword tail, Gold fish, , Fighter fish, Zebra fish, Angel fish.

UNIT II

Food and feeding of aquarium fishes. Use of live fish feed organisms. Preparation and composition of formulated fish feeds, Maintenance of Aquarium– budget for setting up an Aquarium, Fish farm as a Cottage industry.

VERMICULTURE

UNIT – III

Vermiculture – definition, scope and importance, common species for culture. Life cycle, growth of *Lampito mauritti*, *Perionyx excavatus*. Optimal conditions for vermiculture – temperature, pH, soil type, organic matter, protection from sun light, rain and predators.

UNIT-IV

Environmental requirements, culture methods – wormery – breeding techniques, indoor and outdoor cultures – monoculture and polyculture – Outline and ecological classification – Epigeic, Endogeic and Anecic species.

UNIT-V

Applications of Vermiculture, vermicomposting, use of vermicastings and vermiwash in organic farming: earthworms for management of municipal waste, selected biomedical solid wastes as feed, bait for capture, culture fisheries, forest regeneration. Medicinal importance.

Course Outcomes

Upon Completion of the course student would be able to:

- CO1: List the economic importance of ornamental fishes and earth worms.
- CO2: Trace different types of ornamental fishes and to apply modern methods on aquarium culture.
- CO3: Make use of earthworm in organic farming and Solid waste Management.



Class	I-B.Sc., Zoology	
Semester	III	
Course and Code	Skill Based Elective course-III (SBE:3)	Code:U22ZYSBE3P
Course Title	PRACTICAL: APICULTURE AND SERICULTURE & AQUARIUM FISH KEEPING AND VERMICULTURE	
Hours : 2	Credits : 2	Max Marks: 75

Course Educational Objectives

- CEO1. To know about steps involved in bee keeping with different types of honey bee and to commercialize the byproduct of beekeeping.
- CEO2. To Learn Identification and Interpretation of different types of Silkworms, and comprehend the methodologies involved in Silkworm rearing.
- CEO3. To deploy vermitechnology for sustainable agriculture and to understand primary, Secondary degradation and vermibed preparation.
- CEO4. To impart knowledge on aquarium fishes and to artificially create and maintain natural habitat of aquarium fishes.
- CEO5. To provide idea on entrepreneurial opportunities in fields of applied Zoology.

APICULTURE

Spotters: Identify, classify and describe Honey Bees: i. Rock bee, *Apis dorsata*. ii. Little bee, *A. florae* iii. Asian bee, *A. cerana*. iv. European bee, *A. mellifera*.

Spotters: Bee products –honey, pollen, royal jelly, bee wax

SERICULTURE

Life cycle of *Bombyx mori*- Morphology of egg, larva, pupa and adult of *Bombyx mori*.

AQUARIUM FISH KEEPING

Spotters: Identify, classify and describe aquarium fishes (Freshwater ornamental fishes - Guppy, Gold fish. Brackish water ornamental fishes - Black Molly, Sword tail. Marine ornamental fishes- Anemone fish & Butterfly fish.

Spotters: Identify and describe the aquarium accessories with their use and maintains: An aquarium tank.

VERMICULTURE

Spotters: Earthworm egg and vermicompost

Course Outcomes

Upon Completion of the course student would be able to:

- CO1: Enumerate steps involved in bee keeping with different types of Honey Bee.
- CO2: Demonstrate different types of Silkworms, and methodologies involved in Silkworm rearing.
- CO3: Apply vermitechnology for sustainable agriculture.
- CO4: Distinguish aquarium fishes and to maintain natural habitat of aquarium fishes.
- CO5: Appraise sustainable agricultural practice using vermi products.
- CO6: Develop commercialization for byproducts of beekeeping

Part -IV: SBE I		Semester - II
ENTREPRENEURSHIP		
Course Code: 22SBECO1	Hours per week: 2	Credit: 2
CIA: 25 Marks	ESE: 75 Marks	Total: 100 Marks

Objective:

- To prepare a ground where the students view on entrepreneurship as an attractive career option and to know the process involved in entrepreneurship.

Course Outcomes (COs)

After completing this course, the student shall be able to:

- CO1** : Understand the concept of entrepreneurship
- CO2** : Gather knowledge and ideas on the existing support system for entrepreneurial orientation
- CO3** : Understand enterprise formation process for gaining ideas as to creation of an enterprise for pursuing a career
- CO4** : Understand requirements of post-enterprise creation for effective operation of the small business enterprises.
- CO5** : Gain knowledge on institutional supports available for entrepreneurs.

UNIT - I: Introduction to Entrepreneurship: (6 Hours)

Entrepreneurship –Modern Concepts of Entrepreneurs- Characteristics - Barriers to Entrepreneurship - Environmental Factors Influencing Entrepreneurship - **Intrapreneurs**#. Entrepreneur - Functions, Types of Entrepreneurs -Qualities.

UNIT - II: Entrepreneurial Motivation (6 Hours)

Motivating Factors - Entrepreneurial Ambitions - Compelling Factors - Facilitating Factors - Achievement Motivation - Entrepreneurial Development Programme - **Objectives*** - Phases.

UNIT - III: Establishing Entrepreneurial Systems (6 Hours)

Steps for Establishing Entrepreneurial Systems - **Search for Business Idea**# - Sources of Ideas - Idea Processing and Selection. Project Identification and Classification - Project Selection - Project Appraisal - Methods of Project Appraisal.

UNIT - IV: Small Enterprises (6 Hours)

Small Scale Industry - Types - **Characteristics*** - Objectives - Role of Small Scale Industries in Economic Development - Problems of Small Scale Industries. Financing of Enterprises - Need - Sources of Finance - Capital Structure - Term Loans - Venture Finance - Crowd Funding - Angele Investors.

UNIT - V: Institutional Finance to Entrepreneurs (6 Hours)

Institutional Finance to Entrepreneurs - Role of TIIC, SIDBI, MSME and **Commercial Banks**# - Incentives and Subsidies to Entrepreneurs - Role of DIC, SIPCOT, SISI, SIDCO NSIC and ECGC.

COMPUTER APPLICATION IN BUSINESS - THEORY		
Course Code: U22SBECO2T	Hours per week: 2	Credit: 2
CIA: 25 Marks	ESE: 75 Marks	Total: 100 Marks

Objective

- To acquire knowledge on MS-office and the latest accounting procedures with the help of Tally ERP 9.

Course Outcomes (COs)

After completing this course, the student shall be able to:

- CO1 : Describe the basics of computer and MS word.
- CO2 : Know creation of table with the help of Excel.
- CO3 : Prepare slides using MS-PowerPoint.
- CO4 : Create voucher entries in Tally
- CO5 : Create stock group, cost centers and budgets in Tally

Unit I: Introduction to Computer and Ms-Word (Hours 6)

Introduction to Computers - History - Generation - Characteristics - Components of Computer - Areas of Application- Components of Computer - Hardware - Software, Operating System - Introduction to MS-Word, Creating, Editing and Formatting Document - Working with Drawing Objects - Text Manipulation - 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.

Unit II: Ms-Excel (Hours 6)

Ms-Excel - Workbook Features - Objectives - Creating a Worksheet - Editing Worksheets - Formatting Worksheets - Types of Charts - Creation of Charts - Application of Financial and Statistical Functions - List - Sorting of Data - Filtering Data - Saving, Opening and Closing of Worksheets.

Unit III: Ms-Powerpoint (Hours 6)

MS PowerPoint - 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.

Unit IV: Introduction to Tally, Company Creation, Voucher Entry (Hours 6)

Objectives - Fundamentals of Computerized Accounting - Starting Tally - Features of Tally - Gateway of Tally and Menus - Creation of Company - Creating of Groups - Editing and Deleting Groups - Creation of Ledgers - Editing and Deleting Ledgers - Introduction to Vouchers.

Unit V: Creation of Stock Group, Cost Centers and Budgets (Hours 6)

Introduction to Inventory - Creation of Stock Group - Stock Categories and

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)

(For those who have joined during the Academic Year 2022--2023 onwards)

Part –IV : Skill Based Course I : (SBE I)		Semester-II
Course Title : ADVERTISING AND MEDIA COMMUNICATION		
Course Code :U22SBEBBI	Hours per week: 2	Credit :2
CIA: 25 Marks	ESE : 75 Marks	Total: 100 Marks

Objective

- To enhance knowledge on Advertising and Media Management.
- To help the students to study about the Advertising Planning & Layout
- To enable the students to Know about Direct and Indirect advertising.

Course Outcomes (COs)

After completing this course the student will be able to

CO1: Summarize employee related advertising and promotional skills in business.

CO2: Identify effective types of advertising to capture the attention of the audience and sales Performance.

CO3: Create successful advertising and promotional campaigns.

CO4: Examine performances of advertising agencies, along with utilizing resources effectively.

CO5: Evaluate the performance of media vehicle towards the success of product in rural and urban economies..

UNIT I: Introduction to Advertising

(6 hours)

Nature and scope of Advertising – Characteristics of advertising - Factors of advertisability of a product – Advertising Standard Council of India (ASCI) – Functions and Models of Advertising – **Benefits of Advertising** *# – Distinguish between - Advertising and Advertisement , Advertising and Sales Promotion.

UNITII: Types of Advertising

(6 hours)

Classification of advertising- On the basis of Prospectus – On the basis of Product – On the basis of Geographical – On the basis of Demand – On the basis of Advertising – On the basis of Response – On the basis of Sponsorship – On the basis of Media – Scientific Advertising – **National Advertising** #– Trade Advertising – Retail Advertising – **Comparative Advertising***.

UNIT III: Advertising Planning & Layout

(6hours)

Advertising Campaign – Steps involved in Campaign Planning Process – Responsibility in Execution – Advertisement copy– Features , Purpose and Format of a copy – Advertisement layout – Functions, Characteristics – Essentials of a Good Layout.

UNIT IV: Advertising Agency and Budget

(6hours)

Advertising Agency – Role, Types and Importance – Client and Agency relationship – Advertising Budget – Preparation and Execution of Budget – Methods of determining advertising budget – Fixed Guidelines Approach, Objective and Task Method, Return on Investment approach.

UNIT V: Advertising Media

(6hours)

Direct and Indirect advertising – Indoor and Outdoor Advertising – Classification of advertising media – Media Planning – Target Market Study, Deciding the Message, Matching Media and Target Group, Media Selection and Media Schedule..

Extra Credit:

- # Case Study
- * Self Learning
- Activities 1.Quiz 2. Data Collection and interpretation.

Text Book:

1.Dr. S.V. Srinivasa Vallabha , *Computer Applications in Business* , Sultan Chand Publications, New Delhi 2015

Reference Book:

1. Ed. Jones Derek, *Microsoft Office Windows 95 Bible Comdex Computer Publication* 2015
2. *Computerized Accounting under Tally*, Deva Publications 2013
3. S.V. Srinivasa Vallabhan ,*Introduction to Computers –*, Sultan Chand Publication 2013
4. *SMW Deva TIAL Smart Accountant Book* , AVC Deva Publication 2015
5. *Computerized Accounting under Tally Publication*, Deva Publication 2013
6. *Computer Application in Business*, Dr. Joseph Anbarasu, LearnTech Press 2014
7. *Implementing Tally 5.4, 6.3, 7.2 versus*. Author K.K. Nandhani Publication, BPB Publication, New Delhi 2016

Marks Scheme : Theory 20% and Problems 80%

Section A (20*1=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 20 Multiple Choice Questions only	21a) Theory 21b) Problem 22a) Problem 22b) Problem 23a) Problem 23b) Problem 24a) Problem 24 b) Problem 25 a) Problem 25b) Problem	Questions 26 to 30 Problems only

Online Resources:

Swayam Course	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view ug/121
E-Content	http://www.joydivisionman.com/vita/MBAv1.pdf
Other online resources	https://www.youtube.com/watch?v=xrGVe6gMRyk https://www.youtube.com/watch?v=rrfFTdO2Z7I

Relationship Matrix for COs, POs and PSOs

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	2	2	-	2	-	-	2	-	2	-
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	-	3	-	3
AVG	2.8	2.8	2.4	2.8	2.4	2.4	1.6	2.4	1.6	2.4

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High) “ “ Indicates there is no correlation

DEPARTMENT OF BUSINESS ADMINISTRATION

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)
(For those who have joined during the Academic Year 2022--2023 onwards)**

Part –IV : Skill Based Elective III (SBE-III)		Semester: III
Course Title : COMPUTER APPLICATIONS IN BUSINESS – (LAB)		
Course Code : U22 SBEBB3P	Hours per week:2	Credit :2
CIA: 25 Marks	ESE : 75 Marks	Total: 100 Marks

Objective

- To equip the students with knowledge of practical application of Microsoft office and its application.
- To facilitate the students to understand MS office and PowerPoint application
- To train the students on Architecture and customization of tally.

Course Outcomes (COs)

After completing this course the student will be able to

CO1: Create Business letter ,Invitation ,Bio –Data and Mail Merge.

CO2: Ability to work with MS Excel - creating and formatting different types of charts

CO3: Ability to work with MS Power Point;

CO4: Demonstrate the ability to work with Tally.

CO5: Assess ERP (Tally) in business activities.

UNIT I: MS Office (6 hours)

1. Business Letters and Invitation
2. Bio Data – Resume
3. Mail Merge

UNIT II: MS Excel (6 hours)

4. Work sheet – Mark sheet ; Pay bill – Pay Slip
5. Creating Charts

UNIT III: MS-Power Point (6 hours)

6. Presentation in PowerPoint – Business meetings
7. Advertising Presentation in PowerPoint

UNIT IV: Tally-Introduction (6 hours)

8. Creation of New Company,
9. Books of Accounts,

UNIT V: Inventories, Vouchers Entry, Budget and Controls. (6 hours)

10. Trial Balance in Tally
11. Trading Profit and Loss Account . Balance Sheet
12. Voucher Entry

Text Book:

1. Dr. S.V. Srinivasa Vallabha , *Computer Applications in Business* , Sultan Chand Publications, New Delhi 2015

Reference Book:

1. Ed. Jones Derek, *Microsoft Office Windows 95 Bible Comdex Computer Publication 2015*
2. *Computerized Accounting under Tally*, Deva Publications 2013
3. S.V. Srinivasa Vallabhan , *Introduction to Computers –*, Sultan Chand Publication 2013
4. *SMW Deva TIAL Smart Accountant Book* , AVC Deva Publication 2015
5. *Computerized Accounting under Tally Publication*, Deva Publication 2013

School of Commerce

Programme: BMS CBCS Syllabus – Outcome Based Education (OBE)
(For those who have joined during the Academic Year 2021-2022 onwards)

Part –III : SBE2	Semester - III	
Course Title : Desktop Publishing -Theory		
Course Code : U22SBE2	Hours per week:2	Credit :2
CIA: 25 Marks	ESE : 75 Marks	Total: 100 Marks

OBJECTIVE : To understand the fundamentals & concepts of Adobe Photoshop and Corel Draw

Course Outcomes (COs)

After completing this course, the student will be able to:

CO1: Know the concept of Photo shop for making graphics

CO2: Comprehend the different color models and concepts of layers in Photoshop

CO3: To impart the knowledge in order to create animations

CO4: Apply different kind of transformation, grouping, special effects etc.

CO5: To give students the skills to create business cards, pamphlets, banners, calendars etc

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.

112.m. 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.

School of Commerce

Programme: BMS CBCS Syllabus – Outcome Based Education (OBE)
(For those who have joined during the Academic Year 2021-2022 onwards)

Part –III : Elective course: 2		Semester - VI
Course Title: Multi-Modal Transportation		
Course Code: U22BM11E	Hours per week:8	Credit :2
CIA: 25	ESE : 75	Total: 100

- OBJECTIVE: Introduce about Multi-modal and Intermodal Transport concepts.

Course Outcomes (COs)

After completing this course, the student will be able to

- CO1: Introduce Multi-modal and Intermodal Transport concepts.
CO2: Explain Regulatory framework and policies for Multi-modal transportation.
CO3: Describe Indian Railways' initiatives to promote Multimodal Logistics in India.
CO4: Overview evolution of infrastructure facilitating Multi-modal Logistics in India.
CO5: Indian Government's policies and vision R for development of seamless multi-modal transport.

Unit	Topics
I	Transportation Systems & Multi modal Transport – Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multimodal transport.
II	How to organise Multi modal transport-Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTC) and Logistics Policy of India – key features and importance
III	Multi modal Transportation Act & Procedures-MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types
IV	MMT and Indian Railways-PFT Policy – maintenance of rolling stock, cargo handling, customs, etc- Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks
V	Multi modal transport & Practice Today-India's growing conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP (International Check Posts-Scenario in India and neighbouring countries with a case study

Part –IV: SBEC I		Semester - II
INTRODUCTION TO MARKETING		
Course Code: U22SBEC1	Hours per week: 2	Credit: 2
CIA: 25 Marks	ESE: 75 Marks	Total: 100 Marks

Objectives

- To impart the knowledge and meaning of Marketing and also to understand the various pricing methods and marketing research.

Course Outcomes (COs)

After completing this course, the student shall be able to:

- CO1** : Understand the concepts of marketing, functions, warehousing and packaging.
- CO2** : Analyses the buying behaviour, motives, introduction to new product and product life cycle.
- CO3** : Demonstrate the pricing methods and strategies.
- CO4** : Remember the pricing methods and sales promotion.
- CO5** : Examine the students in marketing research.

UNIT – I: Introduction**(6 hours)**

Definition and meaning of marketing- Marketing and selling – Marketing functions- Buying – Transportation – # **Ware housing** – Standardization – Grading – * **Packaging**.

Unit II : Buying Behaviour**(6 hours)**

Buyer's behaviour – Buying motive – Market segmentation – Market strategies – Product development, introduction of new product- # **branding**- packing, brand loyalty-***product life cycle**

Unit III : Pricing Methods and Strategies**(6 hours)**

Pricing methods and strategies – Physical Distribution – ***Whole seller and retailer** – Services rendered by them.

Unit IV: Promotional Methods**(6 hours)**

Promotional methods – Advertising – AIDA concept- different types of advertising- Publicity – # **Personal selling** – * **Sales promotion at various levels**.

Unit V: Marketing Research**(6 hours)**

Marketing Research – Importance of marketing decision – ***Interactive marketing** – Use of internet- On line action.- types of marketing services-relevance of marketing mix for services.

Extra Credit:

Case Study

* Self Learning

Activities : Quiz, Collection of Data.

Text Books :

1. Marketing Rajan Nair, Marketing , Sultan Chand Company

Books for Reference:

1. Sherlekar, Marketing Management

Part - III: Skill Based Elective II		Semester - III
OFFICE MANAGEMENT		
Course Code: U22SBEC2	Hours per week: 2	Credit: 2
CIA: 25 Marks	ESE: 75 Marks	Total: 100 Marks

Objective

- To develop the students to an extensive study on Office Management.

Course Outcomes (COs)

After completing this course, the student shall be able to:

- CO1** : Understand the Meaning, Functions of Office Management.
CO2 : Enable the students to understand the Office Organization, Characteristics, types and the functions of Office Manager.
CO3 : Analyze the importance and essentials of Office Record and filing methods.
CO4 : Compile information on Office Communication, and Mailing of Document
CO5 : Explain the meaning, Principles of Form Letters and types of Report Writing.

Unit I: Introduction to office management**(6 hours)**

Office Management – Meaning – ***Elements of Office Management** – #**Functions of Office Management**- Importance of office management- Principles of Office management.

Unit II: Office Organization**(6 hours)**

Office organization – Definition- ***Characteristics** - Types of organization – Modern office organization - qualification and qualities of office manager- #**Functions of an Office Manager**- Authorities – Responsibilities

Unit III: Record Management**(6 hours)**

Office record management – Importance – #**Filing essentials** – Classification and arrangements of files – ***Modern methods of filing** – Modern filing devices- Indexing.

Unit IV: Office Communication**(6 hours)**

Office communication - ***Types of communication**- Electronic communication- Barriers of e-communication- #E-mail- * **mailing of office document**

Unit V: Form Letters**(6 hours)**

Form letters – Meaning, Principles and factors to be considered in designing office forms Office report- qualities of good report- Types of report – ***Types of report writing**.

Extra Credit:

Case Study

* Self Learning

Activities: Quiz, Collection of Reports. Collection of Forms.

Text Books:

1. J.P. Mahajan, Fundamentals of Office management.

Books For Reference:

1. S.P. Arrora, Office Management.
2. RSN Pillai and Bagavathi, Office Management.

Part - III: Skill Based Elective III		Semester - III
RETAIL MANAGEMENT		
Course Code: U22SBEC3	Hours per week: 2	Credit: 2
CIA: 25 Marks	Practical: 75 Marks	Total: 100 Marks

Objectives

- To impart the knowledge and meaning of Retail management.

Course Outcomes (COs)

After Completing this course student will be able to

- CO1** : Develop the knowledge of Retail process and Segmentation.
CO2 : Understand the concept of Planning Strategy, Financial Strategy
CO3 : Discuss the Purpose and Principles of Inventory Management and Material Handling.
CO4 : Express the ideas of Stores Layout designs, Objectives and the factors Considered for Display .
CO5 : Compile the knowledge of Store based; Non-Store based retail formats and emerging trends in retail formats

Unit I: Introduction**(6 Hours)**

Retail Management – ***Process** – #**Retail Marketing segmentation** – Key retail segments- Role of marketing in retail- marketing mix- STP approach.

Unit II : Strategic Plan**(6 Hours)**

Strategic planning in retailing – ***Financial strategy in retailing** – Retail strategic profit model

Unit III: Inventory Management**(6 hours)**

Inventory management in retailing – #**Material Handling** – Principles and purpose of material handling –***Symptoms of poor material handling**.

Unit IV: Stores Layout**(6 hours)**

Stores layout and design – ***Objectives** – Factors – Display

Unit V : Retail Formats**(6 hours)**

Retail formats – ***Store based retail format**- Non Store Board Retail Format – #other emerging retail formats- continece stores- super markets- hyper market- Specialty stores, Department stores.

Extra Credit:

Case Study

* Self Learning

Activities : Quiz, Visiting Retails, Group Discussion

Text Books :

1. Dr. Harjit Singh, Retail Management : S Chand and Co.

Books for Reference:

1. Balraj Tuli Srivatsava, Retail Management
2. Dr.L. Natarajan , Retail Marketing, Margam Publications
3. Ansuya Angadi, Retail Management, S.Chand and Co.

தேசியக்கல்லூரி (தன்னாட்சி), திருச்சிராப்பள்ளி - 620 001.

தமிழாய்வுத்துறை

இளங்கலைத்தமிழ் - முதலாம் ஆண்டு - இரண்டாம் பருவம் - திறன்சார் விருப்பப்பாடம் - I

தாள் : கணினித்தமிழ்

U22SBETL1

கற்பிக்கும் காலம் : 2 மணி

தரப்புள்ளிகள் : 2

கற்பித்தலின் நோக்கங்கள்

1. கணினித் தொழில் நுட்பம் பற்றிய அறிமுகத்தினை ஏற்படுத்துதல்
2. கணினியின் பாகங்களை எடுத்துரைத்தல்
3. தமிழ்த் தட்டச்சு செய்யும் விசைப்பலகைகளை அடையாளங் காட்டுதல்
4. தமிழ் மென்பொருட்களைப் பயன்படுத்தக் கற்றுத் தருதல்.
5. மைக்ரோ சாப்ட் ஆபிஸ் பயன்படுத்தும் முறையை எடுத்துரைத்தல்
6. தமிழ்க்கணினிப் பயன்பாட்டின் முன் முயற்சிகளைத் தெளிவித்தல்.

அலகு - 1

கணினியின் வரலாறு - தொடக்க காலப் பயன்பாடு - வளர்ச்சி நிலை - கணினியின் அமைப்பு - மையச் செயலகம் - உள்ளீட்டகம் - வெளியீட்டகம்.

அலகு - 2

வன்பொருள் - மென்பொருள் - பெயிண்ட் - நோட்பேட் - வேர்டு பேட் - தமிழ் விசைப்பலகை - என்.ஹெச்.எம். ரைட்டர் - தமிழ் எழுத்துருக்கள் - பாமினி - ஒருங்குறி - எழுத்துரு மாற்றிகள்.

அலகு - 3

எம்.எஸ்.வேர்டு - கோப்பு உருவாக்கம் - தட்டச்சு செய்தல் - எழுத்து உரு, எழுத்தளவு, வண்ணம் மாற்றம் - அட்டவணை - படங்கள் - மெயில் மெர்ஜ் - புக் மார்க் - பக்க வடிவமைப்பு - தாள் அளவு - அச்சிடுதல்

அலகு - 4

எக்ஸெல் - கோப்பு உருவாக்கம் - தரவு உள்ளீடு - கணக்கீட்டு முறைகளும் வாய்பாடுகளும் - வரைபட உருவாக்கம்.

அலகு - 5

பவர் பாயண்ட் - டிசைன் - டிரான்ஸ்மிசன் - அமைப்பு முறை - காலக்கெடு - படங்கள் - அட்டவணைகள் - ஒலி ஒளி கோப்புகளை இணைத்தல்.

தேசியக்கல்லூரி (தன்னாட்சி), திருச்சிராப்பள்ளி - 620 001.

தமிழாய்வுத்துறை

இளங்கலைத்தமிழ் - இரண்டாம் ஆண்டு - மூன்றாம் பருவம் - திறன்சார் விருப்பப்பாடம் - II

தாள் : இணையத்தமிழ்

U22SBETL2

கற்பிக்கும் காலம் : 2 மணி

தரப்புள்ளிகள் : 2

கற்பித்தலின் நோக்கங்கள்

1. இணையம் பற்றிய அறிமுகத்தினைத் தருதல்
2. மின்னஞ்சல் முகவரி உருவாக்கம் பற்றி எடுத்துரைத்தல்.
3. உலாவிகள், தேடுபொறிகள் குறித்துக் கற்பித்தல்.
4. தமிழ் விக்கிப்பீடியாவைப் பயன்படுத்த, உருவாக்க வழிகாட்டுதல்.
5. வலைப்பூ உருவாக்கம், படைப்புகளை வெளியிட நெறிகாட்டுதல்
6. இணைய சேவைகள் குறித்து விழிப்புணர்வு உண்டாக்குதல்.

அலகு - 1

இணைய அறிமுகம் - இணையத்தின் வரலாறும் வளர்ச்சியும் - இணையப் பயன்பாடும் இன்றைய வாழ்வியலும் - தமிழ் இணைய வரலாறு - இணைய மாநாடுகள்.

அலகு - 2

தகவல் பரிமாற்றம் - மின்னஞ்சல் உருவாக்கமும் அதன் பயன்பாடுகளும் - மின்னஞ்சலின் உள்ளடக்கம் - இணைய இயங்குதளங்கள் - இணையத்தில் தகவல் உலாவுதல், தகவல் தேடுதல் - தமிழ்த் தேடு பொறிகள் - இணையத்தில் தரவுகளைப் பதிவிறக்குதல், பதிவேற்றுதல்.

அலகு - 3

விக்கிப்பீடியா அறிமுகம் - விக்கிப்பீடியா பெயர்க்காரணம் - தோற்றம் வளர்ச்சி - தமிழ் விக்கிப்பீடியா - விக்கிப்பீடியா கணக்கு உருவாக்கம் - விக்கிப்பீடியாவில் தகுந்த சான்றாதாரங்களுடன் கட்டுரை எழுதுதல் மற்றும் புதுப்பித்தல்.

அலகு - 4

வலைப்பூ அறிமுகம் - அதன் வளர்ச்சியும் வகைப்பாடும் - தமிழ் வலைப்பூக்கள் - வலைப்பூ உருவாக்கம் - வலைப்பூ தொடங்குவதற்கான அடிப்படைகள் - வலைப்பூத் தலைப்பும் முகவரியும் - பக்க வடிவமைப்புத் தெரிவு - வலைப்பூவின் உள்ளடக்கக் கூறுகள் - வலைப்பூப் பதிவிடுகை.

அலகு - 5

இணையச் சேவைகள் அறிமுகமும் பயன்பாடும் -வங்கிச்சேவைகளுக்கு விண்ணப்பித்தல் - மின் வணிகம் - முன்பதிவு செய்தல் - போட்டித் தேர்வுகளுக்கு விண்ணப்பித்தல் - வேலை வாய்ப்பு அலுவலகப் பதிவு மற்றும் புதுப்பித்தல்.



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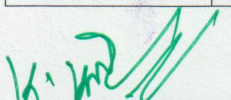
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U22BOSBE2	MUSHROOM TECHNOLOGY
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U22STSBE1	DIGITAL ERA
U22STSBE2	INTRODUCTION TO R
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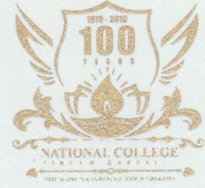

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U16SBE2	DESKTOP PUBLISHING
U16SBE2C	JAVA SCRIPT AND ASP
U16SCC1	ELEMENTS OF MARKETING
U16SCC2	OFFICE MANAGEMENT
U16SCC3	RETAIL MANAGEMENT

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U16SBE2CN	JAVA SCRIPT AND ASP
U16SCC1N	ELEMENTS OF MARKETING
U16SCC2N	OFFICE MANAGEMENT
U16SCC3N	RETAIL MANAGEMENT

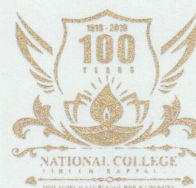
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U18FSBE1	MATHEMATICS FOR BIOTECHNOLOGISTS
U18SMB2	MEDICAL LAB TECHNOLOGY

SKILL BASED PAPERS : 2019 - 2022

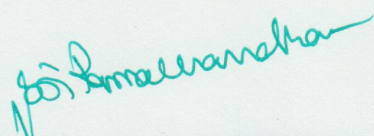
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U19SBE2C	JAVA SCRIPT & PHP
U19SBEB1	BIOFERTILIZER AND BIOPESTICIDES
U19SBEB2	MUSHROOM TECHNOLOGY
U19SCC1	INTRODUCTION TO MARKETING
U19SCC2	OFFICE MANAGEMENT
U19SCC3	RETAIL MANAGEMENT
U19SMB1	OFFICE AUTOMATION
U19SMB2	MEDICAL LAB TECHNOLOGY


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