

NATIONAL COLLEGE (Autonomous)
Nationally accredited at A level by NAAC
Tiruchirapalli-620001

Programme Structure for B.Com under CBCS

For candidates admitted from the academic year 2013-14 onwards I B.COM

Semester	Part	Course	Course Title	Ins tru Hrs Per week	week	Credit	Exam hr	Internal Marks	W	O	Total Marks
I		SEMESTER-I									
	I	Language course-I(LC-I)	Language	6		3	3	25	75		100
	II	English Language course I- (ELC-I)	English	6		3	3	25	75		100
	III	Core Course I- (CC-I)	Principles of Accountancy	5		5	3	25	75		100
		Core Course II -(CC-II)	Business Organisation	6		5	3	25	75		100
		First Allied Course (IAC-I)	Personality Development	5		3	3	25	75		100
	IV	Skill Based Elective Course I SBEC-I)	Computer Applications	2		2	3	25	75		100
		Total		30		21					600
II		SEMESTER-II									
	I	Language course-II(LC-II)	Language	6		3	3	25	75		100
	II	English Language course II- (ELC-II)	English	4		2	3	25	75		100
		Communicative English Course I-(CEC I)	Communicative English	2		1	3	25	70	5	100
	III	Core Course III (CC III)	Business Tools for Decision Making	5		5	3	25	75		100
		First Allied Course II(I ACII)	Business Economics	6		3	3	25	75		100
		First Allied Course III (I AC III)	Marketing	5		3	3	25	75		100
	IV	Environmental Studies (ESC)	Environmental Studies	2		2	3	25	75		100
		Total		30		19					700
III		SEMESTER-III									
	I	Language course-III (LC-III)	Language	6		3	3	25	75		100
	II	English Language course III- (ELC-III)	English	4		2	3	25	75		100
		Communicative English Course II (CEC II)	Communicative English	2		1	3	25	70	5	100
	III	Core Course IV (CC IV)	Business Accounting	5		5	3	25	75		100
		Core Course V (CC V)	Business Communication	5		5	3	25	75		100
		Second Allied Course I (2 AC I)	Business Laws	4		3	3	25	75		100
	IV	Skill Based Elective Course –II (SBEC –II)	Computer Applications-Theory	2		2	3	25	75		100
		Skill Based Elective Course –III (SBEC –III)	Computer Applications-Practicals	2		2	3	25	75		100
		Total		30		23					800
IV		SEMESTER-IV									
	I	Language course-IV (LC-IV)	Language	6		3	3	25	75		100
	II	English Language course IV- (ELC-IV)	English	6		3	3	25	75		100
	III	Core Course VI (CC VI)	Cost Accounting	6		5	3	25	75		100
		Second Allied Course II (2 AC II))	Company Law	5		3	3	25	75		100
		Second Allied Course III (2 ACIII)	Business Management	5		3	3	25	75		100
	IV	Non Major Elective –I(NMEC I)	Capital Market Operations/ Introduction to Management	2		2	3	25	75		100
		Total		30		19					600

V		SEMESTER-V								
	III	Core Course VII (CC-VII)	Corporate Accounting	5	5	3	25	75		100
		Core Course-VIII (CC-VIII)	Computers in Business Accounting	5	5	3	25	75		100
		Core Course IX (CC-IX)	Financial Management	5	5	3	25	75		100
		Major Based Elective Course I (EC-I)	Banking Theory Law and Practice	5	4	3	25	75		100
		Major Based Elective Course II (EC-II)	International Trade	4	4	3	25	75		100
	IV	Non Major Elective Course II (NMEC II)	Introduction to Accountancy/ Mutual Funds	2	2	3	25	75		100
		Value Education Course (VEC)	Value Education Course	2	2	3	25	75		100
		Soft skills		2	2	3	25	75		100
			Total	30	29					800
VI		SEMESTER-VI								
	III	Core Course X (CC-X)	Management Accounting	6	5	3	25	75		100
		Core Course-XI (CC-XI)	Financial Markets & Services	6	6	3	25	75		100
		Core Course XII (CC-XII)	Income Tax Law and Practice	6	6	3	25	75		100
		Core Course XIII (CC XIII)	Auditing	6	6	3	25	75		100
		Major Based Elective Course III (EC-III)	Elements of Insurance	5	4	3	25	75		100
		Gender Studies (GSC)		1	1	3	25	75		100
			Total	30	28					600
	V	Extension Activities		---	1					
		Grand Total		180	140					4000

Part I Language	Language	4 Courses	12 Credits
Part II English	English	4 Courses	10 Credits
Part II	Communicative English	2 Courses	02 Credits
Part III	Core course	13 Courses	70 Credits
	Elective Course	3 Courses	12 Credits
	Allied Course I	3 Courses	09 Credits
	Allied Course II	3 Courses	09 Credits
Part IV	Environmental Studies	1 Course	02 Credits
	Value Education	1 Course	02 Credits
	Non Major Elective	2 Courses	04 Credits
	Skill Based Elective	3 Courses	06 Credits
	Gender Studies	1 Course	01 Credit
Part V	Extension Activities		01 Credit
	Total		140 Credits

CIA-Continuous Internal Assessment

W-Written Examination

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

nraAs; (, fhy , yffak) ci uei l > rWfi j > , yffpa 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 kppd; , dpi k , dgj j kp> c yfk; c d;Di l aJ> nfhl ;L KuNr
gl LfNfhl ; l ahu; ftpi j fs;	ci ogGk; Nj i t , td; NrhW NghLfwhd> mtd; \$W NghLfwhd;
ehkff;fy; ftqQu; ghl y;fs; :	, sej kpDf;F
fz z j hrd; ftpi j fs; :	ghLtJ ehdyy

myF - 2:

mg;J y; uFkhd;	:	kz ;
i tuKj ;J	:	ghuj p epi dffggLfwhd;
Nkj j h	:	nrUgGl d; xU Ngl b
khh	:	Nt fk> j kpggwW> Ruz ;l ykhk?> rptgGehl h> fhj Nyh fhj y> goffk; nghyyhj J
, dFyhg;	:	xU Gddi fr; rkpi fahy;
mKj ghuj p	:	i ` f;\$
ehl LgGwg; ghl y;fs;	:	xgghug; ghl y; - grpahwg; Nghtj pyi y

myF - 3: ci uei l:

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

fphkthofj f

- fy;fp - Gi d f s p d; Nti y epWj j k;
- r p v d; m z z h J i u - g w W
- R [h j h - f l T s; , U f; f p w h u h?

myF - 4: r p W f i j :

- t p a y; f h y k; - K i d t u; , u h. g h y R g u k z p a d;

myF - 5:

- , y f f p a t u y h W - , U g j h k; E } w w h z l
(G j p d k > e h l f k; e b; f y h f)

- g a d; K i w j j k p; - t y k p F k; t j p f s p d; n j h F g G
k p f h i k f; F u p a t j p f s;
(e y y j k p; v O j N t z l k h
g f; 260 - 290.

ghl E)y;

1. n r a A s > c i u e i l - f y; Y } u p n t s p a l
2. r p W f i j - t p a y; f h y k >
K i d t u; , u h. g h y R g u k z p a d;
3. , y f f p a t u y h W - n g h J
4. g a d; K i w j j k p; - e y y j k p; v O j N t z l k h >
m. f p g u e j h k d h u > g f; 260-290

nraAs; (, i l f f h y , y f f p a k) > G j p d k > , y f f p a t u y h W

nraAs; U13T2

gUtk;: ll
fwgpfFk; fhyk; : 6

ghl k; : ll
j ugGsSp : 3

myF - 1

- 1.1 j p U Q h d r k g e j u; N j t h u k; j p U f N f h b f f h j p U j j y k; (11 g h l y f s) , d W ..
- 1.2. j p U e h T f; f u r u; N j t h u k; j p U g G f Y } u; j p U j j y k; (10 g h l y f s) k U s t h ..
- 1.3. R e j u u; N j t h u k; j p U t h i d f f h j p U j j y k; (10 g h l y f s); k i w f s; ..
- 1.4. k h z p f; f t h r f u; j p U t h r f k; - j p U n t k g h i t (10 g h l y f s) M j p A k; ..

myF - 2

- 2.1. M z l h s; j p U g g h i t (10 g h R u q f s) X q f p
- 2.2. n j h z l u b g n g h b a h o; t h u; j p U k h i y (10 g h R u q f s) g r i r
- 2.3. j p U g g h z h o; t h u; m k y d h j g p u h d; (10 g h R u q f s)
- 2.4. F y N r f u h o; t h u; n g U k h s; j p U n k h o p (11 g h R u q f s) C N d W

myF - 3

- 3.1. - Kj ;J f;Fkhurhkp gpsi sj j kp; (2 ghl y;fs)
- 3.2. - eej pff;fykgfk; - 5 ghl y;fs;
- 3.3. - K f;\$l wgs;S - 5 ghl y;fs;
- 3.4. - xsi tahu; ghl y;fs; - 4 ghl y;fs;
- 3.5. - fhsNkfgGytu; ghl y;fs; - 3 ghl y;fs;
- 3.6. - rfj pKj j gGytu; ghl y; - 1 ghl y;
- 3.7. - fkgu; ghl y;fs; - 3 ghl y;fs;

myF - 4

Gj pdk;- rKj ha tjj 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 kp> fykgfk>gsS
- 5.1.3 -Gj pd , yffjak;

fhggjak> ehl fk> , yffjatuyhW-U13T3

gUtk; : III

fwgpfFk; fhyk; : 6

ghl k; : III

j ugGssp : 3

myF - 1

- 1. rpyggj pfhuk; (, sqNfhtbfs) - tof;Fi u fhi j
- 2. kz pNkfi y (rjj i yrrhj j dhu)- Mj pi u gpi rapl d fhi j

myF - 2

- 3. fkguhkhaz k; (fkgu) - , uhkhtj huk; - fhl rpggl yk;
- 4. ngupaGuhz k; (Nrf;fphu)- Gryhu; ehadhu; 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 B; j z z B; (Nfhky; Rthkpeh j d)- ehl fk;

myF - 5

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

gz i l , yffpak , yffa tuyhW nkhoggawrp -U13T4

- | | |
|--|--|
| gUtk; : IV | ghl k; : IV |
| fwgpfFk; fhyk; : 6 | 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. I qfEjW | - 10 ghl yfs; (nryT mOqFtj j ggj J) |
| myF - 2 | |
| 4. fyi nj hi f | - 2 ghl yfs; (FwQrpf;fy15> Kyi yffyp11) |
| 5. mfehDjW - | 2 ghl yfs; (129> 140) |
| 6. GwehDjW - | 10 ghl yfs; (95>165>182>183>184>188>194>195>204) |
| myF - 3 | |
| 7. j pfFws; - | mwj Jgghy; 5 mj pfhuq;fs; (11> 13> 14> 43> 47) |
| myF - 4 | |
| 8. gj Jgghl L- | Kyi ygghl L KOtJk; (egGj dhu) |
| myF - 5 | |
| , yffa tuyhW-vl Lj nj hi f> gj Jgghl L> gj pdz ; fb;fz fF> nkhoggawrp -
nghJ ffl Li u (nghJ mwpT> ehl Lel gG> rKj ha Nehf;F gwwpad) | |

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.,

ENGLISH THROUGH EXTENSIVE READING - U13E2

Semester : II
Instruction Hours/Week:4

English Language Course : II
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

Unit IV

F.E.B. Gray	A Slip of the Tongue
Ruskin Bond	The Eyes are not Here

Unit V

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]

COMMUNICATIVE ENGLISH I – U13CE1

Semester : II
Instruction Hours/Week:2

Communicative English Course: I
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 (2nd edition) by Krishnasamy and Sriraman.

Reference: Websites www.english club.com
 www.usingenglish.com
 Owl-online writing lab
 MIT-open course ware
 www.eslcaf .com

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.

COMMUNICATIVE ENGLISH II – U13CE2

Semester : III
Instruction Hours/Week:2

Communicative English Course : II
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.

READING POETRY AND DRAMA– U13E4

Semester	: IV	English Language Course: IV
Instruction Hours/Week:	6	Credit: 3

POETRY:

Unit: I	John Milton	:	On His Blindness
	Oliver Goldsmith	:	The village Schoolmaster
	William Wordsworth	:	The Solitary Reaper
UNIT II	P.B.Shelley: Ozymandias		
	John Keats	:	La Belle Dame Sans Merci
	Browning	:	Incident of the French Camp
UNITIII	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

CORE COURSE I : PRINCIPLES OF ACCOUNTANCY – U13CO1

Semester : I
Instruction Hours/Week: 5

Core course: I
Credit : 5

Unit I :

Principles of Double Entry System- Accounting Concepts and Conventions-Journal-Ledger-Subsidiary books- Trial Balance-Rectification of Errors

Unit II:

Final Accounts of Sole Traders with Adjustment entries-Bank Reconciliation Statement

Unit III :

Accounts of Non Profit organizations –Bills of Exchange

Unit IV:

Consignment – Valuation of Stock –Normal and Abnormal Loss –Del credere Commission-Joint Venture-Same set of books-Separate book Method

Unit V:

Single Entry-Statement of Affairs Method-Conversion Method- Depreciation- Fixed Instalment Method- Written Down Value Method- Annuity-Depreciation Fund Method

Books Recommended

- 1.Reddy T.S.and Murthy .V. Financial Accounting, Margham Publications, Chennai-17
- 2.Jain.S.P.and Narang K.L, Financial Accounting, Kalyani Publications, Ludhiana.
- 3.Gupta.R.L and Radhaswamy.M Advanced Accountancy,(Volumel) Sultan Chand & Sons New Delhi

Marks Scheme

Section A (2*10=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Problem 12b) Problem 13a) Problem 13b) Problem 14a) Problem 14 b) Problem 15 a) Theory 15b) Problem	Questions 16 to 20 Problems only

CORE COURSE II : BUSINESS ORGANISATION- U13CO2

Semester : I
Instruction Hours/Week : 6
UNIT I

Core course : II
Credit : 5

Business – Nature /Characteristics-Objectives of Modern Business –Functions of Business-Trade, Commerce and Industry – Essentials of a successful business – Qualities of a Successful Businessman.

UNIT II

Forms of Business Organizations – Sole Trader, Partnership Firm, Joint Hindu Family, Joint Stock Company, Public Enterprises and Co-operative Enterprise.

UNIT III

Plant location-Factors influencing location- Selection of site-Weber’s theory of location Plant-Firm –Industry- Measures of size-Economies of size-Economies in production-Economies in management-Economies in Marketing-Economies in Finance

Unit IV

Public enterprises- Departmental organization-Public corporation-Government companies
Features of public utilities-Social responsibility of business

Unit V

Securities market- New issues market-Methods of new issue-Stock exchanges –Functions –On line trading –Features and Advantages.
Commodity exchanges –Functions-Nature of products dealt-Method of trading-.

Books Recommended

1. Gupta C.B. 2010. **Business Organisation and Management** ,Sultan Chand and Sons.New Delhi.
2. Gupta C.B. 2011. **Business Environment** ,Sultan Chand and Sons.New Delhi.
3. Dinkar Pagare.,**Business Organisation and Management** Sultan Chand and Sons. New Delhi.
4. Bhushan Y.K. 2009. **Business Organisation and Management** ,Sultan Chand and Sons. New Delhi.

CORE COURSE -III : BUSINESS TOOLS FOR DECISION MAKING – U13CO3

Semester	: II	Core Course : III
Instruction Hours/Week	: 5	Credit : 5

Unit I :

Statistics-Definition –Characteristics- – Importance- Scope- Limitations- Sources of data-Primary and Secondary- Classification and Tabulation of data Diagrams and graphs- Types- Uses- Measures of Central Tendency-Mean ,median, mode-Geometric and Harmonic Mean- Weighted arithmetic mean

Unit II:

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

Unit III:

Measurement of Skewness- Karl Pearson’s and Bowley Methods. Correlation-Types and Uses-Karl Pearsons, Spearman’s Rank Correlation Coefficient-Method of concurrent deviation-

Unit IV:

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

Unit V:

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

Books recommended

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

Marks Scheme

Section A (2*10=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Problem 12b) Problem 13a) Problem 13b) Problem 14a)Theory 14 b) Problem 15 a) Theory 15b) Problem	16.Theory Question Questions 17 to 20 Problems only

CORE COURSE- IV : BUSINESS ACCOUNTING – U13CO4

Semester : III

Instruction Hours/Week :5

Core Course : IV

Credit : 5

UNIT I :

Partnership Accounts - Division of profit – Admission -Retirement - Past adjustment and guarantee.

UNIT II :

Death of a partner - Dissolution of a firm – Insolvency of a partner - Garner Vs Murray -Piecemeal distribution – Sale of firm to a company.

UNIT III :

Branch accounts (excluding foreign branches)- Departmental Accounts

UNIT IV :

Royalty Accounts -Hire purchase accounts (excluding hire purchase trading account)

UNIT V :

Insurance claims – Loss of stock –Loss of Profit. Accounting Standards- Objectives- Need – Significance-Accounting Standards in India-AS-1 and AS-2

Books Recommended

1. S.P.Jain & K.L.Narang ,Advanced Accounts , Kalyani Publishers, Ludhiana
2. Reddy and Murthy, Financial Accounting, Margham Publications, Chennai-17
3. R.L.Gupta & Radhaswamy, Advanced Accounts ,Sultan Chand & Sons,NewDelhi
4. Dr. S. N. Maheswari, Financial Accounting, Fifth Edition, Vikas Publication House.

Marks Scheme

Section A (2*10=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Problem 12b) Problem 13a) Problem 13b) Problem 14a) Problem 14 b) Problem 15 a) Theory 15b) Problem	Questions 16 to 20 Problems only

CORE COURSE- V : BUSINESS COMMUNICATION – U13CO5

Semester : III

Core Course : V

Instruction Hours/Week : 5

Credit : 5

UNIT – I

Nature and scope of Business communication– meaning, need and importance of Commercial correspondence – effective business letters – layout – Kinds of Business letters – language of a business letter – commercial terms and abbreviations-E –mail

UNIT – II

Letters of Enquiry – replies, offers and quotations – orders – execution – cancellation.

UNIT – III

Claims, complaints and adjustments – circular letters -Sales Letters– status enquiries – collection letters.

UNIT – IV

Letters relating to Agency – Application for jobs – Bank Correspondence

UNIT – V

Drafting of Business reports – Press reports – Market reports – Speech writing.

Books Recommended

1. M.S. Ramesh and Pattenshetty ,Effective Business English and Correspondence , R.Chand & Company ,Delhi
2. Sharma and Krishna Mohan ,Business Correspondence and Report Writing ,Tata McGrawHill, Mumbai.
3. Rajinder Pal and Korla Halli , Business Communication , Sultan Chand & Sons,NewDelhi

CORE COURSE- VI : COST ACCOUNTING – U13CO6

Semester : IV

Core Course : VI

Instruction Hours/Week : 6

Credit : 5

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

Overheads – collection, classification, allocation, apportionment, absorption – recovery rates – Over & Under absorption Primary and Secondary distribution summary-Machine Hour Rate-Cost reconciliation statement.

UNIT – V

Methods – Job costing, Contract costing, Process costing (Normal loss, Abnormal loss and gains only).-(Excluding equivalent production and inter process profit)

Books Recommended

- 1. Jain and Narang Cost Accounting ,Kalyani Publishers, Ludhiana
- 2. R. Ramachandran & . R. Srinivasan ,Cost Accounting ,Sriram Publications, Tiruchi-17
- 3. Pillai and Bagawathi ,Cost Accounting, S.Chand &Co.New Delhi
- 4. P.DasGupta, Studies in Cost Accounting, Premier Book Company, New Delhi.

Marks Scheme

Section A (2*10=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Problem 12b) Problem 13a) Theory 13b) Problem 14a) Problem 14 b) Problem 15 a)Problem 15b) Problem	Questions 16 to 20 Problems only

Core Course- VII : CORPORATE ACCOUNTING – U13CO7

Semester : V

Core Course : VII

Instruction Hours/Week : 5

Credit : 5

Unit I

Shares-Types of shares- Issue of shares at par , at a premium and at a discount- Legal provisions thereto- Forfeiture- Reissue-Redemption of Preference shares

Unit II

Debentures –Types- Issue of debentures-for cash-for consideration other than cash -as collateral security-Redemption of debentures-Open market buying-Conversion-Sinking Fund method- Final accounts of companies (with simple adjustments- excluding managerial remuneration)-Horizontal and Vertical formats

Unit III

Amalgamation in the nature of purchase and merger (excluding intercompany holding) –(Simple problem only) External reconstruction- Internal reconstruction

Unit IV

Holding company accounts- Preparation of consolidated balance sheet(excluding cross holding and chain holding)

Unit V

Final accounts of banking companies(New format) –Classification of bank advances-Provisioning norms for Non Performing Assets-Valuation of Shares and Goodwill

Books Recommended

1. Jain and Narang , Advanced corporate Accounting , Kalyani Publishers , Ludhiana
2. Reddy and Murthy, Corporate Accounting, Margham Publications, Chennai
3. Shukla and Grewal, Advanced Accounts, S.Chand and Co.New Delhi
4. Gupta R.L and Radhaswamy, Advanced Accounts, Sultan Chand and Sons, New Delhi
5. P. C. Tulsian, Corporate Accounting, Tata Mc Graw Hill Publications, New Delhi

Marks Scheme

Section A (2*10=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Theory 12b) Problem 13a) Problem 13b) Problem 14a) Problem 14 b) Problem 15 a)Problem 15b) Problem	Questions 16 to 20 Problems only

CORE COURSE-VII - COMPUTERS IN BUSINESS ACCOUNTING– U13CO8TP

Semester : V

Instruction Hours/Week : 5

Core Course : VIII

Credit : 5

THEORY : 45 MARKS EXTERNAL AND 15 MARKS INTERNAL

PRACTICAL : 30 MARKS EXTERNAL AND 10 MARKS INTERNAL

UNIT – I

Computer – Importance of computers – Areas of Application – IPO cycle – Components of Computer – Memory and Control Units – Input and Output devices – Hardware and Software – Operating System – Functions and advantages of OS

UNIT – II

MS Word – Document creation – official letters and business letters using wizards – editing documents – inserting objects – formatting documents – spelling and grammar check – word count – thesaurus, auto correct- working with tables – saving, opening and closing documents – Mail merge – use of mail merge

UNIT – III

Spread sheets –Applications – MS Excel - features – Building work sheets – Entering data in work sheets, editing and formatting work sheets – creating and formatting different types of charts – types of functions – financial functions – MS PowerPoint – Features – Presenting - Creating a presentation – opening a presentation – Pack and Go Command – Inserting new slide – Animation – Slide Navigation

UNIT – IV

Fundamentals of Computerized accounting – Computerized accounting Vs manual accounting - Architecture and customization of tally – Features of tally 7.2 / 9.0 versions – Tally screens and menus – Creation of company – Creating of groups – Editing and deleting groups – Creation of ledgers – Editing and deleting ledgers – Introduction to vouchers –Types of vouchers – Voucher entry

UNIT – V

Inventories – Creation of stock categories, groups and Stock items – Editing and deleting stocks – Vouchers entry – Purchase orders – Sales orders – Stock vouchers – Introduction to cost – creation of cost category – Creation cost centres – Centres in vouchers entry – Budget and controls – Creation of budgets – Editing and deleting budgets – Day books – Balance sheets – Trial balance – Profit and Loss account – Ratio analysis, Cash flow statement – Fund flow statement

List of Practical enclosed

LIST OF PRACTICALS:

1. Business Letters and Invitation
2. Bio Data – Resume
3. Mail Merge
4. Work sheet – Mark sheet ; Pay bill – Pay Slip
5. Creating Charts
6. Presentation in Power Point – Business meetings
7. Advertising Presentation in Power Point
8. Creation of New Company, Books of Accounts, Trial Balance in Tally
9. Trading Profit and Loss Account . Balance Sheet
10. Voucher Entry

Books Recommended:

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

Question Paper Model : Theory: Time: 2 Hours Maximum: 45 marks Section – A (6 x 2 = 12 marks) Answer ALL Questions Section – B (3 x 4 = 12 marks) Answer ALL Questions. (Either (a) or (b)) Section – C (3 x 7 = 21 marks) Answer Any Three questions. (out of Five)	Question Paper – Practical Time : 2 hours Maximum 30 marks: (2 x 10 = 20 marks) 1(a) OR (b) 2 (a) or (b) Record Note : 5 marks Viva : 5 marks
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ELECTIVE COURSE- I (ECI)

BANKING THEORY, LAW AND PRACTICE – U10CO9E

Semester : V
Instruction Hours/Week : 5

Elective Course : I
Credit : 4

Unit I:

Banking-Overview of Indian banking system- -Role of banks in economic development - Commercial Banks-Functions/Services-Types of Deposit Accounts –Types of Lending of funds (loans, cash credits, overdrafts and discounting of bills) –Principles of Lending

Unit II:

RBI and its functions – Methods of Credit Control-Impact of technology on banking-Core banking- mobile banking- Modern banking services- E-Banking, ATM cards, Debit cards and Credit cards- Electronic fund transfer, Electronic Clearing System- CTS System

Unit III:

Banker and Customer-Definition- General and Special relationship-Banker’s lien-Opening of an account in the name of individuals- Firms and Trusts- Joint stock companies-KYC Norms

Unit IV:

Negotiable Instruments- Promissory Notes- Bills of Exchange- Cheque- Definition and Features- Types of Crossing and Endorsements- Marking of Cheque- Material alteration-Pass book and issue of duplicate pass book

Unit V:

Paying and collecting bankers- rights and duties- statutory protection- dishonour of cheque- holder and holder in due course- payment in due course- recovery of money paid by mistake

Books Recommended:

1. Sundharam,K.P.M, and Varshney,P.N., Banking Theory , Law and Practice, Sultan chand and Sons, New Delhi-2.
2. Jeevannadam,C.Banking Theory, Law and Practice, Learntech Press, Tiruchi-2
3. Sundharam,S.M., Banking Theory, Law and Practice, Sri Meenakshi Publications, Karaikudi

ELECTIVE COURSE -II (ECII)

INTERNATIONAL TRADE - U13CO10E

Semester : V
Instruction Hours/Week: 4

Elective Course: II
Credit : 4

Unit I

International Trade — Importance – Difference between Internal and International trade – Comparative cost theory – Classical and new theories – (Ricardo and Ohlin theories only).

Unit II

Forms of trade – Types – Balance of trade – Balance of payments – Concepts – Differences between Balance of Trade and Balance of Payments.

Unit III

Disequilibrium in Balance of Payment – Causes – types – methods to correct disequilibrium in Balance of payments.

Unit IV

Import procedure and documents-Import control measures – Monetary and non-monetary measures – Tariffs and quotas – types – effects – differences.

Unit V

Export Management – Export procedure and documents – Export Finance – Export promotion measures.

Books Recommended

1. Sundaram K.P.M, International Trade,Sultan Chand & Sons, New Delhi
2. Abdul Raheem, International Economics, Learntech Press , Tiruchi
3. Sankaran, International Economics , Margham Publications, Chennai-17

CORE COURSE -IX: FINANCIAL MANAGEMENT – U13CO11

Semester : V
Instruction Hours/Week: 5

Core Course : IX
Credit : 5

Unit I:

Financial management- Objectives –Functions- Significance- Approaches-Financial decisions-Time value of money

Unit II:

Cost of Capital-Meaning and definition- Importance- cost of debt, preference share capital, equity share capital and retained earnings- Weighted average cost of capital(simple problems only)

Unit III:

Financial Planning-Objectives- Factors influencing financial planning- Long term sources of Finance - Capital structure-Features of a good capital structure-Determinants of Capital structure - EBIT-EPS Analysis – Leverages-Financial-Operating and Composite leverage-Significance

Unit IV:

Dividend – Types – Dividend policy-Determinants of dividend policy-Cash management- Cash budget

Unit V:

Working capital Management- Need for working capital- Determinants-Estimation of working capital requirements -Management of Receivables-Credit policy-Credit standards-

Books Recommended

1. Sharma and Gupta, Financial Management ,Kalyani Publications, Ludhiana
- 2.Ramachandran and Srinivasan, Financial Management, Sriram Publications, Tiruchi
- 3.Maheswari.S.N.Financial Management, Sultan Chand and Sons, New Delhi
4. Dr. A. Murthy, Financial Management, Margham Publications, Chennai.
- 5.Prasanna Chandra, Financial Mangement, Tata McGraw Hill,Mumbai
- 6.Pandey,I.M. Financial Management, Vikas Publishing House, New Delhi

Marks Scheme

Section A (2*10=20 Marks	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Problem 12b) Problem 13a) Theory 13b) Problem 14a) Theory 14 b) Problem 15 a) Problem 15b) Problem	Questions 16 Theory Questions 17 to20 Problems

CORE COURSE -X : MANAGEMENT ACCOUNTING – U13C012

Semester : VI

Core Course : X

Instruction Hours/Week : 6

Credit : 5

Unit I

Management accounting—Objectives, Scope and Functions—Management accounting vs. Financial accounting—Financial statement analysis—Comparative statement—Common size statement—Trend analysis—Ratio analysis

Unit II

Funds flow statement and Cash flow statement as per AS 3

Unit III

Marginal costing –Cost Volume Profit analysis—Break even analysis—Application of marginal costing

Unit IV

Budgeting and Budgetary control—Standard costing—Material and Labour variances only

Unit V

Capital budgeting—Importance—Evaluation of various capital expenditure proposals-Pay back-Accounting Rate of Return – Discounted cash flow methods

Books Recommended

1. S.N. Maheswari, Management Accounting ,Sultan Chand & Sons, New Delhi
2. Reddy & Murthy, Management Accounting, Margham Publications,Chennai
3. R.Ramachandran &R. Srinivasan, Management Accounting, Sriram Publications, Trichy.
4. R.K.Sharma & Shashi Gupta, Management Accounting, Kalyani Publishing House, Loudhiyana.

Marks Scheme

Section A (2*10=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Problem 12b) Problem 13a) Theory 13b) Problem 14a) Theory 14 b) Problem 15 a)Problem 15b) Problem	Questions 16 to 20 Problems only

CORE COURSE –XI : FINANCIAL MARKETS AND SERVICES – U13CO13

Semester : VI

Instruction Hours/Week : 6

Core Course : XI

Credit : 6

Unit – I

Financial markets-Money market-Money market instruments-Capital market-Financial securities-Primary market –Methods of new issue- Book building

Unit II

Secondary market-Stock exchanges-Functions-Listing of securities-Method of trading(Screen based trading)-Rolling Settlement-Advantages-Depository System-Demat-Advantages
Segments of capital market-Cash –Derivatives- Debt

Unit – III

Mutual funds– Advantages- Types of Mutual Fund Schemes -Performance evaluation of a MF Scheme-Points to be considered in the choice of a Scheme
Securities Exchange Board of India (SEBI) –Constitution-Functions -Powers

Unit IV

Merchant Banking-Functions –Services -Lease Financing- Types -Merits and Demerits – Hire Purchase –Features-Advantages-Lease Vs Hire Purchase

Unit – V

Factoring – Concept –Process- Types – Functions- Advantages– Forfaiting –Advantages

Credit Rating-Benefits-Rating symbols-Rating agencies in India Sovereign rating agencies-Moody ,Standard and Poor

Books Recommended

- 1.Boominathan V.K and Anbarasu, Financial Services , SultanChand & Sons, New Delhi
2. Gordon.E, Financial Services,Himalaya Publishing House,Mumbai
- 3.Santhanam .B, Financial Services ,Margham Publications,Chennai-17
- 4.Nalin Prava Tripathi, Financial Services, PHI Learning Pvt.Ltd. New Delhi

CORE COURSE –XII: INCOME TAX LAW AND PRACTICE – U13CO14

Semester : VI

Core Course : XII

Instruction Hours/Week : 6

Credit : 6

Unit I

Basic concepts – Capital and revenue – Residential status- Incidence of Tax-Incomes exempt from tax- - Tax slabs-Return of Income –Self Assessment-
Tax deduction at Source-Advance tax

Unit II

Computation of income under the head Salaries- Basis of charge- Different forms of salary- Allowances- Perquisites and their valuation – Deduction from salary- Provident funds-Deductions under section 80C-Calculation of tax liability on salary income

Unit III

Computation of income under the head Income from House property- Basis of charge- Determination of annual value- Income from let out property- Self occupied property- Deductions allowed

Unit IV

Computation of Profits and gains from business and profession- Basis of charge- Deductions –Valuation of stock

Unit V

Computation of income from capital gains- Basis of Charge- Computation of long term and short term capital gains- Exemptions- Computation of income from other sources-

Books Recommended

- 1.Reddy and Reddy , Income Tax Law and Practice, Margham Publications, Chennai
- 2.Mehrotra and Goyal ,Income Tax Law and Practice, Sahitya Bhavan, Agra

Marks Scheme

Section A (2*10=20 Marks)	Section B (5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 10 Theory Questions only	11a) Theory 11 b) Problem 12a) Problem 12b) Problem 13a) Problem 13b) Problem 14a) Problem 14 b) Problem 15 a) Theory 15b) Problem	Questions 16 to 20 Problems only

CORE COURSE -XIII : AUDITING – U13CO15

Semester : VI

Core Course : XIII

Instruction Hours/Week : 6

Credit : 6

Unit I

Introduction – Definition of Audits – Objects of audit – Classification of audit – Internal audit – periodical audit – continuous audit – interim audit – balance sheet audit – procedure of audit – Audit programme

Unit II

Vouching-Vouching of Impersonal Ledgers –Internal check-Internal Control.

Unit III

Valuation and Verification of Assets and Liabilities–Auditors duties regarding depreciation – Reserves – Classification of reserves – Secret reserves – Auditors duties regarding secret reserves.

Unit IV

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

Unit V

Investigation – divisible profit and dividend – Professional ethics – auditing of computerized accounting.

Books Recommended

1. Dingar Pagare, Principles and Practice of Auditing, Sultanchand & Sons, New Delhi
2. B.N.Tandon, S.Sudharsanam and S.Sundara Balu, Practical Auditing– S.Chand& Co., New Delhi
3. V.K.Batra and K.C.Bagarra ,Text book of Auditing– TataMc GrawHill,Noida
4. Jagadish Prakash , Auditing , Kalyani Publishers, Ludhiana
5. S. Vengadamani, Practical Auditing, Margham Publications.

ELECTIVE COURSE - III : ELEMENTS OF INSURANCE – U13CO16E

Semester : VI
Instruction Hours/Week : 5

Elective Course: III
Credit : 4

Unit I

Insurance-Nature-Functions- Importance of insurance to individuals, business and society- Insurance and Economic Development- Principles of insurance – Types of insurance

Unit II

Life insurance- Difference between insurance and assurance-Principles of life insurance. Advantages of life insurance-Types of policies-Surrender value- Paid up value-Payment of claims- Assignment and Nomination

Unit III

Fire insurance-Scope- Principles- Types of policies- Marine insurance-Scope-- Principles –Types of policies-Types of marine losses. Reinsurance- Reasons- Advantages-Difference between reinsurance and double insurance

Unit IV

Motor vehicle insurance-Kinds of policies-Claims settlement-Health insurance –Types of health insurance policies-Third party administrator-Miscellaneous insurance- Building-Earthquake, Flood, Burglary ,Engineering, Cattle and Crop insurance

Unit V

Insurance intermediaries-Importance-Agents-Functions -Procedure for becoming an agent-Code of conduct-Remuneration-Insurance brokers-Surveyors and Loss assessors Corporate agents- Bancassurance-Advantages. Insurance and Regulatory Development Authority (IRDA)-Role and Functions

Book Recommended

1. Dr. A. Murthy, Principles & Practice of Insurance, Margham Publications, Chennai
2. Mishra, M.N. Insurance Principles and Practices, S.Chand & Co, New Delhi.
3. Jyotsna Sethi, Nishwan Bhatia, 'Elements of Banking and Insurance" PHI Learning Private Ltd. New Delhi
4. Premavathi, N. Elements of Insurance, SriVishnu Publications, Chennai.
5. IC 33 Life Insurance Institute of India.

ALLIED COURSE I : PERSONALITY DEVELOPMENT – U12AC01

Semester : I
Instruction Hours/Week : 5

Allied Course : I
Credit : 3

Unit I

Personality- Nature- Personality traits- Types of personality- Determinants of personality

Unit II

Goal setting – Individual goals- Importance of SMART- Self evaluation based on knowledge, skills, attitudes using SWOT analysis

Unit III

Motivation- Nature- Motivation by needs- - Motivating the self Personality Development-Positive Attitude - Developing positive attitude - Steps in developing positive personality

Unit IV

Communication- Nature – Communication skills – Resume writing- Aptitude tests- Group discussion – Interview

Unit V

Interpersonal skills- Perceptual skills – Managing emotions and stress – Time management

Books Recommended

1. Bukari, S.M, Soft skills Competencies for Success ,Sanjee Publications, Tiruchi -20. Shiv Kera, You Can Win, Macmillan India, Delhi. Alex, Soft Skills, S.Chand & Co. New Delhi. John Arthur, Personality Development, Lotus Press, New Delhi

ALLIED COURSE II : BUSINESS ECONOMICS – U13AC02

Semester : II
Instruction Hours/Week :6

Allied Course : II
Credit : 3

Objective: to facilitate an understanding of economic theory and the economic factors which influence business decisions

Unit I : Nature and scope of business economics and Utility analysis

Business Economics-Definition- Nature-Scope- Micro and Macro economics- Concepts applied in business economics- Utility-Meaning-Cardinal and Ordinal utilities- Law of diminishing marginal utility

Unit II : Demand Analysis and Indifference curve analysis

Demand-Meaning- Law of Demand- -Exceptions to Law of Demand- Change in Demand and change in quantity demanded- Demand-Distinctions- Elasticity of Demand- Types of price elasticity- Factors influencing price elasticity of demand-Measurement of elasticity- Total outlay method- Indifference curve analysis- Features- consumer equilibrium

Unit III: Production and cost analysis

Production-meaning- Production Theories-Law of variable proportion- Laws of returns to scale- Economies of large scale production- Cost concepts- Short run , long run cost curves

Unit IV: Market competition and price determination

Perfect competition- Average and Marginal revenue curve- Short run, long run equilibrium- Price determination- Monopoly-Features- Price discrimination- Monopolistic competition- Features-group equilibrium- Product equilibrium

Unit V: Macro Economics and Business

Inflation-types-Measures to contain inflation- National Income –Definition- Concept- Measurement of national income

Books recommended

1. Sankaran,S. Business Economics, Margham Publications, Chennai -17
- 2.Sundharam,K.P.M.and Sundharam.,E.N., Business Economics, Sultanchand and Sons, New Delhi-2
- 3.Appannaiah and Reddy, Economics for Business, Himalaya Publishing House, Mumbai
- 4.Ahuja,H.L. Business Economics, S.Chand and Co, New Delhi

ALLIED COURSE III : MARKETING – U13AC03

Semester : II
Instruction Hours/Week : 5

Allied Course: III
Credit : 3

Unit I:

Marketing - Definition- Objectives- Importance- Features of modern marketing- Marketing Vs Selling- Functions of Marketing-Marketing Mix

Unit II:

Buyer behavior–Definition- Buying Motives-Determinants of buyer behaviour- Market segmentation- Benefits –Bases of market segmentation.

Unit III.

Product – Types- Product policy- Elements of product policy-Product planning and development- - Steps –Product Life Cycle –Stages-Packaging- Functions- Types. Branding-Functions-Types

Unit IV:

Pricing- Objectives- Methods of pricing- Advertising- Objectives- Advantages-Criticism- Advertisement copy- Features of a good advertisement copy- Advertising media

Unit V:

Personal selling- Advantages-AIDA-Qualities of a good salesman-Kinds of Salesmen Process of Retailing- Sales promotion- Importance- Sales promotion at Consumer level and dealer level-Marketing Research- Importance-Steps- Agmark, ISI, ISO Certification- E-Marketing-Features- Importance- Telemarketing

Books Recommended

- 1.Jayasankar,J. Marketing, Margham Publications, Chennai-17
- 2.Rajan Nair, Marketing, Sultan Chand and Sons, New Delhi-2
- 3.Pillai, R.S.N and Bagavathi.V, S.Chand and Co.New Delhi-2
- 4.Govindarajan,M. Marketing management, Prentice Hall of India,NewDelhi.
- 5.Sherlehar,S.A. Marketing Management, Himalaya Publishing House,Mumbai

ALLIED COURSE IV : BUSINESS LAW – U13AC04

Semester	: III	Allied Course: I V
Instruction Hours/Week	: 4	Credit : 3

- Unit I** Introduction—Meaning and definition of law—sources of law—definition and nature of contracts—offer and acceptance—consideration
- Unit II** Capacity of parties-free consent—legality of object—agreement not declared void—contingent contracts
- Unit III** Performance of contracts--Discharge of contracts—Remedies for breach of contract—Quasi contracts
- Unit IV** Indemnity and Guarantee—Bailment and pledge—Contract of agency
- Unit V** Sale of Goods Act

Books Recommended

- 1 N.D. Kapoor, Business law ,Sultan Chand & sons, New Delhi
- 2 Chawla and Garg, Commercial Law ,Kalyani Publishers, Ludiana
- 3. Tulsian, Business Law ,Tata McGraw Hill Co, New Delhi
- 4. V. Balachandran & S. Thothadri, Business Law, Tata Mc Graw Hill, New Delhi.

ALLIED COURSE V : COMPANY LAW – U13AC05

Semester	: IV	Allied Course: V
Instruction Hours/Week	:5	Credit : 3

- Unit I**
Company—meaning and definition—features—kinds—Public Ltd Vs. Private Ltd. –privileges of private limited company--conversion of private limited into public limited

Unit II

Incorporation of the company—Memorandum and Articles of Association and alteration--
Doctrine of *UltraVires*—Doctrine of Constructive Notice—Doctrine of Indoor Management

Unit III

Prospectus—mis-statement in prospectus and their consequences—Shares—kinds—procedure
for allotment of shares—irregular allotment—forfeiture of shares—transfer and transmission of shares

Unit IV

Company management—Directors-Appointment, qualification and disqualification, removal,
rights, duties and liabilities of board of directors—company meetings and resolutions, minutes and proxy

Unit V

Winding up of the company— voluntary winding up and winding up by court—consequences of
winding up

Books Recommended

1. Company law by N.D. Kapoor, Sultan Chand & Sons, New Delhi
2. Company law by P.Saravanel & Syed Badre Alam, Himalaya publishing House, New Delhi

ALLIED COURSE VI : BUSINESS MANAGEMENT – U13AC06

Semester : IV
Instruction Hours/Week : 5

Allied Course: VI
Credit : 3

Objective: to provide basic knowledge of business management functions

Unit I:

Management- Definition- Functions of Management- Management and Administration-Art or
Science- Henry Fayol’s Principles of Management – F.W. Taylor’s Scientific Management

Unit II:

Planning-Definition- Characteristics of Planning-Steps in Planning –Types of Plans-Advantages of
Planning- MBO –Steps and Benefits.

Unit III.:

Organisation- Organisation Chart-Organisation Manual-Elements of Organisation-
Departmentation-Delegation-Decentralisation- Types of organization:Line organisation Functional
organization-Line and Staff organization-Formal and Informal organization-Committee form of
organization

Unit IV:

Motivation- Importance –Maslow’s Need hierarchy theory, - Leadership –Importance-Qualities of Leadership-Styles of Leadership- Communication- Process-Importance-Types -Barriers

Unit V:

Coordination-Importance- Problems in Coordination-Control-Importance –Steps in Control Process_ Budgetary control

Books Recommended

- 1.Prasad,L.M, Principles and Practice of Management, Sultanchand and Sons ,NewDelhi Publishers,Ludhiana
- 2.Gupta C.B,Business Management, “Sultan Chand &Sons,“ New Delhi
- 3.Dinkar Pagare, Business organization and Management, Sultanchand & sons, New Delhi
- 4.Sharma R.K and Shasi K.Gupta, “Business Organisation & Management” Kalyani

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.

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.

OFFICE AUTOMATION & DESKTOP PUBLISHING LAB - U13SBE3P

Semester : III
Instruction Hours/Week: 2

Skill Based Elective Course– III
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.

ENVIRONMENTAL STUDIES - U13ES

Semester : II
Instruction Hours/Week: 2

Environmental Studies Course
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, Clanderson 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

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)

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

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.
