

ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE
(Re-accredited with 'B+' Grade by NAAC)
Thiruppattur -630 211, Sivagangai District



RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION



ALAGAPPA UNIVERSITY

B.B.A– SYLLABUS

2018-2019 to 2023-2024

ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN

(w.e.f.2014-15) & (w.e.f.2017-18)

B.B.A – ODD & Even Semester - 2018-2019 Academic Year

Sem	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	7BBA111	Language Course – I – jkpo;r; nrk;nkhopAk; tzpfkly;fSk;	3	6	25	75	100
	II	7BBA121	English Language Course – I Business English	3	6	25	75	100
	III	7BBA1C1	Core–I– Managerial Economics	4	6	25	75	100
		7BBA1C2	Core – II – Financial Accounting	4	6	25	75	100
			Allied – I- Modern government-I	5	5	25	75	100
IV	7NME1A/ 7NME1B/ 7NME1C	(1) Non-Major Elective – I – (A) jkpo;nkhopapd; mbg;gilfs;. (B) ,f;fhy ,yf;fpak;/ (C) Communicative English	2	1	25	75	100	
Total				21	30	--	--	600
II	I	7BBA211	Language Course – II –mYtyf Nkyhz;ik	3	6	25	75	100
	II	7BBA221	English Language Course – II Business Report Writing	3	6	25	75	100
	III	7BBA2C1	Core–III–Principles of Management	4	6	25	75	100
		7BBA2C2	Core – IV – Cost Accounting	4	5	25	75	100
			Allied – II Modern government-II	5	5	25	75	100
IV	7BES2	Environmental Studies	2	2	25	75	100	
Total				21	30	--	--	600
III	III	7BBA3C1	Core–V–Organizational Behaviour	4	7	25	75	100
		7BBA3C2	Core – VI – Business Statistics	4	7	25	75	100
		7BBA3C3	Core–VII–Computer Applications in Business – I	4	8	25	75	100
		7BCOA1	Allied – III- Secretarial Practice -I	5	5	25	75	100
	IV	7NME3A/ 7NME3B/ 7NME3C	Non-major Elective – II – (A) Effective Employability Skills	2	1	25	75	100
		7SBS3A1/ 7SBS3A2/ 7SBS3A3	Skill Based Subject – I Competitive Examination Skills	2	2	25	75	100
V	7BEA3	Extension Activities	1	-	100	-	100	
Total				22	30	--	--	700
IV	III	7BBA4C1	Core–VIII–Production and Operations Management	4	5	25	75	100
		7BBA4C2	Core – IX – Marketing Management	4	5	25	75	100
		7BBA4C3	Core – X – Computer Applications in	4	5	25	75	100

			Business – II					
		7BBA4C4	Core – XI – Business Mathematics	4	6	25	75	100
		7BCOA2	Allied – IV- Secretarial Practice-II	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	Skill Based Subject – II- Emergency and Medical Lab Skills.	2	2	25	75	100
		7BVE4/ 7BMY4/ 7BWS4	Manavalakalai Yoga	2	2	25	75	100
			Total	25	30	--	--	700
V	III	4BBA5C1	Core– XII – Marketing Research	4	5	25	75	100
		4BBA5C2	Core – XIII – Management Accounting	4	6	25	75	100
		4BBA5C3	Core – XIV- Business Law	4	5	25	75	100
		4BBAE1A/ 4BBAE1B	Elective – I – Tourism Management(or) Rural Marketing	5	5	25	75	100
		4BBAE2A/ 4BBAE2B	Elective– II – Service Marketing (or) Insurance Management	5	5	25	75	100
	IV	4SBS5A3/ 4SBS5A4/ 4SBS5A5	Skill Based Subject – I- Heritage and Tourism Skill Based Subject – I-Marketing and Sales Management	2	2	25	75	100
			Total	Total	26	30	--	--
VI	III	4BBA6C1	Core – XV – Investment Management	4	5	25	75	100
		4BBA6C2	Core – XVI – Financial Management	4	5	25	75	100
		4BBA6C3	Core – XVII – International Marketing	4	5	25	75	100
		4BBA6C4	Core – XVIII – Project Report & Viva-Voce	4	6	40	60	100
		4BBAE3A/ 4BBAE3B	Elective–III–Retail Management (or)Customer Relationship Management	5	5	25	75	100
	IV	4SBS6B3/ 4SBS6B4/ 4SBS6B5	Skill Based Subject – II-Basic Internet and Office Automation Lab. Skill Based Subject – II- Fruits, Vegetables Preservation Skills	2	2	25	75	100
			Total	25	30	--	--	700
			Grand Total	140	180	--	--	4000

I YEAR –I SEMESTER

COURSE CODE-7BBA111

COURSE – I - jkpo;r;nrk;nkhopAk; tzpf kly;fSk;

myF 1

nkhop – tpsf;fk; – nkhopf; FLk;gq;fs; – cyfr; nrk;nkhopfs; – ,e;jpar; nrk;nkhopfs;– nrk;nkhopj; jFjpf; – tiuaiwfs; – thOk; nrk;nkhopj; jkpo; – jkpopd; njhd;ik – jkpopd; rpwg;Gfs; – jkpo;r; nrk;nkhop E}y;fs; – jkpo;r;nrk;nkhop mwpe;Njw;G – Kaw;rp Nkw;nfhz;l mwpQh;fs;> mikg;Gfs;> njhlh; Kaw;rpfs; – cyfj; jkpo;r; nrk;nkhop khehL> 2010.

myF 2

tzpff; fbjq;fs; – nghUs; – Njit – Kf;fpaj;Jtk; – Nehf;fq;fs; – mbg;gilf; \$Wfs; – tzpff; fbjq;fspd; nghJ mikg;G – fbj tiffs;.

myF 3

tpahghuf; fbjq;fs; – KidT kw;Wk; tprhuiz fbjq;fs; – tpiyg;Gs;spfs; – MizAWf;fs; – MizAW epiwNtw;Wjy; – Gfhh;fSk; rhp;fl;IYk; – epYitj; njhif epidTWj;jy; – t#y; nra;jy;.

myF 4

Rw;Wf; fbjq;fs; – tpw;gidf; fbjq;fs; – muRj;Jiw kw;Wk; nghJ Nrit mikg;G rhh;e;j fbjq;fs;

myF 5

tq;fpf; fbjq;fs; – fhg;gPl;Lf; fbjq;fs; – Ntiy Ntz;b tpz;zg;gf; fbjk; – gj;jphpif MrphpaUf;F fbjq;fs;



**I YEAR – I SEMESTER
COURSE CODE: 7BBA121**

COURSE – I - BUSINESS ENGLISH

Unit I

Basic English Grammar – Tenses and Voices – Simple Exercises – Paragraph construction – Essay writing – Developing hints into paragraphs / essays – Comprehension of a given passage.

Unit II

Business Letters – different structural forms – parts of a business letter – essentials of an effective business letter – simple business letters: Placing order, Complaint letter & Sales letter.

Unit III

Job Application Letters – Bio-data – Testimonials – Interview call letter – Appointment order – Complaint / Request Letters to public authorities – Letters to the editor

Unit IV

Internal Communications – Office Memorandums – Office circulars – Charge sheets – Letters of confirmation, promotion, termination and resignation

Unit V

Characteristics of good Advertisement copy – Structure of an advertisement copy – Types of advertisement copy – Writing effective advertisement copy – Exercises on writing advertisement copy for products and organizations – Email – Guidelines in managing Emails.

Reference Books

1. Essentials of Business Communication – Rajendra Pal & J.S.Korlahalli
2. Effective Business English Correspondence – Ramesh & Pattanshetti
3. Developing Communication Skills – Krishna Mohan & Meera Banarji
4. Business Communication Strategies – Matthukutty M. Monipally



I YEAR – I SEMESTER

COURSE CODE: 7BBA1C1

CORE COURSE-I – MANAGERIAL ECONOMICS

Unit I

Managerial Economics: Meaning, Nature and Scope ; Managerial Economics and Business Decision Making - Demand analysis – Types of Demand – Determinants of Demand – Why the Law of demand – Why Demand curve slopes downward – Law of supply – Law of diminishing Marginal Utility – Concept of Consumer Surplus.

Unit II

Elasticity of Demand – Types – Indifference curve analysis – Returns to Scale – Increasing returns to scale – Diminishing and constant returns to scale.

Unit III

Concept of Cost – Break Even Point – National Income – Measurement and its difficulties.

Unit IV

Concept of Normal Profit – Scales maximization Principle. Monopoly – Monopolistic Competition – Economics of Bulk Purchase. Perfect competition – Imperfect Competition, Oligopoly.

Unit V

Functions of Money – Role of Commercial Banks – RBI – Methods of credit control – Monetary and Fiscal Policies.

SUGGESSTED READING:

1. Principles of Economics - M.L.Jhingan
2. Micro Economics - M.L.Seth
3. The Indian Economics - Ishwar C.Dhingra
4. Managerial Economics - Jorl Dean



**I YEAR – I SEMESTER
COURSE CODE: 7BBA1C2**

CORE COURSE-II - FINANCIAL ACCOUNTING

Unit I

Introduction to Financial Accounting – Book keeping – Meaning and objectives – Double entry system – Importance – advantages – Journal and ledger – Preparing Trial balance – Subsidiary books – Different types of Cash books – Bank Reconciliation Statement.

Unit II

Final Accounts – Capital and Revenue items – Preparation of Trading, Profit and Loss account and Balance Sheet – Adjustment entries – Account Current – Average Due Date

Unit III

Accounts from incomplete records – Defects – Ascertainment of profit – Conversion of single entry into double entry

Unit IV

Accounts of Non-profit Organisations – Capital, Revenue, Deferred Revenue Expenditures – Preparation of Receipts and Payments Account and Income and Expenditure Account – Balance Sheet

Unit V

Depreciation – Meaning – Causes – Needs – Provisions and Reserves.

Text and Reference Books:

- | | | |
|----------------------|---|--------------------------|
| Advanced Accountancy | – | R.L.Gupta |
| Advanced Accountancy | – | R.S.N.Pillai & Bagavathi |
| Advanced Accountancy | – | S.P.Jain & K.L.Narang |

(Note: Questions must be 60% on problems and 40% on theory parts)



**I YEAR – I SEMESTER
COURSE CODE: 7BHIA1**

ALLIED COURSE – I - MODERN GOVERNMENTS – I

Unit I

Constitution: Meaning, Purpose and contents of Constitution - Classification of Constitution Written and unwritten constitution – Merit and Demerits - Flexible and Rigid constitution – Merits and Demerits.

Unit II

State : Meaning - Features of the unitary state- Merits and Demerits. - Federal state- Characteristics of a federal state- Merits and Demerits – Quasi Federation – Theory of Separation of Powers.

Unit III

Executive : Functions of Parliamentary Form- Presidential Form -Plural Executive – Features – Merits and Demerits.

Unit IV

Legislature :- Functions of legislature – Unicameral Legislature - Bicameral Legislature – Features - Merits and Demerits – Political Parties – Role of Ruling party and opposition party.

Unit V

Judiciary: Functions of Judiciary-Independence of Judiciary – Judicial Review - Rule of law- Administrative law- Features - Merits and Demerits.

Books for Reference:

- | | | |
|-----------------------|---|---|
| 1. Back James | – | Constitution of United States. |
| 2. Huges, Christopher | – | The Federal Constitution of Switzerland |
| 3. Wheare, K.C. | – | Modern Constitution. |
| 4. Strong, C.F. | – | Modern Governments. |
| 5. Chawdhry B.B | – | Political Science Theory of Practice |
| 6. Hansraj | – | Indian Administration |
| 7. Gomathi Nayagam .P | – | Modern Governments |
| 8. Ramalingam.T.S | – | Modern Governments |



PART IV (D) – (C)
NON – MAJOR ELECTIVE – COURSE – I
I YEAR – I SEMESTER COURSE CODE: 7NME1C COURSE 1 –
COMMUNICATIVE ENGLISH
15 hours per Semester – 1 hour per Week

Objective

To enable each learner at the college level to communicate effectively in English both in the spoken and in the written mode

Theory

Practice oriented course. Hence, 75:25 scheme of marking has to be followed. 75 marks for external assessment. 25 marks for internal marks assessment. Internal assessment will be carried out by the teacher who teaches the course while the external evaluation will be done by a group of 2 or 3 teachers who teach the course from the same college or from the nearby colleges.

Unit I BASICS OF ENGLISH

Sentence- Clause-Phrase-Word-Morpheme. Introduction to sounds of English-stress- intonations

Unit II INTRODUCTION TO LSRW SKILLS

Listening –Reading-Speaking-Writing skills

Unit III SPOKEN COMMUNICATION

Participating in Conversation. Preparation of Speech for shorter or longer duration

Unit IV WRITTEN COMMUNICATION-I

Note-Making-Summarizing-Paraphrasing-letter writing

Unit V WRITTEN COMMUNICATION-II

Introduction to preparing curriculum vitae-Creating and verifying personal and official e-mail-Preparing notice circulars, memos and agenda for a meeting-Report writing- Common errors in English Translation.

ACTIVITIES

1. Arrange the conversation between the students.
2. Preparing the speeches (for example, introducing a speaker or proposing a vote of thanks at the college function, explaining an experiment & etc.,)
3. Passage for note making
4. Passage for summarizing
5. Writing a paragraph on any topic(Statements and proverbs can be given)
6. Writing a C.V.
7. Writing a memo/notice/agenda/email/report
8. Ten sentences form Tamil to English & English to Tamil
9. Ten Sentences from error correction.

RECOMMENDED BOOKS

1. “Success with Spoken English II” Dr. Saraswathi and Dr. Noorjahan kother adham (2000), Common Wealth University books, Chennai.
2. “Teaching Spoken English and Communication Skills” Rev.Dr.Francis Soundararaj (1995), T.R.Publication, Chennai.
3. “Developing Communication Skills,” Krishna Mohan and Meera Benerji (2002) Macmillan India Limited.
4. 3 volumes – vowels
– Consonants
– Rhythm and Intonation prepared by Ciefc and published by Oxford University Press, Chennai.

**II YEAR – II SEMESTER
COURSE CODE: 7BBA211**

COURSE - II : mYtyf Nkyhz;ik

myF 1

mYtyf Nkyhz;ik – mYtyfj;jpd; nghUs;; – mYtyfj;jpd; gzpfs;,,,,,,; – mYtyf Nkyhz;ikapd; ,yf;fzk; – Nkyhz;ikapd; gzpfs; – mYtyf Nkyhshpd; jFjpf; kw;Wk; gzpfs; – mYtyf mikg;G – nghUs;> nfhs;iffs;> tiffs;> mikg;G tpsf;fg;glk;> mYtyf ifNaL.

myF 2

mjpfhu xg;gilg;Gr; nray; Kiwfs; – chpik xg;gilg;G – nray;Kiw tiffs;> gpur;rpids;> mjpfhuj;ijg; gutyhf;FjYk; ikag;gLj;JjYk;: fhuzpfs;> ed;ikfs;: Jiwfisaikj;jypd; tiffs;> mYtyf ,l mikg;Gf;fhd fhuzpfs;; mYtyf mikg;Gj; jpl;lk; jahhpj;jy;> mYtyf kidj;Jizg; nghUl;fspd; tiffs;> ftdj;jpy; nfhs;s Ntz;ba fhuzpfs;.

myF 3

gzpf;Nfw;w #o;epiy – ntwpg;Gw kw;Wk; cl;Gwf; fhuzpfs;> gzp vspjhf;Fjy; kw;Wk; Nkk;ghL. jfty; njhlh;gpd; ,yf;fzk;> tiffs;> vOj;Jj; jfty; njhlh;gpd; rpwg;Gfs;> ntspg;Gwj; njhlh;G Kiw> jfty; njhlh;G rhjdq;fs;.

myF 4

mQ;ry; KiwAk; fbjg; Nghf;Ftuj;Jk; ikaf; fbjg; Nghf;Ftuj;Jk; gutyhf;fg;gl;l fbjg; Nghf;Ftuj;Jk;> fbjk; jahhpj;jy;> mQ;ry; eilKiwiaj; jahhpj;jy;> ikag;gLj;jg;gl;l kw;Wk; gutyhf;fg;gl;l mQ;ry;Jiw> gad;gLj;jg;gLk; ve;jpuq;fs;> gjpNtLfs; guhkhp;G – gFj;jy;> ve;jpuq;fs;> guhkhp;Gf; FwpaPL> nray;Kiwfs;> mYtyfg; gbtq;fs; – Nehf;fq;fs;> ed;ikfs;> tiffs;> tbtikg;G> msT> fl;Lg;ghL.

myF 5

Nfhg;gpLjy; – Nfhg;gpLk; Kiwfs;> tifg;gLj;Jjy;> Rl;lufhj – ,ay;Gfs;> tiffs;> mYtyf ,ae;jpuq;fSk; rhjdq;fSk; – tiffs;> fzpg;nghwppd; gad;fs;.

ghIE}y;:

mYtyf Nkyhz;ik – Kidth; Mh;. uh[Nrfud;.



**I YEAR – II SEMESTER
COURSE CODE: 7BBA221**

COURSE - II - BUSINESS REPORT WRITING

Unit I:

Introduction: Need for developing report writing skill – Business Reports: Meaning and characteristics – Kinds of Business Reports – Steps in drafting formal business reports – Structure of a business report.

Unit II:

Report by individuals – situations – points to be considered in writing individual reports – Routine, analytical and investigative reports – Reports by company secretary: statutory and other reports – exercises.

Unit III:

Committee Reports – reports on problems / opportunities in business – Writing agenda and minutes – essentials in writing minutes – minutes of various meetings – exercises.

Unit IV:

Art of summarizing reports – Precis writing practice – Public relations Department: Importance – Functions of PRO – External and internal relations.

Unit V:

Press Reports – importance – Writing press releases by companies – occasions – Market Reports – nature – writing simple market reports – exercises.

(Note: Questions must be asked 60% on writing model reports / minutes and précis which are covered in Units II, III and V – Remaining 40% questions on theory)



**I YEAR – II SEMESTER
COURSE CODE: 7BBA2C1**

CORE COURSE – III - PRINCIPLES OF MANAGEMENT

Unit I

Nature and evolution of management – Meaning and definition of management – Contributions of Taylor, Fayol, Mayo and Peter Drucker – Functions of management – Management: Art, Science and Profession – Administration Vs Management – Functional areas of management – Managerial skills: Technical, Human, Conceptual and decision making – Levels of management.

Unit II

Planning: Definition, importance and characteristics – Planning process – types of plans – Merits and demerits of planning – concept of MBO – Business Forecasting: Definition and methods of forecasting – Decision Making: Nature, importance and steps in Decision making– Decision making techniques.

Unit III

Organising: Meaning, definition and Principles, Formal and Informal Organisation – Organisation structure – Line and staff organization – Types of Groups – Formal and Informal Groups – Merits and demerits of the groups

Unit IV

Directing: Definition and Principles of Directing – Motivation: Meaning, nature and importance – Maslow, Mc Gregor, Herzberg Mc Cleland, and Alderfer theories of motivation– Delegation of Authority – Centralization and decentralization – Merits and Demerits. Staffing: meaning and importance of staffing – Recruitment, selection, training of staff.

Unit V

Controlling : Meaning, definition and need – Principles of controlling – Controlling techniques. Co-ordination: Meaning, need and features – Techniques – Problems in coordination.

Text and Reference Books:

1. Principles of Management - K.Sundar
2. Principles of Management – L.M.Prasad
3. Principles of Management – Dr.G.Venkatesan, R.K.Sharma & Shashi K.Gupta
4. Management: Theory and practice – C.B.Gupta.



I YEAR – II SEMESTER
COURSE CODE: 7BBA2C2
CORE COURSE - IV - COST ACCOUNTING

Unit I

Cost Accounting – Meaning – Objectives – Functions – Importance – Advantages and Limitations – Cost Accounting Vs Financial Accounting – Cost Analysis – Cost Elements – Classification and Methods – Cost Unit and Cost Centre.

Unit II

Materials control – Objectives and advantages – Purchasing – Centralized and decentralised purchasing – Merits and Demerits – Stock Levels – EOQ, BIN card – ABC analysis – Stores ledger– Material Issues – FIFO, LIFO, Simple Average and Weighted Average Methods.

Unit III

Labour – Direct and Indirect Labour – Labour Turnover – Methods of Wage payment – Incentive plans.

Unit IV

Overheads – meaning – classification of Overheads – allocation and Absorption of overheads– Reconciliation of Cost and financial Accounts.

Unit V

Preparation of Cost Sheet – Unit or Output costing – Meaning – Tenders and Quotation.

Text Books

1. Cost Accounting – S.P.Jain and K.L.Narang
2. Cost Accounting – RSN Pillai and Mrs.Bhagavathi
3. Cost Accounting – SP.Iyengar
4. Cost Accounting – T.S.Reddy and A.Murthy Margham

Publishers.(**Note: Questions must be 60% of problems and 40% of theory parts**)



**I YEAR – II SEMESTER
COURSE CODE: 7BHIA2**

ALLIED COURSE – II - MODERN GOVERNMENTS – II

Unit I

Constitution of India: Salient Features – The Parliament - Lok Sabha – Rajya Sabha – Constitutional Amendment in India - The President – Powers & Functions – The Cabinet – Prime Minister – Powers and Functions – The Judiciary – Supreme Court of India – High courts of India .

Unit II

Constitution of England: Salient Features of the English Constitution – Powers and Prerogative of the crown – Cabinet system- The Prime Minister – House of Lords – House of Commons – the British Judiciary.

Unit III

Constitution of U.S.A. : Salient features of the constitution – Constitutional Amendment –Election of American President – Powers and functions of the President – the Senate – Powers and functions of the Congress – the American Judiciary.

Unit IV

Constitution of Switzerland: Salient features of the Swiss Constitution – The Federal Executive – The Federal Legislature – The Federal Tribunal – Direct Democracy – Merits and Demerits.

Unit V

Constitution of France : Salient Features – The President of France – Election – Powers and functions – The Prime Minister – Powers and functions –The French parliament – the Senate – the National Assembly – Powers and functions – Committee system – The French Judiciary – Ordinary Courts – Administrative Courts .

Books for Reference:

- | | | |
|-----------------------|---|---|
| 1. Back James | – | Constitution of United States. |
| 2. Huges, Christopher | – | The Federal Constitution of Switzerland |
| 3. Wheare, K.C. | – | Modern Constitution. |
| 4. Strong, C.F. | – | Modern Governments. |
| 5. Gomathi Nayagam .P | – | Modern Governments |
| 6.Ramalingam .T.S | – | Modern Governments |
| 7.Kasthuri .J | – | Modern Governments |
| 8. Chawdhry .B.B | – | Political Science Theory & Practice. |



COURSE CODE: 7BES2
I YEAR – II SEMESTER

COURSE – ENVIRONMENTAL STUDIES

Unit I The Multidisciplinary Nature of Environmental Studies

Definition, Scope and importance
Need for public awareness

Unit II Natural Resources

Renewable and non-renewable resources

- A) Forest resources: use and over-exploitation, deforestation, case studies, timber extraction, mining, dams and their effect on forests and tribal people
- B) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- C) mineral resources: use and exploitation, experimental 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 resources, case studies.
- F) Land resources: land as a resource, land degradation, main induced landslides, soil-erosion and desertification
 - Role of individual in conservation of natural resources
 - Equitable use of resources for sustainable lifestyle

Unit iii ecosystems, bio-diversity and its conservation

Ecosystems

- ✓ Concept of an ecosystem
- ✓ Structure and function of an ecosystem
- ✓ Energy flow in the ecosystem
- ✓ Food chains, food webs and ecological pyramids

Biodiversity and its conservation

- ✓ Introduction- definition: genetic, species and ecosystem diversity
- ✓ Bio-geographical 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 IV Environmental Pollution

- Causes, Effects And Control Measures Of:-

- A. Air pollution
- B. Water pollution
- C. Soil pollution
- D. Marine pollution
- E. Noise pollution
- F. Thermal pollution
- G. Nuclear hazards

Unit V Field Work

- Visit to a local area to document environmental assets—river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site- urban/rural/industrial/agricultural
- Study of common plants, insects, birds
- Study of simple ecosystem-pond, river, hill slopes, etc

Books for Reference:

1. Agarwal, k.c.2001 environmental biology, nidi publ.ltd., bikaner
2. Bharucha erach the biodiversity of india, mapin publishing pvt. Ltd, ahamedabad-380013,india, email: mapin@cent.net®
3. Burner r.c. 1989, hazardous waste inclineration mcgraw hill inc.480p
4. Clark r.s. Marine pollution, clanderson press oxford(tb)
5. Cunnigham, w.p.cooper, t.h.gorhani, e& hepworth, m.t 2001 environmental encyclopedia, jaico publ. House, mumbai, 1196p.
6. De.a.k.environmental chemistry, wiley eastern ltd.
7. Down to earth, centre for science and environment®
8. Gleick h.p. 1993, water in crisis, pacific instutue for studies in dev, environment & security, stockholm env. Institute,oxford univ.press,473p
9. Hawlinks r.e., encyclopedia of indian natural history, bombay natural history society, bombay (r)
10. Heywood, v.h & watson, r.t.1995, global biodiversity assesment, cambridge univ.press, 114op
11. Jadhav, h&bhosale v.m.1995, environmental protection and laws, himalaya pub; house, delhi 284p
12. Mckinney, m.l & schoch, rm.1996 environmental science systems& solutions, web enhanced edition 639p
13. Mhaskar a.k.matter hazardous, techno-science publications(tb)
14. Miller t.g. Jr.environmental science wadsworth publicing co(tb)
15. Odurm, e.p.1971 fudamentalof ecology, w.b.saunders co. Usa 584p
16. Rao m.n & datta, a.k., 1987, tehchno-science, waste water treatment. Oxford& ibh publ, co.pvt. Ltd.,345p
17. Sharma b.k. 2001, environemtal chemistry goel publ,house,meerut
18. Survey of the environmental the hindu(m)
19. Townsend c, harper j, and michael degon,essential of ecology,blakewell science (tb)
20. Trivedi r.k., hand book of environmental laws, rules, guidelines, compliances and standards, vol i and ii, enviro meida ®
21. Trivedi r.k. & p.k.goel introduction to air pollution,techno-science publications (tb)
22. Wanger k.d, 1998 environmental management w.b. Environmental management. W.b.saunders co. Philadelphia, usa.499p

II YEAR – III SEMESTER
COURSE CODE: 7BBA3C1
CORE COURSE - V - ORGANIZATIONAL BEHAVIOUR

Unit I

Organisational Behaviour: Meaning and Scope of Organisational Behaviour – Features of Organisational Behaviour – Individual behaviour and Group behaviour.

Unit II

Personality: Meaning – Determinants – Personality Traits – Personality attributes influencing OB. **Perception:** Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.

Unit III

Communication: Meaning, functions and process of Communication – Barriers to effective communication and methods of overcoming – **Leadership:** Meaning and types – Importance– Trait theories – behavioural theories – Managerial Grid.

Unit IV

Conflict: Meaning and types of conflict – Negotiation process. **Stress:** Stress and behavior – Sources of stress – General Stress syndrome – Effects of job stress – Individual and Organisational strategies in managing stress.

Unit V

Organisational Change: Meaning, need and significance – External and internal forces – Resistance to change – Steps in managing change. **Organisational Development:** Objectives of OD program – Basic OD assumptions – OD interventions.

Text Books:

1. Organisational Behaviour – Stephen P. Robbins
2. Organisational Behaviour – Jit.S. Chandan
3. Organisational Behaviour – L.M. Prasad
4. Organisational Behaviour: Text and Cases – Sundar.K



**II YEAR – III SEMESTER
COURSE CODE: 7BBA3C2**

CORE COURSE - VI - BUSINESS STATISTICS

Unit I

Introduction to statistics – definitions – use of statistics in business – Limitations – Types of Series– Formulation of frequency distribution – diagrammatic and graphic presentation – significance of diagrams and graphs

Unit II

Measures of central value – average – meaning – objectives of average – types of average – limitations of averages - Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – relationship among averages.

Unit III

Dispersion – meaning – methods of measuring dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of variation – uses of dispersion.

Unit IV

Correlation – definition – Correlation analysis – types of correlation – methods of studying correlation – Scatter diagram, Graphical method, Karl Pearson’s coefficient correlation – Rank correlation – uses of correlation analysis – Regression Analysis – definition – regression equations.

Unit V

Index Numbers – meaning – uses – construction of index numbers (Chain base method excluded) – cost of living index – limitations of index numbers – Time Series – components – measurement of trend – graphic method, semi average method, Moving averages method, method of least squares, Uses of time series.

Books Recommended:

- | | | |
|-------------------------------------|---|------------------------------|
| 1. Statistical Methods | – | S.P.Gupta |
| 2. Business Statistics | – | S.P.Gupta & M.P.Gupta |
| 3. Statistics – Theory and Practice | – | M.C.Shukla & S.C.Gulshan |
| 4. Statistics | – | R.S.N. Pillai & V.Bagavathi. |



II YEAR – III SEMESTER

COURSE CODE: 7BBA3C3

CORE COURSE - VII - COMPUTER APPLICATIONS IN BUSINESS - I

Unit I

Introduction to Computers – Computers Software Languages – flow charting – Programming concepts – Assembly language – High level language – Operating system – Compilers – Assemblers – Packages.

Unit II

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell check – Grammar check – Working with Tables – Saving, Opening and closing Document – Mail Merge.

Unit III

MS PowerPoint – Creation – Insert Picture – Animation – Creating Multimedia Presentations– Insert tables and Graphs

Unit IV

MS Excel – Introduction – Spreadsheet – Entering data in Working Sheets – Editing and Formatting Worksheets – Charts – Functions like Saving, Opening and closing Work book.

Unit V

Introduction to internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – Email – How to create Email – Internet Vs Intranet – Webpage – URL.

Book for Reference:

Complete Reference on MS Office – Deitel & Deitel



II YEAR – III SEMESTER
COURSE CODE: 7BCO A1
CORE COURSE – SECRETARIAL PRACTICE –I

Unit –I

Company secretary: Definition – Secretarial work – Types of secretaries –Routine secretary, Executive secretary – Appointment – Dismissal – Rights – Duties and responsibilities.

Unit – II

Company Secretary and company formation: Promotion of joint stock companies with special reference to duties and liabilities of secretary – licensing –Industries (Development and Regulation) Act – Controller of Capital Issues

.Unit-III

Registration – Preparation and filing of relevant documents – Memorandum, Articles etc. – Incorporation – Certificate of Commencement – Prospectus – Allotment of shares – Forfeiture – Re-Issue of share certificates and share warrants.

Unit-IV

Law and Procedure of meeting : Secretarial duties – Kinds of meeting – Conduct – Procedure of discussion – Chairman – Rules for debates – Voting – Proxy – (A detailed study with reference to the Companies Act, 1956 needed).

Unit-V

Meeting – Secretarial Work – Drafting notices – Agenda – Motion – Resolution, minutes- minutes books – Drafting of statutory report – Director’s report and chairman’s speech.

PART IV (I) – (C)

NON – MAJOR ELECTIVE – COURSE II

**II YEAR – III SEMESTER
COURSE CODE: 7NME3C**

COURSE II – EFFECTIVE EMPLOYABILITY SKILLS

Unit I Curriculum Vitae & Facing the Interview

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

Unit II Interpersonal Communication

One to one Communication
One to group Communication

Unit III Group Discussion

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

Unit IV Team Work

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

Unit V Motivation

Leadership & Motivation, Behaviour, Motives Managerial Skills

Books for Reference:

1. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
2. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
3. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
4. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



PART IV (2) – SKILL BASED SUBJECTS (SBS)

GROUP I – SET I

II YEAR – III SEMESTER

COURSE CODE: 7SBS3A1

COURSE I – COMPETITIVE EXAMINATION SKILLS

Objectives:

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

Unit I

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role - History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

Unit II

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

Unit III

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

Unit IV

Spatial and perceptual abilities, situation reaction test

Unit V

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

Books for Reference:

1. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., 1-
10, green park extension, new delhi 110 016., 2001
2. Competition success review magazines.



PART V

II YEAR – III SEMESTER COURSE CODE: 7BEA3

PART – V – EXTENSION ACTIVITIES

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to be carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

S. No.	Criteria	Maximum Marks
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
Total		100



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C1

CORE COURSE -VIII – PRODUCTION AND OPERATIONS MANAGEMENT

Unit I

Operations management – definition, objectives and functions – Plant location –factors influencing plant location – urban and rural plant sites – multiple location. Plant layout – objectives, principles, different types of layout – their merits and demerits and suitability.

Unit II

Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and objectives-Time study and Motion study.

Unit III

Production planning and control – need, functions – planning, routing, scheduling. Material handlings – Functions and principles – various types of material handling equipments.

Unit IV

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection- Samples- sampling techniques.Steps in quality control, benefits of quality control.

Unit V

Materials management – meaning – need – functions of materials management – Integrated materials management. Functions of store keeper – types of material – Material issue procedure – Inventory control – importance, objectives – Stock levels – EOQ, ABC analysis.

Books Recommended:

1. Production / operation management – Elwood Buffa
2. Production / operation management – S.N.Chary
3. Materails management – an integrated approach – P.Gopalakrishnan and M.Sunderesan
4. Purchasing and material Management – Text and cases – Lamar Lee Jr. and Doanald W.Dobler.
5. Materials Management – M.M.Varma.



**II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C2**

CORE COURSE - IX - MARKETING MANAGEMENT

Unit I

Marketing Management – meaning – functions – distinction between marketing and selling – marketing environment – organization of marketing department.

Unit II

Market – classification of market – bases of segmentation – buyer decision behaviour – types– determinants of consumer behavior – Marketing Mix – elements.

Unit III

Product Planning – meaning – product features – classification of products – product line and product mix decision – new product development – product life cycle – Branding – brand name, brand mark, trademark and labeling – Packaging – types.

Unit IV

Pricing – meaning and objectives – strategies – price leader – resale price maintenance – methods of pricing. Distribution planning – structure, types and levels of channels – wholesaling – retailing – functions.

Unit V

Sales Promotion – techniques – Sales forecasting – Personal selling – sales quotas – AIDA model of selling – procedure in effective selling.

Books Recommended:

1. Marketing Management – Philip Kotler
2. Fundamentals of Marketing – William J. Standon
3. Principles and Practice of Marketing I India – C.B.Memoria
4. Marketing Management: Text and Cases – an Indian Perspective – Dr.R.K.Varshney and Dr.S.L.Gupta
5. Sales Management – Richard R.Still, Edward W. Cundiff & Norman AP Gowani.
6. Essentials of Marketing – Sundar.K



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C3

CORE COURSE - X - COMPUTER APPLICATIONS IN BUSINESS – II

Unit I

Introduction – Role of Computer in Accounting – Extended Enterprise Features – Accounting and Inventory features – sales and purchase order processing – To start Tally – menus and options – Accounting with Tally – Pre-define groups of accounts – Golden rules of accounts – Double entry systems – Ledger creation.

Unit II

Gateway of Tally – Accounts Information – Primary groups of capital nature – revenue nature – To create groups using single mode – multiple modes – types of Budget – types of vouchers – Restart numbering – Foreign Exchange Transactions – Gateway of Tally – Inventory Information – single stock group creation – multiple stock group creation – create stock category using single mode – multiple mode – configuration settings for inventory – costing methods – FIFO – LIFO – create stock items in multiple mode – Trading Business.

Unit III

Gateway of Tally – Voucher entry – Types of voucher – Inventory allocations – Purchase and sales order vouchers, entry – Invoice entry – optional and regular vouchers – Balance sheet – Gateway of Tally – Profit and loss Account.

Unit IV

Gateway of Tally – Display – Trial Balance – Accounting Books and Statements – Inventory Reports and statements – cash flow / funds flow statement – Gateway of Tally – Multi Accounting Printing – types of printing configuration options.

Unit V

Reconciliation of bank accounts and other Miscellaneous option – Stock summary ratio analysis – Import and Export of data – backup and restore of data – loading of company – creating a group company – Reconciliation of bank accounts – security control – user and passwords – types of security – case study for manufacturing Accounts (minimum 3 problems) – case study of trading Business (minimum 3 problems) – Tally ODBC – Exchange and Merge data.

Text Books:

1. Tally software Package – Manual.
2. Computer Application in Accounting Software – Dr.P.Kasivairavan.



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C4
CORE COURSE -XI - BUSINESS MATHEMATICS

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to economics using marginal concept (**Elasticity of demand – Excluded**)

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – integration by substitution (**Trigonometric functions, integration by parts, method of partial fractions are Excluded**) – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

Text Books:

Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.



II YEAR – IV SEMESTER
COURSE CODE: 7BCO A2
CORE COURSE – SECRETARIAL PRACTICE –II

Unit I MEMBERS OF A COMPANY

Shareholders and members – Who can become a member? How to become a member? Rights of members – Liability of members – Termination of membership – Expulsion of a member – Impersonation of a member.

Unit II COMPANY MANAGEMENT

Nature of company management –Pattern of company management–Levels of management – Directors – Appointment of directors – Qualifications of directors - Disqualifications of directors – Removal of directors – Duties of directors – Managing Director – Manager - Liabilities of directors – Managerial remuneration – Auditors – Qualifications and disqualifications of an auditor – Rights and powers of an auditor – Duties of auditors – Special audit-Accountant – Solicitors.

Unit III COMPANY RETURNS AND CIRCULARS

Initial returns – Casual returns – Periodic returns- Annual return – Company notices – Duties of Secretary – Resolutions requiring special notice – company circulars and reports- Types of reports – Financial and statistical returns – Specimens.

Unit IV DIVIDENDS

Declaration of dividends – Sanction of dividends – Rules regarding dividends – Kinds of dividends – Payment of dividends – Duties of Secretary regarding payment of dividends, interest, Reserves and bonus shares

Unit V WINDING UP, DEFUNCT COMPANY AND ITS REVIVAL:

Modes of winding up- Winding up by the court – Consequences of winding up order- powers of liquidator – Duties of liquidator – Dissolution of company – Voluntary winding up – Kinds of voluntary winding up – Creditors’ voluntary winding up – Members’ voluntary winding up – Winding up subject to the supervision of court – Winding up of unregistered company – Defunct company – Dissolution of defunct company – Revival or restoration of a defunct company – Powers of the court.

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**II YEAR – IV SEMESTER
COURSE CODE: 7SBS4B2**

COURSE II – EMERGENCY AND MEDICAL LAB SKILLS

Objectives:

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

Unit I

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

Unit II

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

Unit III

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

Unit IV

Awareness Programmes on the importance of locally available herbal plants and Vegetables.

Skin lashes poor eye-sight anemia

Unit V

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

Books for Reference:

1. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16th Main Road, Anna Nagar, Chennai – 600 040.
2. Dr.Rama Rao, “Handbook of First Aid”, Chennai.



**II YEAR – IV SEMESTER
COURSE CODE: 7BMY4**

COURSE – MANAVALAKALAI YOGA

**VALUE EDUCATION
kdtstf;fiy Nahfh**

A BRIEF INTRODUCTION ABOUT MANAVALAKALAI YOGA

in the “manavalakalai yoga”, practices formulated by thathuvagani vethathiri maharishi do not have any bearing on religion, caste or creed. this is an education for culturing the mind. it does not contain any customary observances of any sect. it comprises only rational and scientific education and practices. these are offered to all people without any discrimination.

learning and practicing manavalakalai yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. offering this yoga to students is the only means through which social welfare could be derived. on the whole, manavalakalai yoga would be of immense help to achieve a holistic life for any human folk.

“for education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared dr.radhakrishnan.

the heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. it is the need of the hour that the students of colleges and universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. our education to be socially relevant, it must inculcate in our youth this duty consciousness. every institution has this obligation to the society.

the quality of mind determines the quality of the man. mind can be considered to be the collective form of the thoughts arising spontaneously. an understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. then only good thoughts, words and deeds and also other virtues would prevail among the students.

This course strives to achieve the following:

- To train and develop the physical body for leading a healthy life.
- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

DETAILS OF NUMBER OF CENTRES AND YOGA MASTERS IN EACH DISTRICT OF TAMIL NADU

S. NO.	DISTRICT	CENTRES	yOGA mASTERS
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
Total		1489	7667

80 HOURS

UNIT I YOGA AND PHYSICAL HEALTH

- 1.1 Physical structure – three bodies – five limitations
- 1.2 simplified physical exercises – hand exercises – leg exercises – breathing exercises – eye exercises – kapalapathi
- 1.3 maharasanas 1-2 massages – acu-puncture – relaxation
- 1.4 yogasanas – padmasana – vajrasanas – chakrasanas (side) – viruchasanas – yoga muthra – patchimothasanas – ustrasanas – vakkarasanas – salabasanas

UNIT II ART OF NURTURING THE LIFE FORCE AND MIND

- 2.1 maintaining the youthfulness – postponing their ageing process
- 2.2 sex and spirituality – significance of sexual vital fluid – married life – chastity
- 2.3 ten stages of mind
- 2.4 mental frequency – methods for concentration

UNIT III SUBLIMATION

- 3.1 purpose and philosophy of life
- 3.2 introspection – analysis of thought
- 3.3 moralization of desires
- 3.4 neutralization of anger

UNIT IV HUMAN RESOURCES DEVELOPMENT

- 4.1 eradication of worries
- 4.2 benefits of blessings
- 4.3 greatness of friendship
- 4.4 individual peace and world peace

UNIT V LAW OF NATURE

- 1.1 unified force – cause and effect system
- 1.2 purity of thought and deed and genetic centre
- 1.3 love and compassion
- 1.4 cultural education – five fold culture

**III YEAR - V SEMESTER
COURSE CODE: 4BBA5C1**

CORE COURSE XII - MARKETING RESEARCH

Unit I

Marketing Research – Definition – Nature, scope and importance of Marketing Research – Applications, uses and limitations – Position of Marketing Research in India – Role of Marketing Research Agencies.

Unit II

Marketing Research procedure – Scientific methods in Marketing Research – Difficulties in applying scientific methods – Research Design – Exploratory and Conclusive research – methods such as descriptive research and experimental research.

Unit III

Collection of data – Primary data – methods of collection – observation and interview – Methods of interview – merits and demerits – Secondary data – advantages and limitations – evaluating secondary data – sources of secondary data – Questionnaire – steps in drafting questionnaire – Types of errors in information from respondents.

Unit IV

Census Vs. Sampling – Reasons for sampling – Types of sampling – Probability sampling and non-probability sampling – sampling methods – merits and demerits – Attitude measurement– Scaling Techniques – Classification and tabulation of data – presentation of data – Report writing.

Unit V

Motivation Research – techniques and limitations – Product Research – Test Marketing – Advertising Research – Sales analysis research – Consumer Research.

Reference Books

1. Marketing Research: Principles, Applications and cases – D.D.Sharma
2. Marketing Research – Harper Boyd & Ralph Westfall
3. Marketing Research –Taylor
4. Modern Marketing Research – Kulkarni
5. Modern Marketing Research – M.N.Mishra



**III YEAR - V SEMESTER
COURSE CODE: 4BBA5C2**

CORE COURSE XIII - MANAGEMENT ACCOUNTING

Unit I:

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

Unit II:

Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.

Unit III:

Fund flow statement and cash flow statement – meaning, merits and demerits – preparation of fund flow and cash flow statements.

Unit IV:

Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis – application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.

Unit V:

Standard costing and variance analysis – meaning, advantages and disadvantages – steps involved in standard costing – variance – material variances – labour variances.

(Note: Questions must be 60% on problems and 40% on theory parts)

Text Books

Management Accounting – S.P.Gupta
Management Accounting – RSN Pillai and Mrs Bagavathi
Management Accounting – Dr.S.N.Maheswari
Management Accounting – T.S.Reddy and A.Murthy



**III YEAR - V SEMESTER
COURSE CODE: 4BBA5C3**

CORE COURSE XIV - BUSINESS LAW

Unit I:

Meaning of Law – Importance – Commercial Law – Meaning – Importance – Law of Contracts –Contract – Meaning – Types – Essentials of a valid Contract – Offer – Acceptance– Consideration– Capacity of Parties

Unit II:

Free Consent – Misrepresentation – Fraud – Co-ercion – Undue Influence – Breach of Contract – Discharge of Contract – Contract of Indemnity and Guarantee.

Unit III:

Sale of Goods Act,1930 – Essentials of a Contract of Sale – Conditions and warranties – Transfer of Property – Unpaid seller – rights.

Unit IV:

Law of Agency – Agent –meaning, Types – Duties, Liabilities and rights of agent and Principal – creation and Termination of Agency.

Unit V:

Companies Act 1956 – Company: Meaning – Types – Characteristics of a Company – Formation of a Company – Necessary Documents – Memorandum and Articles – Introduction about Capital and Shares – Brief Introduction about company Management.

Text Books

- | | | |
|-------------------------------|---|--------------------------|
| 1. Commercial Law | – | N.D. Kapoor |
| 2. A Manual of Mercantile law | – | M.C.Shukla |
| 3. Mercantile law | – | M.J.Sethna |
| 4. Business law | – | R.S.N.Pillai & Bagavathi |



**III YEAR - V SEMESTER
COURSE CODE: 4BBAE1A**

ELECTIVE COURSE –I (A) TOURISM MANAGEMENT

Unit I:

History of travel and tourism – ancient, medieval and contemporary periods – Tourism – definition – forms – Motivation for travel – barriers to travel – tourism product – travel industry network.

Unit II:

International tourism – top tourism promoting countries – major destinations – spending and earnings by different countries and other details – Domestic tourism – Indian tourism – Tourist attractions – preferred places – historical past – culture – seasonality – foreign exchange earnings – profile of visitors – factors influencing tourism development – Social, Economic and Environmental impact on tourism.

Unit III:

Tourism and the State – National Tourism Administration (NTA) – Comparative study of NTAs of various countries – activities of Department of Tourism – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs) – Tourism planning – need for planning – process of planning,

Unit IV:

Surface transport – Airline industry – Travel Agents – functions – automation in travel industry – Computerised Reservation System – Importance of CRS for travel agents – World Tourism Organisation – International Air Transport Association.

Unit V:

Hotel Industry – types of tourist accommodation – management system of hotels – franchise, management contracts, referral systems – hotel industry in India – finance, concessions and incentives given by government – major hotel chains of India – Tourism promotion – role and importance – advertising and publicity.

Books Recommended:

1. Successful Tourism Management (Vol.: I) – Fundamentals of Tourism – Pran Seth
2. Successful Tourism Management (Vol.: II) – Tourism Practices – Pran Seth
3. International Tourism Management – A.K.Bhatia
4. Tourism Marketing – S.M.Jha.



**III YEAR - V SEMESTER
COURSE CODE: 4BBAE1B**

ELECTIVE COURSE – I - (B) RURAL MARKETING

Unit I:

Profile of Rural Marketing – Nature, classification and the potential of rural markets in India– social, cultural and economic and other environmental factors affecting rural marketing.

Unit II:

Profile of Consumer – Attitudes and behaviour of the rural consumer and farmers – Motivating the rural consumer – developing sales force of rural markets – mass communication rural media.

Unit III:

Physical distribution in rural markets – State trading in rural market, Primary retail, wholesale market, secondary wholesale markets, terminal market, methods of sale and rural production.

Unit IV:

Agricultural – Non Agricultural products – classification of Agricultural products – functions of Agricultural marketing processing facilities – determinates of Agricultural prices and marketing margins – Role of Agricultural price commission.

Unit V:

Problem of marketing – Role of Co-operative agencies in marketing – Marketing finance – role of supply chain management – Nature, scope and role of co-operative marketing – Development of co-operative marketing in India.

Books for References:

1. Desai, Vasant – Rural development
2. Porter, Michael E. – Competitive Strategy
3. Rudia, Ashok – Indian Agricultural Economics
4. T.P.Gopalasamy – Rural marketing: LIM, Bangalore.



**III YEAR - V SEMESTER
COURSE CODE: 4BBAE2A**

ELECTIVE COURSE -II (A) SERVICE MARKETING

Unit I:

Meaning and definition of service – services marketing – evolution and growth of service sector – classification of service – difference between goods and service – significance – impact of social environment on the growth of services marketing in India.

Unit II:

Service design – factors to be considered in designing service process – blueprinting – types of service layout – service benchmarking.

Unit III:

Meaning of service – marketing mix – characteristics – process of service mix – service product concept – pricing in service – service promotion.

Unit IV:

Location of service and channel of distribution – classification of location – factors governing location – role of service intermediaries – Franchising – Agent Brokers – Quality of service.

Unit V:

Marketing of service – financial services: Banking, insurance – health services – Education – Tourism – professional or consultancy – Telecommunication services.

Text Books:

Services Marketing – Dr.L.Natarajan: Margham Publications
Services Marketing – Balaji: Himalya Publications
Services Marketing – S.M.Jha: Himalaya Publications
Services Marketing – Thomson, Hoffman: South Western Publications



**III YEAR - V SEMESTER
COURSE CODE: 4BBAE2B**

ELECTIVE COURSE-II - (B) INSURANCE MANAGEMENT

Unit I:

Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.

Unit II:

Nature of Life Insurance – classification of policies – selection of risk – measurement of risk– surrender value – valuation and surplus – management of LIC of India.

Unit III:

Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance – role of manager in marine insurance business – recent trends in marine insurance business.

Unit IV:

Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance– role of a manager in fire insurance – Recent trends in fire insurance business.

Unit V:

Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industry and its impacts.

Recommended Books:

Insurance- Principles and Practice – M.N.Mishra.



**III YEAR –V SEMESTER
COURSE CODE -4SBS5A4
COURSE II – HERITAGE AND TOURISM**

Unit I

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism – Social, Economic and Environmental aspects – Human Rights

Unit II

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

Unit III

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

Unit IV

Travel Guide – Features – requirements – One’s role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

Unit V

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

References

- Bhatia, A. K – Tourism Development Principles and Practices,
(Sterling Publishers (P) Ltd., New Delhi)
- Ananand M. M – Tourism and Hotel Industry in India
(Sterling Publishers (P) Ltd., New Delhi)
- Acharya Ram – Tourism and Cultural Heritage
(Rosa Publications: Jaipur, 1986)
- Jha, S.M – Tourism Marketing (Himalaya Publishing House)

**III YEAR –V SEMESTER
COURSE CODE -4SBS5A5
COURSE III – MARKETING AND SALES MANAGEMENT**

UNIT I

Introduction: evolution of marketing – types of marketing: consumer products marketing, industrial marketing and services marketing – demographic and behavioural dimensions of marketing – marketing planning

UNIT II

Basics of market segmentation, targeting and positioning – components of the marketing mix: product – price – place – promotion – distribution channels: types – merits and demerits

UNIT III

Marketing vs selling – nature and scope of sales management – personal selling and salesmanship – selling function – understanding consumer's decision making process – sales organization and types of selling

UNIT IV

Prospecting – approaching the customer – sales presentation – sales demonstration – negotiating buyer concerns – closing the sale – post sales service and complaint handling

UNIT V

Modern trends in marketing and sales: internet marketing – direct marketing – multi level marketing – relationship marketing – selling through kiosks

References

1. Chunawalla, s. a., sales management, 5th edition (2007), himalaya publishing house
2. Havaladar, krishna; sales and distribution management, 1st edition (2006), tata mcgraw hill
3. Perreault, jr., william; mccarthy, e. jerome, basic marketing, 15th edition, 2006, tata mcgraw hill



**III YEAR - VI SEMESTER
COURSE CODE: 4BBA6C1**

CORE COURSE -XV - INVESTMENT MANAGEMENT

Unit I:

Investment Management – meaning – nature – scope – Investment process – gambling – speculation – securities – equity shares – preference shares – sweat equity – right shares – bonus shares – debentures – bonds – warrants.

Unit II:

Security Market – New Issue Market (NIM) – parties involved in NIM – role of NIM – function of NIM – Secondary market – functions – listing of securities – methods of trading – BSE, NSE, ISE, OTCEI, NSDL, DEMATE – REMATE – SEBI and its role in NIM and stock market – recent trends in stock market and NIM.

Unit III:

Risk – types of risk – risk and return analysis – Fundamental analysis – technical analysis – Efficient Market Theory.

Unit IV:

Portfolio Management – meaning – portfolio construction – objectives of portfolio – selection of portfolio – Markowitz model – Sharpe model – Capital asset pricing model – Arbitrage pricing theory – assumptions, significances and limitations of each theory.

Unit V:

Portfolio Evaluation – meaning – needs – Sharpe's performance measures – Reynar's Performance Index – Jensen's Performance Index – their significance and limitations – Portfolio revision – formula plans, constant rupee value plan – constant ratio and variable ratio plan.

Reference Books

- | | | |
|---|---|-----------------------|
| 1. Investment Analysis and Portfolio Management | – | R.P.Rustogi |
| 2. Investment Management | – | V.K.Balla |
| 3. Investment Management | – | Preethi Singh |
| 4. Security Analysis and Portfolio Management | – | Punithavathi Pandian. |



**III YEAR - VI SEMESTER
COURSE CODE: 4BBA6C2**

CORE COURSE - XVI - FINANCIAL MANAGEMENT

Unit I:

Financial Management: meaning, objectives, functions and limitations – Responsibilities of financial manager – **Capital Structure:** meaning – essentials and principles of capital structure – Factors determining capital structure – (Theory only).

Unit II:

Source of Finance: Long term, medium term and short term – Types of securities – Debt, Equity and Preference stock – **Working Capital Management:** techniques of forecasting working capital – Simple problems.

Unit III:

Cost of capital – concept – importance – classification – Determination of cost of capital – Simple problems.

Unit IV:

Budget and Budgetary control – meaning, characteristics – Advantages, limitations and essentials of a successful budgetary control – classification of budgets – preparation of production, sales and cash budgets – flexible budget – Simple problems.

Unit V:

Capital Budgeting – meaning, importance – factors affecting capital investment proposals – capital budgeting appraisal methods – payback – ARR – NPV – IRR methods – Simple problems.

(Note: Questions must be 40% on problems and 60% on theory parts)

Books Recommended

- | | | |
|---------------------------------------|---|-----------------------|
| 1. Principles of Financial Management | – | S.N. Maheswari |
| 2. Financial Management | – | M.Y. Khan & P.K. Jain |
| 3. Financial Management | – | Dr.S.P.Gupta |
| 4. Financial Management | – | I.M.Pandey |



**III YEAR - VI SEMESTER
COURSE CODE: 4BBA6C3**

CORE COURSE-XVII - INTERNATIONAL MARKETING

Unit I:

Introduction to International Marketing: Definition and scope of International Marketing – Difference between Domestic Marketing and International Marketing – Different modes of International Marketing – Problems in International Marketing – Trends in India’s foreign trade.

Unit II:

Export Policy and Procedure: India’s Export Import Policy – Export documents – Statutory and operational documents – Procedure for exporting.

Unit III:

Modes of export payment: Brief outline on modes of payment – Letter of Credit – Definition and importance – Parties to L/C – types of L/C – Modus Operandi of L/C – Institutional support to promote exports – Incentives available for exporters.

Unit IV:

International Market Research: Consumer behaviour and competition in foreign markets – Issues in market research – Standardisation and adaptation.

Unit V:

International Marketing Strategies: Pricing policy for exports – Distribution channel decisions – Promotion strategies – Globalisation and foreign trade – Role of MNCs.

Reference Books

- | | | |
|---------------------------------------|---|------------------------------|
| 1) International Marketing | – | Francis Cherunilam |
| 2) Export Management | – | TAS Balagopal |
| 3) International Marketing | – | Kanar and Mittal |
| 4) International Marketing Management | – | RL Varshney and Battacharya. |



**III YEAR - VI SEMESTER
COURSE CODE: 4BBA6C4**

CORE COURSE – XVIII- PROJECT REPORT & VIVA-VOCE

Maximum Marks – 100

60% for Report Evaluation

40% for Viva-Voce

(Note: Both are jointly evaluated by External and Internal Examiners)



**III YEAR - VI SEMESTER
COURSE CODE: 4BBAE3A**

ELECTIVE COURSE - III - (A) RETAIL MANAGEMENT

Unit I:

Retailing: Meaning, Nature, Classification – Importance – Factors Influencing Retailing – Functions of Retailing – Retail as a career – Trends in Retailing.

Unit II:

Developing and applying Retail Strategy: Strategic Retail Planning Process – Retail Organization – Classification of Retail Units – Corporate chains, Departmental Stores, Discount Stores, Super Markets, and Warehouse Clubs.

Unit III:

Setting up Retail organization: Size and space allocation, location strategy, factors affecting the location of Retail – Objectives of Good store Design. Types of Layouts – Visual Merchandising Techniques – Controlling Costs and Reducing Inventories Loss – Exteriors, Interiors.

Unit IV:

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Environment and Legislation for Retailing – Foreign Direct Investment in retail – Challenges to retail developments in India – Use of Internet and Related Technology to Improve Retail Business – Electronic Data Interchange, Database Management, Data warehousing

Unit V:

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy – U.S. retailers and foreign markets – Foreign retailers and U.S.markets.

Text and Reference Books:

1. S.Shajahan – Relationship Marketing McGraw Hill
2. Barry Berman and Joel R Evans – Retail Management – A strategic Approach
3. Philip Kotler, Marketing Management, Prentice Hall
4. Swapana Pradhan – Retailing Management
5. Dravid Gilbert – Retail Marketing
6. J. Lamba – The Art of Retailing
7. Gibson G Vedamani – Retail management – functional principles and Practice, Jaico



**III YEAR - VI SEMESTER
COURSE CODE: 4BBAE3B**

ELECTIVE COURSE – III - (B) CUSTOMER RELATIONSHIP MANAGEMENT

Unit I:

Introduction: Overview of Relationship Marketing – CRM and Relationship Marketing – Definition of CRM – Elements and History of CRM – Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – Using Customer touch points – Deciding who should lead the CRM Functions.

Unit II:

Strategy and Organization of CRM: CRM processes and systems – Dynamics of Customer Supplier Relationships – CRM strategy – The relationship oriented organization – Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM.

Unit III:

Analytical CRM: Relationship data management – Prospect Database – Data analysis, Data Warehouse and data mining – Segmentation and selection – Analysis of Customer Relationship Technologies – Reporting results – setting evaluation criteria for the appropriate CRM package

Unit IV:

CRM Subsystems: Contact Management, Campaign Management, Sales Force Automation Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Customer Ecosystem – Vendor Selection – Implementation Strategy.

Unit V:

Operational CRM: CRM Planning – Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy – Call centre management, Internet and website, Direct mail – Applications in various industries – in manufacturing, banking hospitality and telecom sectors – Best Practices in Marketing Technology – Indian Scenario.

Reference Books

1. Customer Relationship Management – Peelen, Ed. Pearson
2. The CRM Handbook – D. Jill Pearson
3. CRM, A strategic Imperative in the World of eBusiness – Brown, Stanley
4. CRM (Emerging Concepts, Tools & Applications) – Sheth, Jagdish N.
5. Marketing Research – Harper Boyd & Ralph Westfall
6. Consumer Behaviour – Schiffman



GROUP II – SET II

III YEAR – VI SEMESTER COURSE CODE: 4SBS6B3

COURSE I – BASIC INTERNET AND OFFICE AUTOMATION LAB

The course will have a professional computer skill and practical oriented.

Unit I - INTERNET

1. Create & demonstrate an E-mail Id in any one of the mail server?
2. Write the step by step procedure to send a letter to your friend through E-mail and demonstrate with your system.
3. Write and demonstrate the procedure to apply for the post with the attachment of your BIODATA to any one of the company through E-mail
4.
 - a) Demonstrate the procedure to copy a given file to the CD,USB DEVICE, FLOPPY DISK
 - b) Write the steps to zip & unzip the given file in Windows.
 - c) Demonstrate the steps to scan the picture with the help of the scanner & to perform the zooming operation.
5. Website using any one of the search engine.

Unit II - MS-WORD

1. Prepare a PONGAL and DEEPAVALI greeting cards with picture insertion and alignment, write the procedure to take hard copy.
2. Prepare a letter using mail merge facilities to send the admission cards to the selected candidates for the various courses offered by the University.
3. Using MS-Word Prepare your own biodata with the help of the template and using numbering and bullets where ever necessary.
4. Create the table with following data:
Account number, Debit, Credit, Balance amount
Enter the data and perform the various operations in Table.
5. Type the document and do the following:
 - a) Find and replace the word.
 - b) Extract some paragraph to another file
 - c) Perform spell check operations
 - d) Perform the various operations in the format menu.

Unit III - MS-EXCEL

1. Create the worksheet in MS-EXCEL to store the following information:
Reg.no Name Mark1 Mark2 Mark3 Total Average
 - a) using formula and function find the total, average maximum, minimum total marks
 - b) sort the names in alphabetical order
 - c) create the bar chart for average mark with proper titles, legend and gridlines
2. Prepare the attendance report for the following in Excel

STUDENT ATTENDANCE REPORT

Course Name: BCA
Total number of working days: 80

Semester II

RegNo	Name	No. of Absent	No. of Present	Percentage of Attendance
-----	-----	-----	-----	-----

3. Create a worksheet in MS-Excel with following details
 - a) Employee number, Employee name, Designation, Basic pay and LIC, PF
 - b) Calculate

HRA	=	20% of Basic
DA	=	30% of Basic
Gross Pay	=	Basic Pay + HRA + DA
Net Pay	=	Gross Pay – (LIC+PF)
4. Create a worksheet in ms excel with the following details:
Name, Description of the item, price of each item, quantity purchased, stock in hand, Enter the 5 data in the above format
 - a) Calculate amount=price* quantity
 - b) In table sort the field item wise

Unit IV - POWERPOINT

1. Prepare three slides in Power point showing the features of MS OFFICE and also set timings to view it.
2. Prepare three slides for showing the types of computers with the following settings:
 - a) Set different slide transitions
 - b) Give header & footer for each slide
 - c) Set slide timings for each slide
3. Prepare three slides with a text & picture expressing the introduction of new product.
4. Prepare five slides with a text and picture for various courses offered by the University with animation effect.

Unit V

DTP – Page maker – Coral Draw – Photoshop- Flash

References

1. PC Software For Windows By R.K.Taxali – Tata Mc Graw-Hill
2. DTP Course Kit by Vikas Gupta – 2007 Comdex publications
3. Photoshop 6 In Depth–David Xenakis Benjamin Levisa–Dream Tech Press,New Delhi.

GROUP II – SET II

III YEAR – VI SEMESTER COURSE CODE: 4SBS6B4

COURSE II – FRUIT, VEGETABLE PRESERVATION SKILLS

Unit I

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

Unit II

Study of various types of equipments – care & precautions and usage. Study of various types of containers.

Unit III

Vegetables & their product preservation Methods Importance of personal hygiene and sanitary standards

Unit IV

Fruits & their preservation

Unit V Project:

1. Mapping of preservation practices & centres
- (or)
2. Preservation practices specific to fruits & Vegetables in your area (Project Report 15 to 25 Pages)

References

1. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
2. Ranjit Singh “Fruits” National Book Trust.
3. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.



B.B.A– SYLLABUS
2019-2020 to 2021-2022

ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN
(With effect from.2017-18)

B.B.A – ODD & Even Semester - 2019-2020 to 2021-2022

Sem	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	7BBA111	Language Course – I – jkpo;r; nrk;nkhopAk; tzpfkly;fSk;	3	6	25	75	100
	II	7BBA121	English Language Course – I Business English	3	6	25	75	100
	III	7BBA1C1	Core–I– Managerial Economics	4	6	25	75	100
		7BBA1C2	Core – II – Financial Accounting	4	6	25	75	100
			Allied – I- Modern government-I	5	5	25	75	100
	IV	7NME1A/ 7NME1B/ 7NME1C	(2) Non-Major Elective – I – (A) jkpo;nkhopapd; mbg;gilfs;. (B) ,f;fhy ,yf;fpak;/ (C) Communicative English	2	1	25	75	100
Total				21	30	--	--	600
II	I	7BBA211	Language Course – II –mYtyf Nkyhz;ik	3	6	25	75	100
	II	7BBA221	English Language Course – II Business Report Writing	3	6	25	75	100
	III	7BBA2C1	Core–III–Principles of Management	4	6	25	75	100
		7BBA2C2	Core – IV – Cost Accounting	4	5	25	75	100
			Allied – II Modern government-II	5	5	25	75	100
	IV	7BES2	Environmental Studies	2	2	25	75	100
Total				21	30	--	--	600
III	III	7BBA3C1	Core–V–Organizational Behaviour	4	7	25	75	100
		7BBA3C2	Core – VI – Business Statistics	4	7	25	75	100
		7BBA3C3	Core–VII–Computer Applications in Business – I	4	8	25	75	100
		7BCOA1	Allied – III- Secretarial Practice -I	5	5	25	75	100
	IV	7NME3A/ 7NME3B/ 7NME3C	Non-major Elective – II – (B) Effective Employability Skills	2	1	25	75	100
		7SBS3A1/ 7SBS3A2/ 7SBS3A3	Skill Based Subject – I Competitive Examination Skills	2	2	25	75	100
	V	7BEA3	Extension Activities	1	-	100	-	100
Total				22	30	--	--	700
IV	III	7BBA4C1	Core–VIII–Production and Operations Management	4	5	25	75	100
		7BBA4C2	Core – IX – Marketing Management	4	5	25	75	100
		7BBA4C3	Core – X – Computer Applications in	4	5	25	75	100

			Business – II					
		7BBA4C4	Core – XI – Business Mathematics	4	6	25	75	100
		7BCOA2	Allied – IV- Secretarial Practice-II	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	Skill Based Subject – II- Emergency and Medical Lab Skills.	2	2	25	75	100
		7BVE4/ 7BMY4/ 7BWS4	Manavalakalai Yoga	2	2	25	75	100
			Total	25	30	--	--	700
V	III	7BBA5C1	Core–XII–Research Methodology	4	5	25	75	100
		7BBA5C2	Core–XIII– Management Accounting	4	6	25	75	100
		7BBA5C3	Core–XIV-Human Resource Management	4	5	25	75	100
		7BBAE1A 7BBAE1B	Elective – I A) Tourism Management (or) Marketing Research	5	5	25	75	100
		7BBAE2A 7BBAE2B	Elective– II A) Service Marketing (or) Insurance Management	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/	Skill Based Subject – III-Heritage and Tourism	2	2	25	75	100
		7SBS5A6/ 7SBS5A7	Skill Based Subject – IV-Marketing and Sales Management	2	2	25	75	100
				Total	26	30	--	--
VI	III	7BBA6C1	Core –XV – Investment Management	4	5	25	75	100
		7BBA6C2	Core–XVI–Financial Management	4	5	25	75	100
		7BBA6C3	Core – XVII – Business Law	4	5	25	75	100
		7BBA6C4	Core–XVIII – Project Report & Viva-Voce	4	6	40	60	100
		7BBAE3A 7BBAE3B	Elective–III A) Retail Management (or) International Marketing	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/	Skill Based Subject – V-Fruits and vegetables Skills	2	2	25	75	100
		7SBS6B6/ 7SBS6B7	Skill Based Subject – VI- NCC	2	2	25	75	100
				Total	25	30	--	--
			Grand Total	140	180	--	--	4000

I YEAR –I SEMESTER

COURSE CODE-7BBA111

COURSE – I - jkpo;r;nrk;nkhopAk; tzpf kly;fSk;

myF 1

nkhop – tpsf;fk; – nkhopf; FLk;gq;fs; – cyfr; nrk;nkhopfs; – ,e;jpar; nrk;nkhopfs;– nrk;nkhopj; jFjpf; – tiuaiwfs; – thOk; nrk;nkhopj; jkpo; – jkpopd; njhd;ik – jkpopd; rpwg;Gfs; – jkpo;r; nrk;nkhop E}y;fs; – jkpo;r;nrk;nkhop mwpe;Njw;G – Kaw;rp Nkw;nfhz;l mwpQh;fs;> mikg;Gfs;> njhlh; Kaw;rpfs; – cyfj; jkpo;r; nrk;nkhop khehL> 2010.

myF 2

tzpff; fbjq;fs; – nghUs; – Njit – Kf;fpaj;Jtk; – Nehf;fq;fs; – mbg;gilf; \$Wfs; – tzpff; fbjq;fspd; nghJ mikg;G – fbj tiffs;.

myF 3

tpahghuf; fbjq;fs; – KidT kw;Wk; tprhuiz fbjq;fs; – tpiyg;Gs;spfs; – MizAWf;fs; – MizAW epiwNtw;Wjy; – Gfh;fSk; rhpf;fl;IYk; – epYitj; njhif epidTWj;jy; – t#y; nra;jy;.

myF 4

Rw;Wf; fbjq;fs; – tpw;gidf; fbjq;fs; – muRj;Jiw kw;Wk; nghJ Nrit mikg;G rhh;e;j fbjq;fs;

myF 5

tq;fpf; fbjq;fs; – fhg;gPl;Lf; fbjq;fs; – Ntiy Ntz;b tpz;zg;gf; fbjk; – gj;jphpif MrphpaUf;F fbjq;fs;



**I YEAR – I SEMESTER
COURSE CODE: 7BBA121**

COURSE – I - BUSINESS ENGLISH

Unit I

Basic English Grammar – Tenses and Voices – Simple Exercises – Paragraph construction – Essay writing – Developing hints into paragraphs / essays – Comprehension of a given passage.

Unit II

Business Letters – different structural forms – parts of a business letter – essentials of an effective business letter – simple business letters: Placing order, Complaint letter & Sales letter.

Unit III

Job Application Letters – Bio-data – Testimonials – Interview call letter – Appointment order – Complaint / Request Letters to public authorities – Letters to the editor

Unit IV

Internal Communications – Office Memorandums – Office circulars – Charge sheets – Letters of confirmation, promotion, termination and resignation

Unit V

Characteristics of good Advertisement copy – Structure of an advertisement copy – Types of advertisement copy – Writing effective advertisement copy – Exercises on writing advertisement copy for products and organizations – Email – Guidelines in managing Emails.

Reference Books

- | | | |
|--|---|-------------------------------|
| 5. Essentials of Business Communication | – | Rajendra Pal & J.S.Korlahalli |
| 6. Effective Business English Correspondence | – | Ramesh & Pattanshetti |
| 7. Developing Communication Skills | – | Krishna Mohan & Meera Banarji |
| 8. Business Communication Strategies | – | Matthukutty M. Monipally |



I YEAR – I SEMESTER

COURSE CODE: 7BBA1C1

CORE COURSE-I – MANAGERIAL ECONOMICS

Unit I

Managerial Economics: Meaning, Nature and Scope ; Managerial Economics and Business Decision Making - Demand analysis – Types of Demand – Determinants of Demand – Why the Law of demand – Why Demand curve slopes downward – Law of supply – Law of diminishing Marginal Utility – Concept of Consumer Surplus.

Unit II

Elasticity of Demand – Types – Indifference curve analysis – Returns to Scale – Increasing returns to scale – Diminishing and constant returns to scale.

Unit III

Concept of Cost – Break Even Point – National Income – Measurement and its difficulties.

Unit IV

Concept of Normal Profit – Scales maximization Principle. Monopoly – Monopolistic Competition – Economics of Bulk Purchase. Perfect competition – Imperfect Competition, Oligopoly.

Unit V

Functions of Money – Role of Commercial Banks – RBI – Methods of credit control – Monetary and Fiscal Policies.

SUGGESSTED READING:

- 5. Principles of Economics - M.L.Jhingan
- 6. Micro Economics - M.L.Seth
- 7. The Indian Economics - Ishwar C.Dhingra
- 8. Managerial Economics - Jorl Dean



**I YEAR – I SEMESTER
COURSE CODE: 7BBA1C2**

CORE COURSE-II - FINANCIAL ACCOUNTING

Unit I

Introduction to Financial Accounting – Book keeping – Meaning and objectives – Double entry system – Importance – advantages – Journal and ledger – Preparing Trial balance – Subsidiary books – Different types of Cash books – Bank Reconciliation Statement.

Unit II

Final Accounts – Capital and Revenue items – Preparation of Trading, Profit and Loss account and Balance Sheet – Adjustment entries – Account Current – Average Due Date

Unit III

Accounts from incomplete records – Defects – Ascertainment of profit – Conversion of single entry into double entry

Unit IV

Accounts of Non-profit Organisations – Capital, Revenue, Deferred Revenue Expenditures – Preparation of Receipts and Payments Account and Income and Expenditure Account – Balance Sheet

Unit V

Depreciation – Meaning – Causes – Needs – Provisions and Reserves.

Text and Reference Books:

- | | | |
|----------------------|---|--------------------------|
| Advanced Accountancy | – | R.L.Gupta |
| Advanced Accountancy | – | R.S.N.Pillai & Bagavathi |
| Advanced Accountancy | – | S.P.Jain & K.L.Narang |

(Note: Questions must be 60% on problems and 40% on theory parts)



**I YEAR – II SEMESTER
COURSE CODE: 7BBA2C1**

CORE COURSE – III - PRINCIPLES OF MANAGEMENT

Unit I

Nature and evolution of management – Meaning and definition of management – Contributions of Taylor, Fayol, Mayo and Peter Drucker – Functions of management – Management: Art, Science and Profession – Administration Vs Management – Functional areas of management – Managerial skills: Technical, Human, Conceptual and decision making – Levels of management.

Unit II

Planning: Definition, importance and characteristics – Planning process – types of plans – Merits and demerits of planning – concept of MBO – Business Forecasting: Definition and methods of forecasting – Decision Making: Nature, importance and steps in Decision making– Decision making techniques.

Unit III

Organising: Meaning, definition and Principles, Formal and Informal Organisation – Organisation structure – Line and staff organization – Types of Groups – Formal and Informal Groups – Merits and demerits of the groups

Unit IV

Directing: Definition and Principles of Directing – Motivation: Meaning, nature and importance – Maslow, Mc Gregor, Herzberg Mc Cleland, and Alderfer theories of motivation– Delegation of Authority – Centralization and decentralization – Merits and Demerits. Staffing: meaning and importance of staffing – Recruitment, selection, training of staff.

Unit V

Controlling : Meaning, definition and need – Principles of controlling – Controlling techniques. Co-ordination: Meaning, need and features – Techniques – Problems in coordination.

Text and Reference Books:

- | | | |
|------------------------------------|---|---|
| 5. Principles of Management | - | K.Sundar |
| 6. Principles of Management | - | L.M.Prasad |
| 7. Principles of Management | - | Dr.G.Venkatesan, R.K.Sharma & Shashi
K.Gupta |
| 8. Management: Theory and practice | - | C.B.Gupta. |



PART IV (D) – (C)
NON – MAJOR ELECTIVE – COURSE – I
I YEAR – I SEMESTER COURSE CODE: 7NME1C COURSE 1 –
COMMUNICATIVE ENGLISH
15 hours per Semester – 1 hour per Week

Objective

To enable each learner at the college level to communicate effectively in English both in the spoken and in the written mode

Theory

Practice oriented course. Hence, 75:25 scheme of marking has to be followed. 75 marks for external assessment. 25 marks for internal marks assessment. Internal assessment will be carried out by the teacher who teaches the course while the external evaluation will be done by a group of 2 or 3 teachers who teach the course from the same college or from the nearby colleges.

Unit I BASICS OF ENGLISH

Sentence- Clause-Phrase-Word-Morpheme. Introduction to sounds of English-stress- intonations

Unit II INTRODUCTION TO LSRW SKILLS

Listening –Reading-Speaking-Writing skills

Unit III SPOKEN COMMUNICATION

Participating in Conversation. Preparation of Speech for shorter or longer duration

Unit IV WRITTEN COMMUNICATION-I

Note-Making-Summarizing-Paraphrasing-letter writing

Unit V WRITTEN COMMUNICATION-II

Introduction to preparing curriculum vitae-Creating and verifying personal and official e-mail-Preparing notice circulars, memos and agenda for a meeting-Report writing- Common errors in English Translation.

ACTIVITIES

10. Arrange the conversation between the students.
11. Preparing the speeches (for example, introducing a speaker or proposing a vote of thanks at the college function, explaining an experiment & etc.,)
12. Passage for note making
13. Passage for summarizing
14. Writing a paragraph on any topic(Statements and proverbs can be given)
15. Writing a C.V.
16. Writing a memo/notice/agenda/email/report
17. Ten sentences form Tamil to English & English to Tamil
18. Ten Sentences from error correction.

RECOMMENDED BOOKS

5. “Success with Spoken English II” Dr. Saraswathi and Dr. Noorjahan kother adham (2000), Common Wealth University books, Chennai.
6. “Teaching Spoken English and Communication Skills” Rev.Dr.Francis Soundararaj (1995), T.R.Publication, Chennai.
7. “Developing Communication Skills,” Krishna Mohan and Meera Benerji (2002) Macmillan India Limited.
8. 3 volumes – vowels
 – Consonants
 – Rhythm and Intonation prepared by Ciefc and published by Oxford University Press, Chennai.

**II YEAR – II SEMESTER
COURSE CODE: 7BBA211**

COURSE - II : mYtyf Nkyhz;ik

myF 1

mYtyf Nkyhz;ik – mYtyfj;jpd; nghUs;; – mYtyfj;jpd; gzpfs;,,,,,,; – mYtyf Nkyhz;ikapd; ,yf;fzk;
– Nkyhz;ikapd; gzpfs; – mYtyf Nkyhshpd; jFjpf; kw;Wk; gzpfs; – mYtyf mikg;G – nghUs;>
nfhs;iffs;> tiffs;> mikg;G tpsf;fg;glk;> mYtyf ifNaL.

myF 2

mjpfhu xg;gilg;Gr; nray; Kiwfs; – chpik xg;gilg;G – nray;Kiw tiffs;> gpur;rpids;> mjpfhuj;jg;
gutyhf;FjYk; ikag;gLj;JjYk;: fhuzpfs;> ed;ikfs;: Jiwfisaikj;jypd; tiffs;> mYtyf ,l mikg;Gf;fhd
fhuzpfs;; mYtyf mikg;Gj; jpl;lk; jahhpj;jy;> mYtyf kidj;Jizg; nghUl;fspd; tiffs;> ftdj;jpy; nfhs;s
Ntz;ba fhuzpfs;.

myF 3

gzpf;Nfw;w #o;epiy – ntwpg;Gw kw;Wk; cl;Gwf; fhuzpfs;> gzp vspjhf;Fjy; kw;Wk; Nkk;ghL.
jfty; njhlh;gpd; ,yf;fzk;> tiffs;> vOj;Jj; jfty; njhlh;gpd; rpwg;Gfs;> ntspg;Gwj; njhlh;G Kiw> jfty;
njhlh;G rhjdq;fs;.

myF 4

mQ;ry; KiwAk; fbjg; Nghf;Ftuj;Jk; ikaf; fbjg; Nghf;Ftuj;Jk; gutyhf;fg;gl;l fbjg; Nghf;Ftuj;Jk;> fbjk;
jahhpj;jy;> mQ;ry; eilKiwiaj; jahhpj;jy;> ikag;gLj;jg;gl;l kw;Wk; gutyhf;fg;gl;l mQ;ry;Jiw>
gad;gLj;jg;gLk; ve;jpuq;fs;> gjpNtLfs; guhkhp;G – gFj;jy;> ve;jpuq;fs;> guhkhp;Gf;
FwpaPL> nray;Kiwfs;> mYtyfg; gbtq;fs; – Nehf;fq;fs;> ed;ikfs;> tiffs;> tbtikg;G> msT>
fl;Lg;ghL.

myF 5

Nfhg;gpLjy; – Nfhg;gpLk; Kiwfs;> tifg;gLj;Jjy;> Rl;lfuhjp – ,ay;Gfs;> tiffs;> mYtyf ,ae;jpuq;fSk;
rhjdq;fSk; – tiffs;> fzpg;nghwppd; gad;fs;.

ghIE}y;:

mYtyf Nkyhz;ik – Kidth; Mh;. uh[Nrfud;.



**I YEAR – II SEMESTER
COURSE CODE: 7BBA221**

COURSE - II - BUSINESS REPORT WRITING

Unit I:

Introduction: Need for developing report writing skill – Business Reports: Meaning and characteristics – Kinds of Business Reports – Steps in drafting formal business reports – Structure of a business report.

Unit II:

Report by individuals – situations – points to be considered in writing individual reports – Routine, analytical and investigative reports – Reports by company secretary: statutory and other reports – exercises.

Unit III:

Committee Reports – reports on problems / opportunities in business – Writing agenda and minutes – essentials in writing minutes – minutes of various meetings – exercises.

Unit IV:

Art of summarizing reports – Precis writing practice – Public relations Department: Importance – Functions of PRO – External and internal relations.

Unit V:

Press Reports – importance – Writing press releases by companies – occasions – Market Reports – nature – writing simple market reports – exercises.

(Note: Questions must be asked 60% on writing model reports / minutes and précis which are covered in Units II, III and V – Remaining 40% questions on theory)



I YEAR – II SEMESTER
COURSE CODE: 7BBA2C2
CORE COURSE - IV - COST ACCOUNTING

Unit I

Cost Accounting – Meaning – Objectives – Functions – Importance – Advantages and Limitations – Cost Accounting Vs Financial Accounting – Cost Analysis – Cost Elements – Classification and Methods – Cost Unit and Cost Centre.

Unit II

Materials control – Objectives and advantages – Purchasing – Centralized and decentralised purchasing – Merits and Demerits – Stock Levels – EOQ, BIN card – ABC analysis – Stores ledger– Material Issues – FIFO, LIFO, Simple Average and Weighted Average Methods.

Unit III

Labour – Direct and Indirect Labour – Labour Turnover – Methods of Wage payment – Incentive plans.

Unit IV

Overheads – meaning – classification of Overheads – allocation and Absorption of overheads– Reconciliation of Cost and financial Accounts.

Unit V

Preparation of Cost Sheet – Unit or Output costing – Meaning – Tenders and Quotation.

Text Books

- | | | |
|--------------------|---|--------------------------------|
| 5. Cost Accounting | – | S.P.Jain and K.L.Narang |
| 6. Cost Accounting | – | RSN Pillai and Mrs.Bhagavathi |
| 7. Cost Accounting | – | SP.Iyengar |
| 8. Cost Accounting | – | T.S.Reddy and A.Murthy Margham |

Publishers.(**Note: Questions must be 60% of problems and 40% of theory parts**)



COURSE CODE: 7BES2
I YEAR – II SEMESTER

COURSE – ENVIRONMENTAL STUDIES

Unit I The Multidisciplinary Nature of Environmental Studies

Definition, Scope and importance
Need for public awareness

Unit II Natural Resources

Renewable and non-renewable resources

- G) Forest resources: use and over-exploitation, deforestation, case studies, timber extraction, mining, dams and their effect on forests and tribal people
- H) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- I) mineral resources: use and exploitation, experimental effects of extracting and using mineral resources, case studies.
- J) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- K) Energy resources: growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, case studies.
- L) Land resources: land as a resource, land degradation, man induced landslides, soil-erosion and desertification
 - Role of individual in conservation of natural resources
 - Equitable use of resources for sustainable lifestyle

Unit iii ecosystems, bio-diversity and its conservation

Ecosystems

- ✓ Concept of an ecosystem
- ✓ Structure and function of an ecosystem
- ✓ Energy flow in the ecosystem
- ✓ Food chains, food webs and ecological pyramids

Biodiversity and its conservation

- ✓ Introduction- definition: genetic, species and ecosystem diversity
- ✓ Bio-geographical 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 IV Environmental Pollution

- Causes, Effects And Control Measures Of:-
 - A. Air pollution
 - B. Water pollution
 - C. Soil pollution
 - D. Marine pollution
 - E. Noise pollution
 - F. Thermal pollution
 - G. Nuclear hazards

Unit V Field Work

- Visit to a local area to document environmental assets—river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site- urban/rural/industrial/agricultural
- Study of common plants, insects, birds
- Study of simple ecosystem-pond, river, hill slopes, etc

Books for Reference:

23. Agarwal, k.c.2001 environmental biology, nidi publ.ltd., bikaner
24. Bharucha erach the biodiversity of india, mapin publishing pvt. Ltd, ahamedabad-380013,india, email: mapin@cent.net®
25. Burner r.c. 1989, hazardous waste inclination mcgraw hill inc.480p
26. Clark r.s. Marine pollution, clanderson press oxford(tb)
27. Cunnigham, w.p.cooper, t.h.gorhani, e& hepworth, m.t 2001 environmental encyclopedia, jaico publ. House, mumbai, 1196p.
28. De.a.k.environmental chemistry, wiley eastern ltd.
29. Down to earth, centre for science and environment®
30. Gleick h.p. 1993, water in crisis, pacific instutue for studies in dev, environment & security, stockholm env. Institute,oxford univ.press,473p
31. Hawlinks r.e., encyclopedia of indian natural history, bombay natural history society, bombay (r)
32. Heywood, v.h & watson, r.t.1995, global biodiversity assesment, cambridge univ.press, 114op
33. Jadhav, h&bhosale v.m.1995, environmental protection and laws, himalaya pub; house, delhi 284p
34. Mckinney, m.l & schoch, rm.1996 environmental science systems& solutions, web enhanced edition 639p
35. Mhaskar a.k.matter hazardous, techno-science publications(tb)
36. Miller t.g. Jr.environmental science wadsworth publicing co(tb)
37. Odurm, e.p.1971 fudamentalof ecology, w.b.saunders co. Usa 584p
38. Rao m.n & datta, a.k., 1987, tehchno-science, waste water treatment. Oxford& ibh publ, co.pvt. Ltd.,345p
39. Sharma b.k. 2001, environemtal chemistry goel publ,house,meerut
40. Survey of the environmental the hindu(m)
41. Townsend c, harper j, and michael degon,essential of ecology,blakewell science (tb)
42. Trivedi r.k., hand book of environmental laws, rules, guidelines, compliances and standards, vol i and ii, enviro meida ®
43. Trivedi r.k. & p.k.goel introduction to air pollution,techno-science publications (tb)
44. Wanger k.d, 1998 environmental management w.b. Environmental management. W.b.saunders co. Philadelphia, usa.499p

II YEAR – III SEMESTER
COURSE CODE: 7BBA3C1
CORE COURSE - V - ORGANIZATIONAL BEHAVIOUR

Unit I

Organisational Behaviour: Meaning and Scope of Organisational Behaviour – Features of Organisational Behaviour – Individual behaviour and Group behaviour.

Unit II

Personality: Meaning – Determinants – Personality Traits – Personality attributes influencing OB. **Perception:** Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.

Unit III

Communication: Meaning, functions and process of Communication – Barriers to effective communication and methods of overcoming – **Leadership:** Meaning and types – Importance– Trait theories – behavioural theories – Managerial Grid.

Unit IV

Conflict: Meaning and types of conflict – Negotiation process. **Stress:** Stress and behavior – Sources of stress – General Stress syndrome – Effects of job stress – Individual and Organisational strategies in managing stress.

Unit V

Organisational Change: Meaning, need and significance – External and internal forces – Resistance to change – Steps in managing change. **Organisational Development:** Objectives of OD program – Basic OD assumptions – OD interventions.

Text Books:

1. Organisational Behaviour – Stephen P. Robbins
2. Organisational Behaviour – Jit.S. Chandan
3. Organisational Behaviour – L.M. Prasad
4. Organisational Behaviour: Text and Cases – Sundar.K



**II YEAR – III SEMESTER
COURSE CODE: 7BBA3C2**

CORE COURSE - VI - BUSINESS STATISTICS

Unit I

Introduction to statistics – definitions – use of statistics in business – Limitations – Types of Series– Formulation of frequency distribution – diagrammatic and graphic presentation – significance of diagrams and graphs

Unit II

Measures of central value – average – meaning – objectives of average – types of average – limitations of averages - Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – relationship among averages.

Unit III

Dispersion – meaning – methods of measuring dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of variation – uses of dispersion.

Unit IV

Correlation – definition – Correlation analysis – types of correlation – methods of studying correlation – Scatter diagram, Graphical method, Karl Pearson's coefficient correlation – Rank correlation – uses of correlation analysis – Regression Analysis – definition – regression equations.

Unit V

Index Numbers – meaning – uses – construction of index numbers (Chain base method excluded) – cost of living index – limitations of index numbers – Time Series – components – measurement of trend – graphic method, semi average method, Moving averages method, method of least squares, Uses of time series.

Books Recommended:

- | | | |
|-------------------------------------|---|------------------------------|
| 5. Statistical Methods | – | S.P.Gupta |
| 6. Business Statistics | – | S.P.Gupta & M.P.Gupta |
| 7. Statistics – Theory and Practice | – | M.C.Shukla & S.C.Gulshan |
| 8. Statistics | – | R.S.N. Pillai & V.Bagavathi. |



II YEAR – III SEMESTER

COURSE CODE: 7BBA3C3

CORE COURSE - VII - COMPUTER APPLICATIONS IN BUSINESS - I

Unit I

Introduction to Computers – Computers Software Languages – flow charting – Programming concepts – Assembly language – High level language – Operating system – Compilers – Assemblers – Packages.

Unit II

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell check – Grammar check – Working with Tables – Saving, Opening and closing Document – Mail Merge.

Unit III

MS PowerPoint – Creation – Insert Picture – Animation – Creating Multimedia Presentations– Insert tables and Graphs

Unit IV

MS Excel – Introduction – Spreadsheet – Entering data in Working Sheets – Editing and Formatting Worksheets – Charts – Functions like Saving, Opening and closing Work book.

Unit V

Introduction to internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – Email – How to create Email – Internet Vs Intranet – Webpage – URL.

Book for Reference:

Complete Reference on MS Office – Deitel & Deitel



II YEAR – III SEMESTER
COURSE CODE: 7BCO A1
CORE COURSE – SECRETARIAL PRACTICE –I

Unit –I

Company secretary: Definition – Secretarial work – Types of secretaries –Routine secretary, Executive secretary – Appointment – Dismissal – Rights – Duties and responsibilities.

Unit – II

Company Secretary and company formation: Promotion of joint stock companies with special reference to duties and liabilities of secretary – licensing –Industries (Development and Regulation) Act – Controller of Capital Issues

.Unit-III

Registration – Preparation and filing of relevant documents – Memorandum, Articles etc. – Incorporation – Certificate of Commencement – Prospectus – Allotment of shares – Forfeiture – Re-Issue of share certificates and share warrants.

Unit-IV

Law and Procedure of meeting : Secretarial duties – Kinds of meeting – Conduct – Procedure of discussion – Chairman – Rules for debates – Voting – Proxy – (A detailed study with reference to the Companies Act, 1956 needed).

Unit-V

Meeting – Secretarial Work – Drafting notices – Agenda – Motion – Resolution, minutes- minutes books – Drafting of statutory report – Director’s report and chairman’s speech.

PART IV (I) – (C)

NON – MAJOR ELECTIVE – COURSE II

**II YEAR – III SEMESTER
COURSE CODE: 7NME3C**

COURSE II – EFFECTIVE EMPLOYABILITY SKILLS

Unit I Curriculum Vitae & Facing the Interview

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

Unit II Interpersonal Communication

One to one Communication
One to group Communication

Unit III Group Discussion

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

Unit IV Team Work

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

Unit V Motivation

Leadership & Motivation, Behaviour, Motives Managerial Skills

Books for Reference:

5. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
6. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
7. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
8. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



PART IV (2) – SKILL BASED SUBJECTS (SBS)

GROUP I – SET I

II YEAR – III SEMESTER

COURSE CODE: 7SBS3A1

COURSE I – COMPETITIVE EXAMINATION SKILLS

Objectives:

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

Unit I

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role - History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

Unit II

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

Unit III

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

Unit IV

Spatial and perceptual abilities, situation reaction test

Unit V

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

Books for Reference:

3. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., l-

10, green park extension, new delhi 110 016., 2001

4. Competition success review magazines.



PART V

II YEAR – III SEMESTER COURSE CODE: 7BEA3

PART – V – EXTENSION ACTIVITIES

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to be carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

S. No.	Criteria	Maximum Marks
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
Total		100



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C1

CORE COURSE -VIII – PRODUCTION AND OPERATIONS MANAGEMENT

Unit I

Operations management – definition, objectives and functions – Plant location –factors influencing plant location – urban and rural plant sites – multiple location. Plant layout – objectives, principles, different types of layout – their merits and demerits and suitability.

Unit II

Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and objectives-Time study and Motion study.

Unit III

Production planning and control – need, functions – planning, routing, scheduling. Material handlings – Functions and principles – various types of material handling equipments.

Unit IV

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection- Samples- sampling techniques.Steps in quality control, benefits of quality control.

Unit V

Materials management – meaning – need – functions of materials management – Integrated materials management. Functions of store keeper – types of material – Material issue procedure – Inventory control – importance, objectives – Stock levels – EOQ, ABC analysis.

Books Recommended:

6. Production / operation management – Elwood Buffa
7. Production / operation management – S.N.Chary
8. Materails management – an integrated approach – P.Gopalakrishnan and M.Sunderesan
9. Purchasing and material Management – Text and cases – Lamar Lee Jr. and Doanald W.Dobler.
10. Materials Management – M.M.Varma.



**II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C2**

CORE COURSE - IX - MARKETING MANAGEMENT

Unit I

Marketing Management – meaning – functions – distinction between marketing and selling – marketing environment – organization of marketing department.

Unit II

Market – classification of market – bases of segmentation – buyer decision behaviour – types– determinants of consumer behavior – Marketing Mix – elements.

Unit III

Product Planning – meaning – product features – classification of products – product line and product mix decision – new product development – product life cycle – Branding – brand name, brand mark, trademark and labeling – Packaging – types.

Unit IV

Pricing – meaning and objectives – strategies – price leader – resale price maintenance – methods of pricing. Distribution planning – structure, types and levels of channels – wholesaling – retailing – functions.

Unit V

Sales Promotion – techniques – Sales forecasting – Personal selling – sales quotas – AIDA model of selling – procedure in effective selling.

Books Recommended:

7. Marketing Management – Philip Kotler
8. Fundamentals of Marketing – William J. Standon
9. Principles and Practice of Marketing I India – C.B.Memoria
10. Marketing Management: Text and Cases – an Indian Perspective – Dr.R.K.Varshney and Dr.S.L.Gupta
11. Sales Management – Richard R.Still, Edward W. Cundiff & Norman AP Gowani.
12. Essentials of Marketing – Sundar.K



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C3

CORE COURSE - X - COMPUTER APPLICATIONS IN BUSINESS – II

Unit I

Introduction – Role of Computer in Accounting – Extended Enterprise Features – Accounting and Inventory features – sales and purchase order processing – To start Tally – menus and options – Accounting with Tally – Pre-define groups of accounts – Golden rules of accounts – Double entry systems – Ledger creation.

Unit II

Gateway of Tally – Accounts Information – Primary groups of capital nature –revenue nature– To create groups using single mode – multiple modes – types of Budget – types of vouchers – Restart numbering – Foreign Exchange Transactions – Gateway of Tally – Inventory Information – single stock group creation – multiple stock group creation – create stock category using single mode – multiple mode – configuration settings for inventory – costing methods – FIFO – LIFO – create stock items in multiple mode – Trading Business.

Unit III

Gateway of Tally – Voucher entry – Types of voucher – Inventory allocations – Purchase and sales order vouchers, entry – Invoice entry – optional and regular vouchers – Balance sheet – Gateway of Tally – Profit and loss Account.

Unit IV

Gateway of Tally – Display – Trial Balance – Accounting Books and Statements – Inventory Reports and statements – cash flow / funds flow statement – Gateway of Tally – Multi Accounting Printing – types of printing configuration options.

Unit V

Reconciliation of bank accounts and other Miscellaneous option – Stock summary ratio analysis – Import and Export of data – backup and restore of data – loading of company – creating a group company – Reconciliation of bank accounts – security control – user and passwords – types of security – case study for manufacturing Accounts (minimum 3 problems) – case study of trading Business (minimum 3 problems) – Tally ODBC – Exchange and Merge data.

Text Books:

3. Tally software Package – Manual.
4. Computer Application in Accounting Software – Dr.P.Kasivairavan.



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C4
CORE COURSE -XI - BUSINESS MATHEMATICS

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to economics using marginal concept (**Elasticity of demand – Excluded**)

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – integration by substitution (**Trigonometric functions, integration by parts, method of partial fractions are Excluded**) – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

Text Books:

Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.



**II YEAR – IV SEMESTER
COURSE CODE: 7SBS4B2**

COURSE II – EMERGENCY AND MEDICAL LAB SKILLS

Objectives:

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

Unit I

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

Unit II

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

Unit III

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

Unit IV

Awareness Programmes on the importance of locally available herbal plants and Vegetables.

Skin lashes poor eye-sight anemia

Unit V

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

Books for Reference:

3. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16th Main Road, Anna Nagar, Chennai – 600 040.
4. Dr.Rama Rao, “Handbook of First Aid”, Chennai.



**II YEAR – IV SEMESTER
COURSE CODE: 7BMY4**

COURSE – MANAVALAKALAI YOGA

**VALUE EDUCATION
kdtstf;fiy Nahfh**

A BRIEF INTRODUCTION ABOUT MANAVALAKALAI YOGA

in the “manavalakalai yoga”, practices formulated by thathuvagani vethathiri maharishi do not have any bearing on religion, caste or creed. this is an education for culturing the mind. it does not contain any customary observances of any sect. it comprises only rational and scientific education and practices. these are offered to all people without any discrimination.

learning and practicing manavalakalai yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. offering this yoga to students is the only means through which social welfare could be derived. on the whole, manavalakalai yoga would be of immense help to achieve a holistic life for any human folk.

“for education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared dr.radhakrishnan.

the heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. it is the need of the hour that the students of colleges and universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. our education to be socially relevant, it must inculcate in our youth this duty consciousness. every institution has this obligation to the society.

the quality of mind determines the quality of the man. mind can be considered to be the collective form of the thoughts arising spontaneously. an understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. then only good thoughts, words and deeds and also other virtues would prevail among the students.

This course strives to achieve the following:

- To train and develop the physical body for leading a healthy life.
- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

DETAILS OF NUMBER OF CENTRES AND YOGA MASTERS IN EACH DISTRICT OF TAMIL NADU

S. NO.	DISTRICT	CENTRES	yOGA mASTERS
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
Total		1489	7667

80 HOURS

UNIT I YOGA AND PHYSICAL HEALTH

- 1.5 Physical structure – three bodies – five limitations
- 1.6 simplified physical exercises – hand exercises – leg exercises – breathing exercises – eye exercises – kapalapathi
- 1.7 maharasanas 1-2 massages – acu-puncture – relaxation
- 1.8 yogasanas – padmasana – vajrasanas – chakrasanas (side) – viruchasanas – yoga muthra – patchimothasanas – ustrasanas – vakkarasanas – salabasanas

UNIT II ART OF NURTURING THE LIFE FORCE AND MIND

- 4.1 maintaining the youthfulness – postponing their ageing process
- 4.2 sex and spirituality – significance of sexual vital fluid – married life – chastity
- 4.3 ten stages of mind
- 4.4 mental frequency – methods for concentration

UNIT III SUBLIMATION

- 3.5 purpose and philosophy of life
- 3.6 introspection – analysis of thought
- 3.7 moralization of desires
- 3.8 neutralization of anger

UNIT IV HUMAN RESOURCES DEVELOPMENT

- 4.5 eradication of worries
- 4.6 benefits of blessings
- 4.7 greatness of friendship
- 4.8 individual peace and world peace

UNIT V LAW OF NATURE

- 1.5 unified force – cause and effect system
- 1.6 purity of thought and deed and genetic centre
- 1.7 love and compassion
- 1.8 cultural education – five fold culture

III YEAR - V SEMESTER
COURSE CODE: 7BBA5C1

CORE COURSE-XII - RESEARCH METHODOLOGY

Unit I

Business Research – Meaning –Scope and significance – Utility of business research – Qualities of good researcher - Types of Research, Research process Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Characteristics of Good Research

Unit II

Problem identification, selection and formulation of research problems Steps Research Design- features of good design - Various Methods of Research Design- Hypothesis- meaning and significance.

Unit III

Sampling- meaning, methods of sampling - Sample Size and Sampling Procedure, Various Types of Sampling Techniques. Types of Data: Secondary and Primary, Various Methods of Collection and Data.

Unit IV

Analysis of Data: Measurement and scaling techniques – Rating scales – attitude scales – Likert, Guttman scales. Processing and analysis of data - Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams.

Unit V

Interpretations and report writing- types of reports- steps in writing a report- Evaluation of report, Techniques of Interpretation, Components and Format of Research Reports, Guidelines for Writing Research Reports.

Suggested Readings:

1. Research Methodology Methods & Techniques - Kothari C R
2. Business Research Methods - Cooper and Schindler
3. Research Methodology - C. Murthy
4. Research Methodology - Bhattacharyya
5. Research Methodology - Panneer Selvam
6. Research Method for Behavioural Sciences- Gravetter



III YEAR - V SEMESTER
COURSE CODE: 7BBA5C2

CORE COURSE - XIII- MANAGEMENT ACCOUNTING

Unit I

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

Unit II

Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.

Unit III

Fund flow statement and cash flow statement – meaning, merits and demerits –preparation of fund flow and cash flow statements.

Unit IV

Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis – application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.

Unit V

Standard costing and variance analysis – meaning, advantages and disadvantages – steps involved in the standard costing – variance – material variances – labour variances.

(Note: Questions must be 60% of problems and 40% of theory parts) Text Books:

1. Management Accounting – S.P.Gupta
2. Management Accounting – RSN Pillai and Mrs Bagavathi
3. Management Accounting – Dr.S.N.Maheswari
4. Management Accounting – T.S.Reddy and A.Murthy



III YEAR – V SEMESTER
COURSE CODE – 7BBB5C3
CORE COURSE-XIV- HUMAN RESOURCE MANAGEMENT

Unit I

HRM: Definition and meaning – Difference between Human Resource Management and personnel management – HRM: Objectives – Scope – functions – Future of HRM.

Unit II

Recruitment: Meaning – sources – Recruitment process – Selection: Meaning, procedure – Types of tests – Advantages and disadvantages – Interview: Types – placement and introduction – Job analysis – Job description:– Job specification - Job evaluation:Objectives – methods of job evaluation .

Unit III

Training and development: meaning, need, importance – types of training. Executive development: meaning, objective and importance of executive development – Methods of executive development.

Unit IV

Wage and Salary Administration: Objectives and principles of wages and salaryadministration – Components and methods of wage payment promotion, transfer and demotion. Performance Appraisal: Meaning, methods of performance appraisal.

Unit V

Industrial Relations: meaning, objective and importance of IR – Causes for poor industrial relations- Workers’ participation in management – concept need and forms of workers’ participation in management – Collective Bargaining – definition, features, essentials and role of collective bargaining – Collective Bargaining in India.

Books Recommended:

- | | | |
|--|---|---------------------|
| 1. Human Resource Management | – | Shashi K. Gupta |
| 2. Human Resource Management | – | C.B.Memoria |
| 3. Human Resource Management | – | S.S. Khanka |
| 4. Personnel Management and Industrial Relations | – | Tripathi and Reddy. |
| 5. Human Resource Management: Text and Cases | – | Sundar.K |



**III YEAR –V SEMESTER
COURSE CODE -7BBAE1A**

ELECTIVE COURSE –I (A) TOURISM MANAGEMENT

Unit I

History of travel and tourism – ancient, medieval and contemporary periods – Tourism – definition – forms – Motivation for travel – barriers to travel – tourism product – travel industry network.

Unit II

International tourism – top tourism promoting countries – major destinations – spending and earnings by different countries and other details – Domestic tourism – Indian tourism – Tourist attractions – preferred places – historical past – culture – seasonality – foreign exchange earnings – profile of visitors – factors influencing tourism development – Social, Economic and Environmental impact on tourism.

Unit III

Tourism and the State – National Tourism Administration (NTA) – Comparative study of NTAs of various countries – activities of Department of Tourism – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs) – Tourism planning – need for planning – process of planning,

Unit IV

Surface transport – Airline industry – Travel Agents – functions – automation in travel industry – Computerised Reservation System – Importance of CRS for travel agents – World Tourism Organisation – International Air Transport Association.

Unit V

Hotel Industry – types of tourist accommodation – management system of hotels – franchise, management contracts, referral systems – hotel industry in India – finance, concessions and incentives given by government – major hotel chains of India – Tourism promotion – role and importance – advertising and publicity.

Books Recommended:

1. Successful Tourism Management (Vol.: I) – Fundamentals of Tourism – Pran Seth
2. Successful Tourism Management (Vol.: II) – Tourism Practices – Pran Seth
3. International Tourism Management – A.K.Bhatia



III YEAR –V SEMESTER
COURSE CODE -7BBA E1B
ELECTIVE COURSE – I - (B) MARKETING RESEARCH

Unit I

Marketing Research – Definition – Nature, scope and importance of Marketing Research – Applications, uses and limitations – Position of Marketing Research in India – Role of Marketing Research Agencies.

Unit II

Marketing Research procedure – Scientific methods in Marketing Research – Difficulties in applying scientific methods – Research Design – Exploratory and Conclusive research – methods such as descriptive research and experimental research.

Unit III

Collection of data – Primary data – methods of collection – observation and interview – Methods of interview – merits and demerits – Secondary data – advantages and limitations – evaluating secondary data – sources of secondary data – Questionnaire – steps in drafting questionnaire – Types of errors in information from respondents.

Unit IV

Census Vs. Sampling – Reasons for sampling – Types of sampling – Probability sampling and non-probability sampling – sampling methods – merits and demerits – Attitude measurement– Scaling Techniques – Classification and tabulation of data – presentation of data – Report writing.

Unit V

Motivation Research – techniques and limitations – Product Research – Test Marketing – Advertising Research – Sales analysis research – Consumer Research.

Books for Reference:

1. Marketing Research: Principles, Applications and cases – D.D.Sharma
2. Marketing Research – Harper Boyd & Ralph Westfall
3. Marketing Research –Taylor
4. Modern Marketing Research – Kulkarni
5. Modern Marketing Research – M.N.Mishra



III YEAR –V SEMESTER
COURSE CODE -7BBAE2A
ELECTIVE COURSE -II (A) - SERVICE MARKETING

Unit I

Meaning and definition of Services Marketing- Components of a service – difference between goods and service – characteristics of services. Evolution and growth of service sector.

Unit II

Service design – guiding principles in service design -factors to be considered in designing service process – Blue printing –components and uses - Service layout – types - service benchmarking.

Unit III

Service marketing mix —Definition- Characteristics of service marketing mix processof service mix – Service product –Core concept of service-Service Offer, service delivery system, Branding of services- Stages in developing new services.

Unit IV

Pricing of services- Meaning of price-objectives of pricing-factors affecting pricing decisions-Types of pricing in services. Service Promotion – Advertising-definition-steps in advertising process, objectives of advertising-sales promotion-personal selling- Directingmarketing.

Unit V

Location- factors to be considered in choosing a service location- Methods of distributing services-delivery of services through intermediaries. Service personnel- contract people-Strategies for creating customer-oriented service delivery. Physical evidence – services cape- service process

Text Books:

1. Services Marketing – Dr.L.Natarajan: Margham Publications
2. Services Marketing – Balaji: Himalya Publications
3. Services Marketing – S.M.Jha: Himalaya Publications
4. Services Marketing – Thomson, Hoffman: South Western Publications



III YEAR – V SEMESTER
COURSE CODE - 7BBAE2B
ELECTIVE COURSE-II - (B) - INSURANCE MANAGEMENT

Unit I

Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.

Unit II

Nature of Life Insurance – classification of policies – selection of risk – measurement of risk–surrender value – valuation and surplus – management of LIC of India.

Unit III

Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance –role of manager in marine insurance business – recent trends in marine insurance business.

Unit IV

Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance– role of a manager in fire insurance – Recent trends in fire insurance business.

Unit V

Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industryand its impacts.

Recommended Books:

Insurance- Principles and Practice – M.N.Mishra.



**III YEAR – V SEMESTER
COURSE CODE: 7SBS5A5**

COURSE II – HERITAGE AND TOURISM

Objectives:

- To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.
- To Understand heritage tourism supply by examining different categories of heritage attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective
 - To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
 - Provide a framework to plan, design, and assess interpretation programs for tourists

Unit I

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism – Social, Economic and Environmental aspects – Human Rights

Unit II

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

Unit III

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

Unit IV

Travel Guide – Features – requirements – One’s role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

Unit V

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

Books for Reference:

- | | | |
|--------------|---|--|
| Bhatia, A. K | – | Tourism Development Principles and Practices,
(Sterling Publishers (P) Ltd., New Delhi) |
| Ananand M. M | – | Tourism and Hotel Industry in India
(Sterling Publishers (P) Ltd., New Delhi) |
| Acharya Ram | – | Tourism and Cultural Heritage
(Rosa Publications: Jaipur, 1986) |
| Jha, S.M | – | Tourism Marketing (Himalaya Publishing House) |



**III YEAR – V SEMESTER
COURSE CODE: 7SBS5A6**

COURSE III – MARKETING AND SALES MANAGEMENT

Objectives:

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

Unit I

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

Unit II

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

Unit III

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

Unit IV

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

Unit V

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

Books for Reference:

1. Chunawalla, S. A., Sales Management, 5th Edition (2007), Himalaya Publishing House
2. Havaldar, Krishna; Sales And Distribution Management, 1st Edition (2006), Tata Mcgraw Hill
3. Perreault, Jr., William; Mccarthy, E. Jerome, Basic Marketing, 15th Edition, 2006, Tata Mcgraw Hill



**III YEAR –VI SEMESTER
COURSE CODE -7BBA 6C1**

CORE COURSE -XV - INVESTMENT MANAGEMENT

Unit I

Investment Management – meaning – nature – scope – Investment process – gambling – speculation – securities – equity shares – preference shares – sweat equity – right shares – bonus shares – debentures – bonds – warrants.

Unit II

Security Market – New Issue Market (NIM) – parties involved in the NIM – role of NIM – function of NIM – Secondary market – functions – listing of securities – methods of trading – SEBI and its role in NIM and stock market – recent trends in stock market and NIM.

Unit III

Risk – types of risk – risk and return analysis – Fundamental analysis – technical analysis – Efficient Market Theory.

Unit IV

Portfolio Management – meaning – portfolio construction – objectives of portfolio – selection of portfolio – Markowitz model – Sharpe model – Capital asset pricing model – Arbitrage pricing theory – assumptions, significances and limitations of each theory.

Unit V

Portfolio Evaluation – meaning – needs – Sharpe’s performance measures – Reynar’s Performance Index – Jensen’s Performance Index – their significance and limitations – Portfolio revision – Formula plans, constant rupee value plan – constant ratio and variable ratio plan.

Books for Reference:

- | | | |
|---|---|-----------------------|
| 1. Investment Analysis and Portfolio Management | – | R.P.Rustogi |
| 2. Investment Management | – | V.K.Balla |
| 3. Investment Management | – | Preethi Singh |
| 4. Security Analysis and Portfolio Management | – | PUnithavathi Pandian. |



III YEAR – VI SEMESTER
COURSE CODE – 7BBA 6C2
CORE COURSE - XVI - FINANCIAL MANAGEMENT

Unit I

Financial Management: meaning, objectives, functions and limitations – Responsibilities of financial manager – Capital Structure: meaning – essentials and principles of capital structure – Factors determining capital structure – (Theory only).

Unit II

Source of Finance: Long term, medium term and short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: techniques of forecasting working capital – Simple problems.

Unit III

Cost of capital – concept – importance – classification – Determination of cost of capital – Simple problems.

Unit IV

Budget and Budgetary control – meaning, characteristics – Advantages, limitations and essentials of a successful budgetary control – classification of budgets – preparation of production, sales and cash budgets – flexible budget – Simple problems.

Unit V

Capital Budgeting – meaning, importance – factors affecting capital investment proposals – capital budgeting appraisal methods – payback – ARR – NPV – IRR methods – Simple problems.

(Note: Questions must be 40% of problems and 60% of theory parts) Books

Recommended:

- | | | |
|---------------------------------------|---|-----------------------|
| 1. Principles of Financial Management | – | S.N.Maheswari |
| 2. Financial Management | – | M.Y. Khan & P.K. Jain |
| 3. Financial Management | – | Dr.S.P.Gupta |
| 4. Financial Management | – | I.M.Pandey |



III YEAR – VI SEMESTER
COURSE CODE – 7BBA 6C3
CORE COURSE - XVII - BUSINESS LAW

Unit I

Meaning of Law – Importance – Commercial Law – Meaning – Importance – Law of Contracts – Contract – Meaning – Types – Essentials of a valid Contract – Offer – Acceptance – Consideration – Capacity of Parties

Unit II

Free Consent – Misrepresentation – Fraud – Co-ercion – Undue Influence – Breach of Contract – Discharge of Contract – Contract of Indemnity and Guarantee.

Unit III

Sale of Goods Act, 1930 – Essentials of a Contract of Sale – Conditions and warranties – Transfer of Property – Unpaid seller – rights.

Unit IV

Law of Agency – Agent – meaning, Types – Duties, Liabilities and rights of agent and Principal – creation and Termination of Agency.

Unit V

Companies Act 1956 – Company: Meaning – Types – Characteristics of a Company – Formation of a Company – Necessary Documents – Memorandum and Articles – Introduction about Capital and Shares – Brief Introduction about company Management.

Text Books:

- | | | |
|-------------------------------|---|---------------------------|
| 1. Commercial Law | – | N.D. Kapoor |
| 2. A Manual of Mercantile law | – | M.C. Shukla |
| 3. Mercantile law | – | M.J. Sethna |
| 4. Business law | – | R.S.N. Pillai & Bagavathi |



**III YEAR – VI SEMESTER
COURSE CODE 7BBA 6C4
CORE COURSE – XVIII- PROJECT REPORT & VIVA-VOCE**

Maximum Marks – 100 60% for

Report Evaluation 40% for Viva-

Voce

(Note: Both are jointly evaluated by External and Internal Examiners)



III YEAR – VI SEMESTER
COURSE CODE -7BBAE3A
ELECTIVE COURSE - III - (A) RETAIL MANAGEMENT

Unit I

Retailing: Meaning, Nature, Classification – Importance – Factors Influencing Retailing – Functions of Retailing – Retail as a career – Trends in Retailing.

Unit II

Developing and applying Retail Strategy: Strategic Retail Planning Process – Retail Organization – Classification of Retail Units – Corporate chains, Departmental Stores, Discount Stores, Super Markets, and Warehouse Clubs.

Unit III

Setting up Retail organization: Size and space allocation, location strategy, factors affecting the location of Retail – Objectives of Good store Design. Types of Layouts – Visual Merchandising Techniques – Controlling Costs and Reducing Inventories Loss – Exteriors, Interiors.

Unit IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Environment and Legislation for Retailing – Foreign Direct Investment in retail – Challenges to retail developments in India – Use of Internet and Related Technology to Improve Retail Business – Electronic Data Interchange, Database Management, Data warehousing

Unit V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy – U.S. retailers and foreign markets – Foreign retailers and U.S.markets.

Text and Reference Books:

1. S.Shajahan – Relationship Marketing Mc.Graw Hill
2. Barry Berman and Joel R Evans – Retail Management – A strategic Approach
3. Philip Kotler, Marketing Management, Prentice Hall
4. Swapana Pradhan – Retailing Management
5. Dravid Gilbert – Retail Marketing



III YEAR – VI SEMESTER
COURSE CODE – 7 BBA E3B
ELECTIVE COURSE – III - (B) INTERNATIONAL MARKETING

Unit I

Introduction to International Marketing: Definition and scope of International Marketing – Difference between Domestic Marketing and International Marketing – Different modes of International Marketing – Problems in International Marketing – Trends in India's foreign trade.

Unit II

Export Policy and Procedure: India's Export Import Policy – Export documents – Statutory and operational documents – Procedure for exporting.

Unit III

Modes of export payment: Brief outline on modes of payment – Letter of Credit – Definition and importance – Parties to L/C – types of L/C – Modus Operandi of L/C – Institutional support to promote exports – Incentives available for exporters.

Unit IV

International Market Research: Consumer Behaviour and competition in foreign markets – Issues in market research – standardisation and adaptation.

Unit V

International Marketing Strategies: Pricing policy for exports – Distribution channel decisions – Promotion strategies – globalisation and foreign trade – Role of MNCs.

Books for Reference:

- 1) International Marketing – Francis Cherunilam
- 2) Export Management – TAS Balagopal
- 3) International Marketing – Kanar and Mittal
- 4) International Marketing Management – RL Varshney and Battacharya.



**III YEAR – VI SEMESTER
COURSE CODE: 7SBS6B4**

COURSE II – FRUIT AND VEGETABLE PRESERVATION SKILLS

Objectives:

- To understand the science, principles and techniques involved in fruits and vegetables preservation techniques
- To impart thorough knowledge on the technical skills in various aspects of food processing and preservation

Unit I

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

Unit II

Study of various types of equipments – care & precautions and usage.

Study of various types of containers.

Unit III

Vegetables & their product preservation Methods

Importance of personal hygiene and sanitary standards

Unit IV

Fruits & their preservation

Unit V

Project:

3. Mapping of preservation practices & centre's
(or)
4. Preservation practices specific to fruits & Vegetables in your area
(Project Report 15 to 25 Pages)

Books for Reference:

4. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
5. Ranjit Singh “Fruits” National Book Trust.
6. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.



**III YEAR – VI SEMESTER
COURSE CODE: 7SBS6B7**

COURSE IV- NATIONAL CADET CORPS (NCC)

Objectives:

- After going through this unit, the students would be able to gain an insight into aims and objectives of NCC.
- Explore the importance of NCC in nation building.
- Understand the concept of National Integration and its importance.

Unit – I

National Cadet Corps(NCC)-Introduction to NCC- Genesis –Objectives of NCC- Concept of Training in NCC- Organization of the NCC – Associate NCC officers – Cert Exam.

Unit –II National Integration:

National interests, Objectives, Threats and Opportunities. Religions, culture, traditions and customs of India, Importance and necessity. Freedom struggle and nationalist movement in India **Drill:**Foot drill, Arms drill, Ceremonial drill, Qualities of immediate and implicit obedience of orders.

Unit-III Social Awareness and Community Development:

NGO's Role and Contribution, Drug abuse and trafficking, Basics of social service and its need, Civic responsibility, Contribution of youth towards social welfare, Rural development programmes.

Unit –IV Environmental Awareness and Conservation:

Natural resources conservation and management, Water conservation and rain water harvesting, Hygiene and sanitation, structure and function of the human body, infectious and contagious diseases and its prevention.

Unit –V Personality Development and Leadership:

Introduction to personality development, self awareness, communication skills, Leadership traits, Time management.

Books for Reference:

- Anonymous. 1995. Officers training manual. PRECIS, NCC, OTS, Kamptee
1. Bose, R and Faust, L. 2011. Mother Teresa, CEO, Unexpected Principles for Practical Leaders, Tata McGraw Hill Publications, New Delhi.
 2. Ganapathi, R. 2003. Swami Vivekanandar, Ramakrishna Math Press, Chennai.
 3. Gandhi, M.K. 1983. An Autobiography or The story of My Experiments with Truth, Navajivan Publishing House, Ahamedabad
 4. Gupta, S.K. and Joshi, R. 2008. Human Resource Management, Kalyani Publishers, New Delhi.
 5. Kalam, A.P.J. 1999. Wings of Fire, University Press, Hyderabad
 6. Mishra, R.C. 2000. A Hand book of NCC, Kanti Prakashan, Etawah.Precis
 7. Rana, B.S 2004. Maharana Pratap, Diamond Books (P) Ltd., New Delhi. Rana, B.S. 2004. Chatrapati Shivaji, Diamond Books (P) Ltd., New Delhi



B.B.A– SYLLABUS

2022-23

ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN
(With effect from 2017-18 & 2022-23)

B.B.A – ODD & Even Semester – 2022-2023

Sem	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	2211T	Tamil/Other Languages-I	3	6	25	75	100
	II	712CE	Communicative English -I	3	6	25	75	100
	III	22BBA1C1	Financial Accounting	5	5	25	75	100
		22BBA1C2	Managerial Economics	4	4	25	75	100
		22BH1A1	Tourism in Tamilnadu	5	5	25	75	100
IV	22BVE1	Value Education	2	2	25	75	100	
			Library		2			
Total				22	30	150	450	600
II	I	2221T	Tamil / Other Languages-II	3	6	25	75	100
	II	722CE	Communicative English-II	3	6	25	75	100
	III	22BBA2C1	Cost Accounting	5	5	25	75	100
		22BBA2C2	Business Correspondence	4	4	25	75	100
		22BH1A2	History for Competitive Examinations - I.	5	5	25	75	100
IV	22BES2	Environmental Studies	2	2	25	75	100	
			Library	--	2	--	-	-
Total				22	30	150	450	600
III	III	7BBA3C1	Core–V–Organizational Behaviour	4	7	25	75	100
		7BBA3C2	Core – VI – Business Statistics	4	7	25	75	100
		7BBA3C3	Core–VII–Computer Applications in Business – I	4	8	25	75	100
		7BCOA1	Allied – III- Secretarial Practice -I	5	5	25	75	100
	IV	7NME3C	Effective Employability Skills	2	1	25	75	100
		7SBS3A1/	Competitive Examination Skills	2	2	25	75	100
V	7BEA3	Extension Activities	1	-	100	-	100	
Total				22	30	--	--	700
IV	III	7BBA4C1	Core–VIII–Production and Operations Management	4	5	25	75	100
		7BBA4C2	Core – IX – Marketing Management	4	5	25	75	100
		7BBA4C3	Core – X – Computer Applications in	4	5	25	75	100

			Business – II					
		7BBA4C4	Core – XI – Business Mathematics	4	6	25	75	100
		7BCOA2	Allied – IV- Secretarial Practice-II	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	Skill Based Subject – II- Emergency and Medical Lab Skills.	2	2	25	75	100
		7BMY4/	Manavalakalai Yoga	2	2	25	75	100
			Total	25	30	--	--	700
V	III	7BBA5C1	Core–XII–Research Methodology	4	5	25	75	100
		7BBA5C2	Core–XIII– Management Accounting	4	6	25	75	100
		7BBA5C3	Core–XIV-Human Resource Management	4	5	25	75	100
		7BBAE1A 7BBAE1B	Elective – I B) Tourism Management (or) Marketing Research	5	5	25	75	100
		7BBAE2A 7BBAE2B	Elective– II B) Service Marketing (or) Insurance Management	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/	Skill Based Subject – III-Heritage and Tourism	2	2	25	75	100
		7SBS5A6/ 7SBS5A7	Skill Based Subject – IV-Marketing and Sales Management	2	2	25	75	100
				Total	26	30	--	--
VI	III	7BBA6C1	Core –XV – Investment Management	4	5	25	75	100
		7BBA6C2	Core–XVI–Financial Management	4	5	25	75	100
		7BBA6C3	Core – XVII – Business Law	4	5	25	75	100
		7BBA6C4	Core–XVIII – Project Report & Viva-Voce	4	6	40	60	100
		7BBAE3A 7BBAE3B	Elective–III B) Retail Management (or) International Marketing	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/	Skill Based Subject – V-Fruits and vegetables Skills	2	2	25	75	100
		7SBS6B6/ 7SBS6B7	Skill Based Subject – VI- NCC	2	2	25	75	100
				Total	25	30	--	--
			Grand Total	140	180	--	--	4000

பருவம் - 02					
பாடக்குறியீட்டுணர்: 2221T	பொதுத் தமிழ்		T/P	C	H/W
	இடைக்கால இலக்கியமும் சிறுகதையும்		T	3	6
நோக்கம் :	<ul style="list-style-type: none"> ➤ இடைக்கால இலக்கியத்தின் வடிவங்களும் சிந்தனையும் வெளிப்படுத்தல். ➤ சிறுகதைப் படைப்பாளர்கள் வெளிப்படுத்தும் சமூக விழுமியப் பதிவுகளை எடுத்தியம்புதல். 				
அலகு - 1	<p>அ. திருநாரசம்பந்தர் - திருமறைக்காடு (முதல் இரண்டு பாடல்கள்)</p> <p>ஆ. திருநாவுக்கரசர் - திருவதிகை வீரட்டானம் (முதல் இரண்டு பாடல்கள்)</p> <p>இ. சுந்தரர் - திருவெண்ணைநல்லூர் பதிகம் (முதல் இரண்டு பாடல்கள்)</p> <p>ஈ. மாணிக்கவாசகர் - திருவெம்பாவை (முதல் பாடல்)</p> <p>உ. குலசேகர ஆழ்வார் - பெருமாள் திருமொழி (முதல் இரண்டு பாடல்கள்)</p> <p>ஊ. ஆண்டாள் - திருப்பாவை (முதல் பாடல்)</p> <p>எ. சிற்றிலக்கியம்</p> <ol style="list-style-type: none"> 1. நந்திக்கலம்பகம் - முதல் ஐந்து பாடல்கள் 2. கலிங்கத்துப்பரணி - முதல் ஐந்து பாடல்கள் 				
அலகு - 2	<p>சிறுகதை</p> <p>நவரத்தினக் கதைகள் - அறிவுப் பதிப்பகம், தொகுப்பு - முனைவர் சூ.நயினார் அறிவுப் பதிப்பகம், சென்னை - 14.</p>				
அலகு - 3	<p>இலக்கணம்.</p> <p>சொல்வகை - பெயர்ச்சொல் - வினைச்சொல் - இடைச்சொல் - உரிச்சொல் வேற்றுமை மயக்கம் - ஆகுபெயர்.</p>				
அலகு - 4	<p>இலக்கிய வரலாறு</p> <p>பக்தி இலக்கியம் மற்றும் சிற்றிலக்கியம் தொடர்பான இலக்கிய வரலாறு</p>				
அலகு - 5	<p>படைப்பாற்றல்</p> <p>சிறுகதை படைத்தல்.</p>				
பயன்கள் :	<ul style="list-style-type: none"> ➤ சமயச் சிந்தனையின் பங்கு மற்றும் சிறுகதைப் படைப்பாக்கச் சிந்தனை. ➤ சமூகச் சிந்தனை வாயிலாக மாணவர் மேம்படுத்தல். 				

I BBA - I SEMESTER				
Course code: 22BBA1C1	Core Course - I	T/P	C	H/W
	FINANCIAL ACCOUNTING	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To explain the concept and role of accounting and financial reporting in the modern market economy. ➤ To explain the regulatory frame work for the operation of accounting activities. ➤ To understand the basic accounting concepts, accounting principles and techniques of posting basic business changes. ➤ To explain the structure and content of financial statements. 			
Unit-I	Introduction to Financial Accounting – Book Keeping – Meaning - Objectives – Scope – Importance – Advantages – Limitations – Rules - Journal - Ledger – Trial Balance.			
Unit-II	Subsidiary Books – Purchase Book – Sales Book – Purchase Return Book – Sales Return Book - Different Types of Cash Books – Bills Payable – Bills Receivable – Petty Cash Book.			
Unit- III	Bank Reconciliation Statement – Reason for Preparing Bank Reconciliation – Difference between Cash Book and Pass Book – Rectification of Errors.			
Unit- IV	Depreciation – Meaning – Objectives - Causes – Needs.			
Unit- V	Final Accounts – Preparation of Trading Account - Profit & Loss Account - Balance Sheet Preparation.			
(Note: Questions must be asked 60% on Problems and 40% on Theory parts)				
Text and Reference Books:				
Arulanantham M.A.&K.S.Raman, <i>Advanced Accountancy</i>				
Gupta R.L, <i>Advanced Accountancy</i>				
Jain S.P.&K.L.Narang, <i>Advanced Accountancy</i>				
Pillai R.S.N.&Bagavathi, <i>Advanced Accountancy</i>				
Shukla M.C.&T.S.Grewal, <i>Advanced Accountancy</i> S.Chand, New Delhi				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Understand the concept of financial accounting. ➤ Prepare the purchase and sales book. ➤ Prepare the Bank Reconciliation statement. ➤ Understand the Depreciation concept and its accounting benefits ➤ Prepare the balance sheet for any company. 			

I BBA- I SEMESTER				
Course code: 22BBA1C2	Core Course - II	T/P	C	H/W
	MANAGERIAL ECONOMICS	T	4	4
Objectives	The main objective of this course is to learn, how the techniques and theories of managerial economics can be used to apply in the practical business activities.			
Unit-I	Managerial Economics: Meaning, Nature and Scope ; Managerial Economics and Business Decision Making - Demand analysis – Types of Demand – Determinants of Demand – Why the Law of demand – Reasons for Demand curve sloping downward – Law of diminishing Marginal Utility – Concept of Consumer Surplus.			
Unit- II	Elasticity of Demand – Types – Indifference curve analysis – Returns to Scale – Increasing returns to scale – Diminishing and constant returns to scale.			
Unit- III	Concept of Cost – Break Even Point – National Income – Measurement and its difficulties.			
Unit- IV	Concept of Normal Profit – Scales maximization Principle. Monopoly – Monopolistic Competition – Economics of Bulk Purchase. Perfect competition – Imperfect Competition, Oligopoly.			
Unit- V	Functions of Money – Role of Commercial Banks – RBI – Methods of credit control – Monetary and Fiscal Policies.			
SUGGESSTED READING:				
Ishwar C.Dhingra, <i>The Indian Economics</i>				
Jhingan M.L. <i>Principles of Economics</i>				
Jorl Dean, <i>Managerial Economics</i>				
Seth M.L., <i>Micro Economics</i>				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Understand the concept of managerial economics. ➤ Understand the concept - Break Even Point, National Income ➤ Understand the techniques and theories of Perfect competition, Imperfect Competition and Oligopoly. 			

Course Code 22BHIA1	ALLIED			T/P	C	H/ W
	TOURISM IN TAMILNADU			T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To acquire knowledge about Heritage Tourism in Tamil Nadu ➤ To know the prospects of tourism industry in Tamil Nadu ➤ To Know the different tourist places in Tamil Nadu 					
Unit -I	Definition – Concept of Tourism – Nature and Scope of Tourism– Elements of Tourism -Types of Tourism.					
Unit –II	Heritage Tourism – Chennai – Mahabalipuram – Kanchipuram – Thanjavur – Madurai – Vellore					
Unit –III	Eco Tourism – Uthagamandalam – Kodaikanal – Yercard – Yelagiri – Mudumalai					
Unit –IV	Cultural Tourism – Fairs and Festivals – Bharathanatiam – Music and Arts					
Unit –V	Tourism as source of income and employment generation – Tamil Nadu Tourism Development Corporation – Tourist Agencies – Hospitality –Hotel Accommodation					
Reference Books:						
ArunaDeshpande, (2003),150 <i>Fascinating Destinations of India</i> , New Delhi, Crest Publishing House.						
Batra G.S.,(1999), <i>Tourism Promotion and Development</i> , New Delhi. Deep & Deep Publications. BhatiaA.K., (2013), <i>Tourism Development: Principles and Practices</i> , New Delhi, Sterling Publishers.						
Gill P.S.,(1997), <i>Dynamics of Tourism</i> , New Delhi, Anmol Publications.						
JavaidAkhtar, (1990), <i>Tourism Management in India</i> , New Delhi,Ashish Publishing House.						
Selvam, M., (1989), <i>Tourism Industry in India</i> , New Delhi, Himalaya . Publishing House.						
Out Comes:	<p>On the completion of the course, the students will be able to</p> <ul style="list-style-type: none"> ➤ Know the nature of Tourism in Tamil Nadu from the rudimentary stage. ➤ Understand the tourism prospects in Tamil Nadu ➤ Realize the importance of heritage and historical Tourism in Tamil Nadu 					

CODE: 22BVE1 - VALUE EDUCATION

Objectives

- ☞ To impart humanism values among the student under various religious thoughts
- ☞ To make them awareness of ethics and civil rights
- ☞ To familiarities the students with basic features of extracurricular activities such NSS and NCC and relevance of Abdul Kalam and Mother Teresa efforts to teach values
- ☞ To impart skills by preparing project works such as writing poems and stories

Unit -I

Definition – Need for Value Education – How Important Human Values are – Humanism and Humanistic Movement in the World and in India – Literature on the Teaching of Values Under Various Religions Like Hinduism, Buddhism, Christianity, Jainism, Islam, Etc. Agencies for Teaching Value Education in India – National Resource Centre for Value Education – NCERT– IITS and IGNOU.

Unit-II

Vedic Period – Influence of Buddhism and Jainism – Hindu Dynasties – Islam Invasion – Moghul Invasion – British Rule – Culture Clash – Bhakti Cult – Social Reformers – Gandhi – Swami Vivekananda – Tagore – Their Role in Value Education.

Unit- III

Value Crisis – After Independence: Independence – Democracy – Equality – Fundamental Duties – Fall of Standards in All Fields – Social, Economic, Political, Religious and Environmental – Corruption in Society. Politics Without Principle – Commerce Without Ethics – Education Without Character – Science Without Humanism – Wealth Without Work – Pleasure Without Conscience – Prayer Without Sacrifice – Steps Taken by The Governments – Central and State – To Remove Disparities on the Basis of Class, Creed, Gender.

Unit -IV

Value Education on College Campus: Transition from School to College – Problems – Control – Free Atmosphere – Freedom Mistaken for License – Need for Value Education – Ways of Inculcating It – Teaching of Etiquettes – Extra-Curricular Activities – N.S.S., N.C.C., Club Activities – Relevance of Dr.A.P.J. Abdual Kalam’s Efforts to Teach Values – Mother Teresa.

Unit -V Project Work

1. Collecting Details about Value Education from Newspapers, Journals and Magazines.
2. Writing Poems, Skits, Stories Centering on Value-Erosion in Society.
3. Presenting Personal Experience in Teaching Values.
4. Suggesting Solutions to Value – Based Problems on the Campus.

Reference and Textbooks: -

Chakrabarti, M. (1997). *Value education: changing perspectives*. Kanishka Publishers.
Eknath Ranade (1991). *Swami Vivekananda’s Rousing Call to Hindu Nation*. Centenary Publication

Karabi Kakoti, *Value Education – Need of the Hour*.

Radhakrishnan, S. (1968). *Religion and culture*. Orient Paperbacks, New Delhi

Outcomes After studied, the student will be able to

Knowledge about Humanism and Humanistic Movement in the World and in India

Understand the Social Reformers and Their Role in Value Education

Explore the theories of Fundamental Duties, Ethics, Extra-Curricular Activities – N.S.S., N.C.C

71BEPC Professional English for Commerce and Management-I

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description- Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast Paragraph-
Sentence Definition and Extended definition- Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in
fields (Subject specific)

Speaking: Brainstorming (Mind mapping). Small group discussions (Subject-
Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Register specific -Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading: Comprehension passages –Note making.

Comprehension: Motivational article on
Professional Competence, Professional Ethics
and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

பருவம் - 02					
பாடக்குறியீட்டுஎண்: 2221T	பொதுத் தமிழ்		T/P	C	H/W
	இடைக்கால இலக்கியமும் சிறுகதையும்		T	3	6
நோக்கம் :	<ul style="list-style-type: none"> ➤ இடைக்கால இலக்கியத்தின் வடிவங்களும் சிந்தனையும் வெளிப்படுத்தல். ➤ சிறுகதைப் படைப்பாளர்கள் வெளிப்படுத்தும் சமூக விழுமியப் பதிவுகளை எடுத்தியம்புதல். 				
அலகு - 1	<p>அ. திருநாணசம்பந்தர் - திருமறைக்காடு (முதல் இரண்டு பாடல்கள்)</p> <p>ஆ. திருநாவுக்கரசர் - திருவதிகை வீரட்டானம் (முதல் இரண்டு பாடல்கள்)</p> <p>இ. சுந்தரர் - திருவெண்ணைநல்லூர் பதிகம் (முதல் இரண்டு பாடல்கள்)</p> <p>ஈ. மாணிக்கவாசகர் - திருவெம்பாவை (முதல் பாடல்)</p> <p>உ. குலசேகர ஆழ்வார் - பெருமாள் திருமொழி (முதல் இரண்டு பாடல்கள்)</p> <p>ஊ. ஆண்டாள் - திருப்பாவை (முதல் பாடல்)</p> <p>எ. சிற்றிலக்கியம்</p> <ol style="list-style-type: none"> 1. நந்திக்கலம்பகம் - முதல் ஐந்து பாடல்கள் 2. கலிங்கத்துப்பரணி - முதல் ஐந்து பாடல்கள் 				
அலகு - 2	<p>சிறுகதை</p> <p>நவரத்தினக் கதைகள் - அறிவுப் பதிப்பகம், தொகுப்பு - முனைவர் சூ.நயினார் அறிவுப் பதிப்பகம், சென்னை - 14.</p>				
அலகு - 3	<p>இலக்கணம்.</p> <p>சொல்வகை - பெயர்ச்சொல் - வினைச்சொல் - இடைச்சொல் - உரிச்சொல் வேற்றுமை மயக்கம் - ஆகுபெயர்.</p>				
அலகு - 4	<p>இலக்கிய வரலாறு</p> <p>பக்தி இலக்கியம் மற்றும் சிற்றிலக்கியம் தொடர்பான இலக்கிய வரலாறு</p>				
அலகு - 5	<p>படைப்பாற்றல்</p> <p>சிறுகதை படைத்தல்.</p>				
பயன்கள் :	<ul style="list-style-type: none"> ➤ சமயச் சிந்தனையின் பங்கு மற்றும் சிறுகதைப் படைப்பாக்கச் சிந்தனை. ➤ சமூகச் சிந்தனை வாயிலாக மாணவர் மேம்படுதல். 				

Course code:

722CE

COMMUNICATIVE ENGLISH-II

Unit - 1

- 1. Listening and Speaking** a. Listening and responding to complaints (formal situation)
b. Listening to problems and offering solutions (informal)
- 2. Reading and writing** a. Reading aloud (brief motivational anecdotes)
b. Writing a paragraph on a proverbial expression/motivational idea.
- 3. Word Power/Vocabulary :** a. Synonyms & Antonyms
- 4. Grammar in Context :** Adverbs, Prepositions

Unit - 2

- 1. Listening and Speaking** a. Listening to Famous Speeches and Poems b. Making Short Speeches- Formal: welcome speech and vote of thanks. Informal Occasions- Farewell party, Graduation Speech
- 2. Reading and Writing**
a. Writing Opinion Pieces (could be on travel, food, film / book reviews or on any contemporary topic) b. Reading poetry : i) Reading aloud: (Intonation and Voice Modulation)
- 3. Word Power :** a. Idioms & Phrases
- 4. Grammar in Context :** Conjunctions and Interjections

Unit – 3

- 1. Listening and Speaking** a. Listening to Ted talks
b. Making Short Presentations – Formal Presentation with PPT, Analytical Presentation of Graphs and Reports of Multiple kinds c. Interactions during and after the Presentations
- 2. Reading and writing :** a. Writing e-mails of Complaint b. Reading aloud Famous Speeches
- 3. Word Power :** a. One Word Substitution
- 4. Grammar in Context:** Sentence Patterns

Unit – 4

- 1. Listening and Speaking** a. Participating in a meeting: face to face and online
b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.
- 1. Reading and Writing** a. Reading visual texts – advertisements b. Preparing first drafts of short assignments
- 2. Word Power:** a. Denotation and Connotation
- 3. Grammar in Context:** Sentence Types

Unit – 5

- 1. Listening and Speaking** a. Informal interview for feature writing b. Listening and responding to questions at a formal interview
- 1. Reading and Writing** a. Writing letters of application b. Readers' Theatre (Script Reading) c. Dramatizing everyday situations/social issues through skits. (writing scripts and performing)
- 2. Word Power:** a. Collocation
- 3. Grammar in Context:** Working With Clauses

II SEMESTER				
Course code: 22BBA2C1	CORE COURSE-III	T/P	C	H/W
	COST ACCOUNTING	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies. ➤ To define the costs and their impact on value creation in the manufacturing and non-manufacturing companies. ➤ To understand the cost accounting methods for cost calculation. 			
Unit-I	Cost Accounting – Meaning – Objectives – Functions – Costing – Cost – Cost Control – Characteristics of Cost Control – Steps involved in Cost Control – Advantages - Methods – Financial Accounting Vs Cost Accounting.			
Unit-II	Material Control : Definition – Scope - Objectives - Advantages – Techniques – EOQ – Levels of Inventory – Store Ledger – Pricing of Materials : FIFO – LIFO – HIFO – Simple Average – Weighted Average.			
Unit -III	Labour Control – Direct – Indirect – Labour Cost Control – Methods – Bonus & Incentive Systems – Labour Turnover Ratio.			
Unit -IV	Overheads – Definition – Scope - Classification of Overheads.			
Unit -V	Cost Sheet : Preparation – Percentage of General Overheads – Profit – Sales – Production – Wages.			
SUGGESTED READING:				
Iyengar SP. <i>Cost Accounting</i>				
Jain S.P.and K.L.Narang, <i>Cost Accounting</i>				
Pillai RSN and Mrs.Bhagavathi, <i>Cost Accounting</i>				
Ramasamy T. <i>Cost Accounting</i>				
Reddy T.S. and A.Murthy, <i>Cost Accounting</i> Margham Publishers.				
(Note: Questions must be 60% of problems and 40% of theory parts)				
Outcomes	The students shall be able to: <ul style="list-style-type: none"> ➤ Know the role of cost accounting in the modern economic environment. ➤ Interpret the impact of the selected costing methods. ➤ Prepare the cost sheets. 			

II SEMESTER				
Course code: 22BBA2C2	CORE COURSE-IV	T/P	C	H/W
	BUSINESS CORRESPONDENCE	T	4	4
Objectives	<ul style="list-style-type: none"> ➤ The main goal of this course is to help the students to improve their report writing skills and to enable them to communicate more effectively in English. ➤ To familiarize the students with the fundamentals of communication for professional purposes and to enable them to write and speak well. 			
Unit- I	Business Communication - Definition, Objectives of communication - Characteristics of Effective Organizational Communication. Process of Communication - Channels of Communication - Verbal & Non Verbal Communication - Principles of Effective Business Communication - Barriers to Communication and ways to overcome them.			
Unit- II	Job Application Letters – Resume - Bio-data – Testimonials – Interview call letter – Appointment order – Office Memorandums – Office circulars – Letters of confirmation, promotion, termination and resignation.			
Unit- III	Introduction: Need for developing report writing skill – Business Reports: Meaning and characteristics – Kinds of Business Reports – Steps in drafting formal business reports – Structure of a business report. Press Reports – importance -Market Reports – writing simple market reports – exercises.			
Unit -IV	Report by individuals – situations – points to be considered in writing individual reports – Routine, Analytical and investigative reports - Committee Reports – reports on problems / opportunities in business.			
Unit -V	Meeting - Definition -Importance of business Meetings -opening and closing meetings – Writing agenda and minutes – essentials in writing minutes – minutes of various meetings – exercises. – Email – Guidelines in managing Emails.			
SUGGESSTED READING:				
<p style="text-align: center;">Krishna Mohan & Meera Banarji, <i>Developing Communication Skills</i></p> <p style="text-align: center;">Matthukutty M. Monipally, <i>Business Communication Strategies</i></p> <p style="text-align: center;">Rajendra Pal & J.S.Korlahalli, <i>Essentials of Business Communication</i></p> <p style="text-align: center;">Ramesh & Pattanshetti, <i>Effective Business English Correspondence</i></p> <p style="text-align: center;">Sharma R C and Krishna Mohan, <i>Business Correspondence and Report Writing</i></p> <p style="text-align: center;">Trevor Bentley, <i>Report Writing in Business</i></p>				
Outcomes	<p>Upon successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> ➤ Plan their reports using the tools covered. ➤ Organise their ideas in to a clear, logical structure before they write. ➤ Write a clear, focused executive summary before planning a report. 			

Course Code 22BHIA2	ALLIED	T/P	C	H / W
	HISTORY FOR COMPETITIVE EXAMINATIONS – I	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To appear for Civil Service Examinations UPSC and TNPSC Exams ➤ To study the events of Indian National Movement. 			
Unit -I	Ancient India : Sources - Pre-history and Proto-history - Indus Valley Civilization - Aryans and Vedic Period - Period of Mahajanapadas - Mauryan Empire - Post - Mauryan Period (Indo-Greeks, Sakas, Kushanas, Western Kshatrapas) – Guptas.			
Unit –II	Medieval India: Early Medieval India (750-1200) - Establishment of the Delhi Sultanate - Political Developments and Economy- The Vijayanagra Empire and the Bahmani Kingdom- Mughal Empire - Decline of the Mughal Empire.			
Unit –III	Modern India: Advent of the Europeans - British Expansion in India - Early Structure of the British Raj - Impact of British Colonial Rule - Social and Religious Reform movements - Indian Response to British Rule- The Great Revolt of 1857.			
Unit –IV	Indian Nationalism: Birth of Indian Nationalism - Indian National Congress(INC) - Moderates and Extremists - The Partition of Bengal (1905).			
Unit –V	Gandhian Era: Rise of Gandhi - the Non-cooperation Movement - Civil Disobedience movement- Simon Commission - ; the Round Table Conferences - the Quit India Movement - Transfer of power - the politics of partition – Independence.			

Reference Books:

- Agarwal J.C.,(2009). *The Ancient, Medieval & Modern Indian History*. New Delhi: S.Chand&Co. Agarwal R.N.(1956)*National Movement and Constitutional Development of India*, New Delhi, Messers Metropolitan Book Co.
- Basu,D.D.(2003). *Introduction to the Constitution of India*. New Delhi: Wadhwa Nagpur.
- Chakravarthy (1999). *Freedom Fighters of India*.Delhi: Crest Publishing House.
- Grover,B.L.Grover,S.(2008). *A NewLook at Modern Indian History From 1707 to the Modern Times*. New Delhi, S Chand and company.
- Laxmikanth,(2017). *Indian Polity*15th edition .Chennai:Mcgraw Hill Education. Maheshwari, S.R. (2001). *Indian Administration*. New Delhi: Orient Blackswan. Michael Edwards. (2011). *British India 1772-1947*. New Delhi: Rupa Publications. Pramod Singh Parashar .*Trueman’s Indian History*. New Delhi: Kanishka Publications. SarkarSumit, (1983).*Modern India 1885 – 1947*. New Delhi: Macmillan.
- Shailesh Chandra, (2009) *Medieval India (1200 – 1800)*.New Delhi: Alfa Publications.
- Sharma,P.D.Sharma,B.M.(2009).*Indian Administration Retrospect and Prospect*. New Delhi: Rawat

COURSE CODE: 22BES2
I YEAR – II SEMESTER
COURSE – ENVIRONMENTAL STUDIES

Unit I The Multidisciplinary Nature of Environmental Studies

Definition, Scope and importance

Need for public awareness

Unit II Natural Resources

Renewable and non-renewable resources

- M) Forest resources: use and over-exploitation, deforestation, case studies, timber extraction, mining, dams and their effect on forests and tribal people
- N) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- O) mineral resources: use and exploitation, experimental effects of extracting and using mineral resources, case studies.
- P) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Q) Energy resources: growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, case studies.
- R) Land resources: land as a resource, land degradation, main induced landslides, soil-erosion and desertification
 - Role of individual in conservation of natural resources
 - Equitable use of resources for sustainable lifestyle

Unit III Ecosystems, bio-diversity and its conservation

Ecosystems

- ✓ Concept of an ecosystem
- ✓ Structure and function of an ecosystem
- ✓ Energy flow in the ecosystem
- ✓ Food chains, food webs and ecological pyramids

Biodiversity and its conservation

- ✓ Introduction- definition: genetic, species and ecosystem diversity
- ✓ Bio-geographical 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 IV Environmental Pollution

- Causes, Effects And Control Measures Of:-
 - H. Air pollution
 - I. Water pollution
 - J. Soil pollution
 - K. Marine pollution
 - L. Noise pollution
 - M. Thermal pollution
 - N. Nuclear hazards

- Visit to a local area to document environmental assets—river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site- urban/rural/industrial/agricultural
- Study of common plants, insects, birds
- Study of simple ecosystem-pond, river, hill slopes, etc

Books for Reference:

45. Agarwal, k.c.2001 environmental biology, nidi publ.ltd., bikaner
46. Bharucha erach the biodiversity of india, mapin publishing pvt. Ltd, ahamedabad-380013,india, email: mapin@cent.net®
47. Burner r.c. 1989, hazardous waste inclineration mcgraw hill inc.480p
48. Clark r.s. Marine pollution, clanderson press oxford(tb)
49. Cunnigham, w.p.cooper, t.h.gorhani, e& hepworth, m.t 2001 environmental encyclopedia, jaico publ. House, mumbai, 1196p.
50. De.a.k.environmental chemistry, wiley eastern ltd.
51. Down to earth, centre for science and environment®
52. Gleick h.p. 1993, water in crisis, pacific instutue for studies in dev, environment & security, stockholm env. Institute,oxford univ.press,473p
53. Hawlinks r.e., encyclopedia of indian natural history, bombay natural history society, bombay (r)
54. Heywood, v.h & watson, r.t.1995, global biodiversity assesment, cambridge univ.press, 114op
55. Jadhav, h&bhosale v.m.1995, environmental protection and laws, himalaya pub; house, delhi 284p
56. Mckinney, m.l & schoch, rm.1996 environmental science systems& solutions, web enhanced edition 639p
57. Mhaskar a.k.matter hazardous, techno-science publications(tb)
58. Miller t.g. Jr.environmental science wadsworth publicing co(tb)
59. Odurm, e.p.1971 fudamentalof ecology, w.b.saunders co. Usa 584p
60. Rao m.n & datta, a.k., 1987, tehchno-science, waste water treatment. Oxford& ibh publ, co.pvt. Ltd.,345p
61. Sharma b.k. 2001, environemtal chemistry goel publ,house,meerut
62. Survey of the environmental the hindu(m)
63. Townsend c, harper j, and michael degon,essential of ecology,blakewell science (tb)
64. Trivedi r.k., hand book of environmental laws, rules, guidelines, compliances and standards, vol i and ii, enviro meida ®
65. Trivedi r.k. & p.k.goel introduction to air pollution,techno-science publications (tb)
66. Wanger k.d, 1998 environmental management w.b. Environmental management. W.b.saunders co. Philadelphia, usa.499p

**Professional English for Commerce and Management-II
72BEPC**

Unit -1 Communicative Competencies

**Listening
Speaking
Reading
Writing**

UNIT – 2 Persuasive Communication

**Listening
Speaking
Reading
Writing**

UNIT – 3 Digital Competence

**Listening
Speaking
Reading
Writing**

UNIT – 4 Creativity and Imagination:

Creative Thinking in Communication- Creative Thinking in Decision Making- Critical thinking and problem solving skills - Creative approach for communication in Business- Visual Aids- Techniques for an Effective oral Presentation- Creating a Web Page- Creating Blogs- Difference between Brochure and Pamphlets- Importance of poster making- Format of Poster Writing

UNIT – 5 Workplace Communication – An Overview :

The methods of Communication- Tips for effective communication in workplace- Warm Up exercises- Academic Power Point Presentation- Plan the structure of your Power Point Presentation- Making PPT effective- Points to be avoided in a Power Point Presentation- Reading And Writing Skills

II YEAR – III SEMESTER
COURSE CODE: 7BBA3C1
CORE COURSE - V - ORGANIZATIONAL BEHAVIOUR

Unit I

Organisational Behaviour: Meaning and Scope of Organisational Behaviour – Features of Organisational Behaviour – Individual behaviour and Group behaviour.

Unit II

Personality: Meaning – Determinants – Personality Traits – Personality attributes influencing OB. **Perception:** Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.

Unit III

Communication: Meaning, functions and process of Communication – Barriers to effective communication and methods of overcoming – **Leadership:** Meaning and types – Importance– Trait theories – behavioural theories – Managerial Grid.

Unit IV

Conflict: Meaning and types of conflict – Negotiation process. **Stress:** Stress and behavior – Sources of stress – General Stress syndrome – Effects of job stress – Individual and Organisational strategies in managing stress.

Unit V

Organisational Change: Meaning, need and significance – External and internal forces – Resistance to change – Steps in managing change. **Organisational Development:** Objectives of OD program – Basic OD assumptions – OD interventions.

Text Books:

2. Organisational Behaviour – Stephen P. Robbins
2. Organisational Behaviour – Jit.S. Chandan
3. Organisational Behaviour – L.M. Prasad
4. Organisational Behaviour: Text and Cases – Sundar.K



**II YEAR – III SEMESTER
COURSE CODE: 7BBA3C2**

CORE COURSE - VI - BUSINESS STATISTICS

Unit I

Introduction to statistics – definitions – use of statistics in business – Limitations – Types of Series– Formulation of frequency distribution – diagrammatic and graphic presentation – significance of diagrams and graphs

Unit II

Measures of central value – average – meaning – objectives of average – types of average – limitations of averages - Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – relationship among averages.

Unit III

Dispersion – meaning – methods of measuring dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of variation – uses of dispersion.

Unit IV

Correlation – definition – Correlation analysis – types of correlation – methods of studying correlation – Scatter diagram, Graphical method, Karl Pearson’s coefficient correlation – Rank correlation – uses of correlation analysis – Regression Analysis – definition – regression equations.

Unit V

Index Numbers – meaning – uses – construction of index numbers (Chain base method excluded) – cost of living index – limitations of index numbers – Time Series – components – measurement of trend – graphic method, semi average method, Moving averages method, method of least squares, Uses of time series.

Books Recommended:

- | | | |
|--------------------------------------|---|------------------------------|
| 9. Statistical Methods | – | S.P.Gupta |
| 10. Business Statistics | – | S.P.Gupta & M.P.Gupta |
| 11. Statistics – Theory and Practice | – | M.C.Shukla & S.C.Gulshan |
| 12. Statistics | – | R.S.N. Pillai & V.Bagavathi. |



II YEAR – III SEMESTER

COURSE CODE: 7BBA3C3

CORE COURSE - VII - COMPUTER APPLICATIONS IN BUSINESS - I

Unit I

Introduction to Computers – Computers Software Languages – flow charting – Programming concepts – Assembly language – High level language – Operating system – Compilers – Assemblers – Packages.

Unit II

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell check – Grammar check – Working with Tables – Saving, Opening and closing Document – Mail Merge.

Unit III

MS PowerPoint – Creation – Insert Picture – Animation – Creating Multimedia Presentations– Insert tables and Graphs

Unit IV

MS Excel – Introduction – Spreadsheet – Entering data in Working Sheets – Editing and Formatting Worksheets – Charts – Functions like Saving, Opening and closing Work book.

Unit V

Introduction to internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – Email – How to create Email – Internet Vs Intranet – Webpage – URL.

Book for Reference:

Complete Reference on MS Office – Deitel & Deitel



II YEAR – III SEMESTER
COURSE CODE: 7BCO A1
CORE COURSE – SECRETARIAL PRACTICE –I

Unit –I

Company secretary: Definition – Secretarial work – Types of secretaries –Routine secretary, Executive secretary – Appointment – Dismissal – Rights – Duties and responsibilities.

Unit – II

Company Secretary and company formation: Promotion of joint stock companies with special reference to duties and liabilities of secretary – licensing –Industries (Development and Regulation) Act – Controller of Capital Issues

.Unit-III

Registration – Preparation and filing of relevant documents – Memorandum, Articles etc. – Incorporation – Certificate of Commencement – Prospectus – Allotment of shares – Forfeiture – Re-Issue of share certificates and share warrants.

Unit-IV

Law and Procedure of meeting : Secretarial duties – Kinds of meeting – Conduct – Procedure of discussion – Chairman – Rules for debates – Voting – Proxy – (A detailed study with reference to the Companies Act, 1956 needed).

Unit-V

Meeting – Secretarial Work – Drafting notices – Agenda – Motion – Resolution, minutes- minutes books – Drafting of statutory report – Director’s report and chairman’s speech.

PART IV (I) – (C)

NON – MAJOR ELECTIVE – COURSE II

**II YEAR – III SEMESTER
COURSE CODE: 7NME3C**

COURSE II – EFFECTIVE EMPLOYABILITY SKILLS

Unit I Curriculum Vitae & Facing the Interview

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

Unit II Interpersonal Communication

One to one Communication
One to group Communication

Unit III Group Discussion

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

Unit IV Team Work

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

Unit V Motivation

Leadership & Motivation, Behaviour, Motives Managerial Skills

Books for Reference:

9. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
10. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
11. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
12. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



PART IV (2) – SKILL BASED SUBJECTS (SBS)

GROUP I – SET I

II YEAR – III SEMESTER

COURSE CODE: 7SBS3A1

COURSE I – COMPETITIVE EXAMINATION SKILLS

Objectives:

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

Unit I

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role - History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

Unit II

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

Unit III

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

Unit IV

Spatial and perceptual abilities, situation reaction test

Unit V

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

Books for Reference:

5. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., 1-

10, green park extension, new delhi 110 016., 2001

6. Competition success review magazines.



PART V

II YEAR – III SEMESTER COURSE CODE: 7BEA3

PART – V – EXTENSION ACTIVITIES

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to be carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

S. No.	Criteria	Maximum Marks
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
Total		100



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C1

CORE COURSE -VIII – PRODUCTION AND OPERATIONS MANAGEMENT

Unit I

Operations management – definition, objectives and functions – Plant location –factors influencing plant location – urban and rural plant sites – multiple location. Plant layout – objectives, principles, different types of layout – their merits and demerits and suitability.

Unit II

Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and objectives-Time study and Motion study.

Unit III

Production planning and control – need, functions – planning, routing, scheduling. Material handlings – Functions and principles – various types of material handling equipments.

Unit IV

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection- Samples- sampling techniques.Steps in quality control, benefits of quality control.

Unit V

Materials management – meaning – need – functions of materials management – Integrated materials management. Functions of store keeper – types of material – Material issue procedure – Inventory control – importance, objectives – Stock levels – EOQ, ABC analysis.

Books Recommended:

11. Production / operation management – Elwood Buffa
12. Production / operation management – S.N.Chary
13. Materails management – an integrated approach – P.Gopalakrishnan and M.Sunderesan
14. Purchasing and material Management – Text and cases – Lamar Lee Jr. and Doanald W.Dobler.
15. Materials Management – M.M.Varma.



**II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C2**

CORE COURSE - IX - MARKETING MANAGEMENT

Unit I

Marketing Management – meaning – functions – distinction between marketing and selling – marketing environment – organization of marketing department.

Unit II

Market – classification of market – bases of segmentation – buyer decision behaviour – types– determinants of consumer behavior – Marketing Mix – elements.

Unit III

Product Planning – meaning – product features – classification of products – product line and product mix decision – new product development – product life cycle – Branding – brand name, brand mark, trademark and labeling – Packaging – types.

Unit IV

Pricing – meaning and objectives – strategies – price leader – resale price maintenance – methods of pricing. Distribution planning – structure, types and levels of channels – wholesaling – retailing – functions.

Unit V

Sales Promotion – techniques – Sales forecasting – Personal selling – sales quotas – AIDA model of selling – procedure in effective selling.

Books Recommended:

13. Marketing Management – Philip Kotler
14. Fundamentals of Marketing – William J. Standon
15. Principles and Practice of Marketing I India – C.B.Memoria
16. Marketing Management: Text and Cases – an Indian Perspective – Dr.R.K.Varshney and Dr.S.L.Gupta
17. Sales Management – Richard R.Still, Edward W. Cundiff & Norman AP Gowani.
18. Essentials of Marketing – Sundar.K



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C3

CORE COURSE - X - COMPUTER APPLICATIONS IN BUSINESS – II

Unit I

Introduction – Role of Computer in Accounting – Extended Enterprise Features – Accounting and Inventory features – sales and purchase order processing – To start Tally – menus and options – Accounting with Tally – Pre-define groups of accounts – Golden rules of accounts – Double entry systems – Ledger creation.

Unit II

Gateway of Tally – Accounts Information – Primary groups of capital nature –revenue nature– To create groups using single mode – multiple modes – types of Budget – types of vouchers – Restart numbering – Foreign Exchange Transactions – Gateway of Tally – Inventory Information – single stock group creation – multiple stock group creation – create stock category using single mode – multiple mode – configuration settings for inventory – costing methods – FIFO – LIFO – create stock items in multiple mode – Trading Business.

Unit III

Gateway of Tally – Voucher entry – Types of voucher – Inventory allocations – Purchase and sales order vouchers, entry – Invoice entry – optional and regular vouchers – Balance sheet – Gateway of Tally – Profit and loss Account.

Unit IV

Gateway of Tally – Display – Trial Balance – Accounting Books and Statements – Inventory Reports and statements – cash flow / funds flow statement – Gateway of Tally – Multi Accounting Printing – types of printing configuration options.

Unit V

Reconciliation of bank accounts and other Miscellaneous option – Stock summary ratio analysis – Import and Export of data – backup and restore of data – loading of company – creating a group company – Reconciliation of bank accounts – security control – user and passwords – types of security – case study for manufacturing Accounts (minimum 3 problems) – case study of trading Business (minimum 3 problems) – Tally ODBC – Exchange and Merge data.

Text Books:

5. Tally software Package – Manual.
6. Computer Application in Accounting Software – Dr.P.Kasivairavan.



II YEAR – IV SEMESTER
COURSE CODE: 7BBA4C4
CORE COURSE -XI - BUSINESS MATHEMATICS

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to economics using marginal concept (**Elasticity of demand – Excluded**)

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – integration by substitution (**Trigonometric functions, integration by parts, method of partial fractions are Excluded**) – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

Text Books:

Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.



II YEAR – IV SEMESTER
COURSE CODE: 7BCO A2
CORE COURSE – SECRETARIAL PRACTICE –II

Unit I MEMBERS OF A COMPANY

Shareholders and members – Who can become a member? How to become a member? Rights of members – Liability of members – Termination of membership – Expulsion of a member – Impersonation of a member.

Unit II COMPANY MANAGEMENT

Nature of company management –Pattern of company management–Levels of management – Directors – Appointment of directors – Qualifications of directors - Disqualifications of directors – Removal of directors – Duties of directors – Managing Director – Manager - Liabilities of directors – Managerial remuneration – Auditors – Qualifications and disqualifications of an auditor – Rights and powers of an auditor – Duties of auditors – Special audit-Accountant – Solicitors.

Unit III COMPANY RETURNS AND CIRCULARS

Initial returns – Casual returns – Periodic returns- Annual return – Company notices – Duties of Secretary – Resolutions requiring special notice – company circulars and reports- Types of reports – Financial and statistical returns – Specimens.

Unit IV DIVIDENDS

Declaration of dividends – Sanction of dividends – Rules regarding dividends – Kinds of dividends – Payment of dividends – Duties of Secretary regarding payment of dividends, interest, Reserves and bonus shares

Unit V WINDING UP, DEFUNCT COMPANY AND ITS REVIVAL:

Modes of winding up- Winding up by the court – Consequences of winding up order- powers of liquidator – Duties of liquidator – Dissolution of company – Voluntary winding up – Kinds of voluntary winding up – Creditors’ voluntary winding up – Members’ voluntary winding up – Winding up subject to the supervision of court – Winding up of unregistered company – Defunct company – Dissolution of defunct company – Revival or restoration of a defunct company – Powers of the court.

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**II YEAR – IV SEMESTER
COURSE CODE: 7SBS4B2**

COURSE II – EMERGENCY AND MEDICAL LAB SKILLS

Objectives:

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

Unit I

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

Unit II

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

Unit III

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

Unit IV

Awareness Programmes on the importance of locally available herbal plants and Vegetables.

Skin lashes poor eye-sight anemia

Unit V

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

Books for Reference:

5. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16th Main Road, Anna Nagar, Chennai – 600 040.
6. Dr.Rama Rao, “Handbook of First Aid”, Chennai.



**II YEAR – IV SEMESTER
COURSE CODE: 7BMY4**

COURSE – MANAVALAKALAI YOGA

**VALUE EDUCATION
kdtstf;fiy Nahfh**

A BRIEF INTRODUCTION ABOUT MANAVALAKALAI YOGA

in the “manavalakalai yoga”, practices formulated by thathuvagani vethathiri maharishi do not have any bearing on religion, caste or creed. this is an education for culturing the mind. it does not contain any customary observances of any sect. it comprises only rational and scientific education and practices. these are offered to all people without any discrimination.

learning and practicing manavalakalai yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. offering this yoga to students is the only means through which social welfare could be derived. on the whole, manavalakalai yoga would be of immense help to achieve a holistic life for any human folk.

“for education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared dr.radhakrishnan.

the heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. it is the need of the hour that the students of colleges and universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. our education to be socially relevant, it must inculcate in our youth this duty consciousness. every institution has this obligation to the society.

the quality of mind determines the quality of the man. mind can be considered to be the collective form of the thoughts arising spontaneously. an understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. then only good thoughts, words and deeds and also other virtues would prevail among the students.

This course strives to achieve the following:

- To train and develop the physical body for leading a healthy life.
- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

DETAILS OF NUMBER OF CENTRES AND YOGA MASTERS IN EACH DISTRICT OF TAMIL NADU

S. NO.	DISTRICT	CENTRES	yOGA mASTERS
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
Total		1489	7667

80 HOURS

UNIT I YOGA AND PHYSICAL HEALTH

- 1.9 Physical structure – three bodies – five limitations
- 1.10 simplified physical exercises – hand exercises – leg exercises – breathing exercises – eye exercises – kapalapathi
- 1.11 maharasanas 1-2 massages – acu-puncture – relaxation
- 1.12 yogasanas – padmasana – vajrasanas – chakrasanas (side) – viruchasanas – yoga muthra – patchimothasanas – ustrasanas – vakkarasanas – salabasanans

UNIT II ART OF NURTURING THE LIFE FORCE AND MIND

- 6.1 maintaining the youthfulness – postponing their ageing process
- 6.2 sex and spirituality – significance of sexual vital fluid – married life – chastity
- 6.3 ten stages of mind
- 6.4 mental frequency – methods for concentration

UNIT III SUBLIMATION

- 3.9 purpose and philosophy of life
- 3.10 introspection – analysis of thought
- 3.11 moralization of desires
- 3.12 neutralization of anger

UNIT IV HUMAN RESOURCES DEVELOPMENT

- 4.9 eradication of worries
- 4.10 benefits of blessings
- 4.11 greatness of friendship
- 4.12 individual peace and world peace

UNIT V LAW OF NATURE

- 1.9 unified force – cause and effect system
- 1.10 purity of thought and deed and genetic centre
- 1.11 love and compassion
- 1.12 cultural education – five fold culture

III YEAR - V SEMESTER
COURSE CODE: 7BBA5C1

CORE COURSE-XII - RESEARCH METHODOLOGY

Unit I

Business Research – Meaning –Scope and significance – Utility of business research – Qualities of good researcher - Types of Research, Research process Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Characteristics of Good Research

Unit II

Problem identification, selection and formulation of research problems Steps Research Design- features of good design - Various Methods of Research Design- Hypothesis- meaning and significance.

Unit III

Sampling- meaning, methods of sampling - Sample Size and Sampling Procedure, Various Types of Sampling Techniques. Types of Data: Secondary and Primary, Various Methods of Collection and Data.

Unit IV

Analysis of Data: Measurement and scaling techniques – Rating scales – attitude scales – Likert, Guttman scales. Processing and analysis of data - Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams.

Unit V

Interpretations and report writing- types of reports- steps in writing a report- Evaluation of report, Techniques of Interpretation, Components and Format of Research Reports, Guidelines for Writing Research Reports.

Suggested Readings:

1. Research Methodology Methods & Techniques - Kothari C R
2. Business Research Methods - Cooper and Schindler
3. Research Methodology - C. Murthy
4. Research Methodology - Bhattacharyya
5. Research Methodology - Panneer Selvam
6. Research Method for Behavioural Sciences- Gravetter



III YEAR - V SEMESTER
COURSE CODE: 7BBA5C2

CORE COURSE - XIII- MANAGEMENT ACCOUNTING

Unit I

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

Unit II

Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.

Unit III

Fund flow statement and cash flow statement – meaning, merits and demerits –preparation of fund flow and cash flow statements.

Unit IV

Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis – application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.

Unit V

Standard costing and variance analysis – meaning, advantages and disadvantages – steps involved in the standard costing – variance – material variances – labour variances.

(Note: Questions must be 60% of problems and 40% of theory parts) Text Books:

5. Management Accounting – S.P.Gupta
6. Management Accounting – RSN Pillai and Mrs Bagavathi
7. Management Accounting – Dr.S.N.Maheswari
8. Management Accounting – T.S.Reddy and A.Murthy



III YEAR – V SEMESTER
COURSE CODE – 7BBB5C3
CORE COURSE-XIV- HUMAN RESOURCE MANAGEMENT

Unit I

HRM: Definition and meaning – Difference between Human Resource Management and personnel management – HRM: Objectives – Scope – functions – Future of HRM.

Unit II

Recruitment: Meaning – sources – Recruitment process – Selection: Meaning, procedure – Types of tests – Advantages and disadvantages – Interview: Types – placement and introduction – Job analysis – Job description:– Job specification - Job evaluation:Objectives – methods of job evaluation .

Unit III

Training and development: meaning, need, importance – types of training. Executive development: meaning, objective and importance of executive development – Methods of executive development.

Unit IV

Wage and Salary Administration: Objectives and principles of wages and salaryadministration – Components and methods of wage payment promotion, transfer and demotion. Performance Appraisal: Meaning, methods of performance appraisal.

Unit V

Industrial Relations: meaning, objective and importance of IR – Causes for poor industrial relations- Workers’ participation in management – concept need and forms of workers’ participation in management – Collective Bargaining – definition, features, essentials and role of collective bargaining – Collective Bargaining in India.

Books Recommended:

- | | | |
|--|---|---------------------|
| 1. Human Resource Management | – | Shashi K. Gupta |
| 2. Human Resource Management | – | C.B.Memoria |
| 3. Human Resource Management | – | S.S. Khanka |
| 4. Personnel Management and Industrial Relations | – | Tripathi and Reddy. |
| 5. Human Resource Management: Text and Cases | – | Sundar.K |



**III YEAR –V SEMESTER
COURSE CODE -7BBAE1A**

ELECTIVE COURSE –I (A) TOURISM MANAGEMENT

Unit I

History of travel and tourism – ancient, medieval and contemporary periods – Tourism – definition – forms – Motivation for travel – barriers to travel – tourism product – travel industry network.

Unit II

International tourism – top tourism promoting countries – major destinations – spending and earnings by different countries and other details – Domestic tourism – Indian tourism – Tourist attractions – preferred places – historical past – culture – seasonality – foreign exchange earnings – profile of visitors – factors influencing tourism development – Social, Economic and Environmental impact on tourism.

Unit III

Tourism and the State – National Tourism Administration (NTA) – Comparative study of NTAs of various countries – activities of Department of Tourism – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs) – Tourism planning – need for planning – process of planning,

Unit IV

Surface transport – Airline industry – Travel Agents – functions – automation in travel industry – Computerised Reservation System – Importance of CRS for travel agents – World Tourism Organisation – International Air Transport Association.

Unit V

Hotel Industry – types of tourist accommodation – management system of hotels – franchise, management contracts, referral systems – hotel industry in India – finance, concessions and incentives given by government – major hotel chains of India – Tourism promotion – role and importance – advertising and publicity.

Books Recommended:

4. Successful Tourism Management (Vol.: I) – Fundamentals of Tourism – Pran Seth
5. Successful Tourism Management (Vol.: II) – Tourism Practices – Pran Seth
6. International Tourism Management – A.K.Bhatia



III YEAR –V SEMESTER
COURSE CODE -7BBA E1B
ELECTIVE COURSE – I - (B) MARKETING RESEARCH

Unit I

Marketing Research – Definition – Nature, scope and importance of Marketing Research – Applications, uses and limitations – Position of Marketing Research in India – Role of Marketing Research Agencies.

Unit II

Marketing Research procedure – Scientific methods in Marketing Research – Difficulties in applying scientific methods – Research Design – Exploratory and Conclusive research – methods such as descriptive research and experimental research.

Unit III

Collection of data – Primary data – methods of collection – observation and interview – Methods of interview – merits and demerits – Secondary data – advantages and limitations – evaluating secondary data – sources of secondary data – Questionnaire – steps in drafting questionnaire – Types of errors in information from respondents.

Unit IV

Census Vs. Sampling – Reasons for sampling – Types of sampling – Probability sampling and non-probability sampling – sampling methods – merits and demerits – Attitude measurement– Scaling Techniques – Classification and tabulation of data – presentation of data – Report writing.

Unit V

Motivation Research – techniques and limitations – Product Research – Test Marketing – Advertising Research – Sales analysis research – Consumer Research.

Books for Reference:

6. Marketing Research: Principles, Applications and cases – D.D.Sharma
7. Marketing Research – Harper Boyd & Ralph Westfall
8. Marketing Research –Taylor
9. Modern Marketing Research – Kulkarni
10. Modern Marketing Research – M.N.Mishra



III YEAR –V SEMESTER
COURSE CODE -7BBAE2A
ELECTIVE COURSE -II (A) - SERVICE MARKETING

Unit I

Meaning and definition of Services Marketing- Components of a service – difference between goods and service – characteristics of services. Evolution and growth of service sector.

Unit II

Service design – guiding principles in service design -factors to be considered in designing service process – Blue printing –components and uses - Service layout – types - service benchmarking.

Unit III

Service marketing mix —Definition- Characteristics of service marketing mix processof service mix – Service product –Core concept of service-Service Offer, service delivery system, Branding of services- Stages in developing new services.

Unit IV

Pricing of services- Meaning of price-objectives of pricing-factors affecting pricing decisions-Types of pricing in services. Service Promotion – Advertising-definition-steps in advertising process, objectives of advertising-sales promotion-personal selling- Directingmarketing.

Unit V

Location- factors to be considered in choosing a service location- Methods of distributing services-delivery of services through intermediaries. Service personnel- contract people-Strategies for creating customer-oriented service delivery. Physical evidence – services cape- service process

Text Books:

1. Services Marketing – Dr.L.Natarajan: Margham Publications
2. Services Marketing – Balaji: Himalya Publications
3. Services Marketing – S.M.Jha: Himalaya Publications
4. Services Marketing – Thomson, Hoffman: South Western Publications



III YEAR – V SEMESTER
COURSE CODE - 7BBAE2B
ELECTIVE COURSE-II - (B) - INSURANCE MANAGEMENT

Unit I

Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.

Unit II

Nature of Life Insurance – classification of policies – selection of risk – measurement of risk–surrender value – valuation and surplus – management of LIC of India.

Unit III

Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance –role of manager in marine insurance business – recent trends in marine insurance business.

Unit IV

Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance– role of a manager in fire insurance – Recent trends in fire insurance business.

Unit V

Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industryand its impacts.

Recommended Books:

Insurance- Principles and Practice – M.N.Mishra.



**III YEAR – V SEMESTER
COURSE CODE: 7SBS5A5**

COURSE II – HERITAGE AND TOURISM

Objectives:

- To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.
- To Understand heritage tourism supply by examining different categories of heritage attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective
 - To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
 - Provide a framework to plan, design, and assess interpretation programs for tourists

Unit I

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism – Social, Economic and Environmental aspects – Human Rights

Unit II

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

Unit III

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

Unit IV

Travel Guide – Features – requirements – One’s role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

Unit V

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

Books for Reference:

- | | | |
|--------------|---|--|
| Bhatia, A. K | – | Tourism Development Principles and Practices,
(Sterling Publishers (P) Ltd., New Delhi) |
| Ananand M. M | – | Tourism and Hotel Industry in India
(Sterling Publishers (P) Ltd., New Delhi) |
| Acharya Ram | – | Tourism and Cultural Heritage
(Rosa Publications: Jaipur, 1986) |
| Jha, S.M | – | Tourism Marketing (Himalaya Publishing House) |



**III YEAR – V SEMESTER
COURSE CODE: 7SBS5A6**

COURSE III – MARKETING AND SALES MANAGEMENT

Objectives:

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

Unit I

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

Unit II

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

Unit III

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

Unit IV

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

Unit V

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

Books for Reference:

4. Chunawalla, S. A., Sales Management, 5th Edition (2007), Himalaya Publishing House
5. Havaldar, Krishna; Sales And Distribution Management, 1st Edition (2006), Tata Mcgraw Hill
6. Perreault, Jr., William; Mccarthy, E. Jerome, Basic Marketing, 15th Edition, 2006, Tata Mcgraw Hill



**III YEAR –VI SEMESTER
COURSE CODE -7BBA 6C1**

CORE COURSE -XV - INVESTMENT MANAGEMENT

Unit I

Investment Management – meaning – nature – scope – Investment process – gambling – speculation – securities – equity shares – preference shares – sweat equity – right shares – bonus shares – debentures – bonds – warrants.

Unit II

Security Market – New Issue Market (NIM) – parties involved in the NIM – role of NIM – function of NIM – Secondary market – functions – listing of securities – methods of trading – SEBI and its role in NIM and stock market – recent trends in stock market and NIM.

Unit III

Risk – types of risk – risk and return analysis – Fundamental analysis – technical analysis – Efficient Market Theory.

Unit IV

Portfolio Management – meaning – portfolio construction – objectives of portfolio – selection of portfolio – Markowitz model – Sharpe model – Capital asset pricing model – Arbitrage pricing theory – assumptions, significances and limitations of each theory.

Unit V

Portfolio Evaluation – meaning – needs – Sharpe’s performance measures – Reynar’s Performance Index – Jensen’s Performance Index – their significance and limitations – Portfolio revision – Formula plans, constant rupee value plan – constant ratio and variable ratio plan.

Books for Reference:

- | | | |
|---|---|-----------------------|
| 5. Investment Analysis and Portfolio Management | – | R.P.Rustogi |
| 6. Investment Management | – | V.K.Balla |
| 7. Investment Management | – | Preethi Singh |
| 8. Security Analysis and Portfolio Management | – | PUnithavathi Pandian. |



III YEAR – VI SEMESTER
COURSE CODE – 7BBA 6C2
CORE COURSE - XVI - FINANCIAL MANAGEMENT

Unit I

Financial Management: meaning, objectives, functions and limitations – Responsibilities of financial manager – Capital Structure: meaning – essentials and principles of capital structure – Factors determining capital structure – (Theory only).

Unit II

Source of Finance: Long term, medium term and short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: techniques of forecasting working capital – Simple problems.

Unit III

Cost of capital – concept – importance – classification – Determination of cost of capital – Simple problems.

Unit IV

Budget and Budgetary control – meaning, characteristics – Advantages, limitations and essentials of a successful budgetary control – classification of budgets – preparation of production, sales and cash budgets – flexible budget – Simple problems.

Unit V

Capital Budgeting – meaning, importance – factors affecting capital investment proposals – capital budgeting appraisal methods – payback – ARR – NPV – IRR methods – Simple problems.

(Note: Questions must be 40% of problems and 60% of theory parts) Books

Recommended:

- | | | |
|---------------------------------------|---|-----------------------|
| 5. Principles of Financial Management | – | S.N.Maheswari |
| 6. Financial Management | – | M.Y. Khan & P.K. Jain |
| 7. Financial Management | – | Dr.S.P.Gupta |
| 8. Financial Management | – | I.M.Pandey |



III YEAR – VI SEMESTER
COURSE CODE – 7BBA 6C3
CORE COURSE - XVII - BUSINESS LAW

Unit I

Meaning of Law – Importance – Commercial Law – Meaning – Importance – Law of Contracts – Contract – Meaning – Types – Essentials of a valid Contract – Offer – Acceptance – Consideration – Capacity of Parties

Unit II

Free Consent – Misrepresentation – Fraud – Co-ercion – Undue Influence – Breach of Contract – Discharge of Contract – Contract of Indemnity and Guarantee.

Unit III

Sale of Goods Act, 1930 – Essentials of a Contract of Sale – Conditions and warranties – Transfer of Property – Unpaid seller – rights.

Unit IV

Law of Agency – Agent – meaning, Types – Duties, Liabilities and rights of agent and Principal – creation and Termination of Agency.

Unit V

Companies Act 1956 – Company: Meaning – Types – Characteristics of a Company – Formation of a Company – Necessary Documents – Memorandum and Articles – Introduction about Capital and Shares – Brief Introduction about company Management.

Text Books:

- | | | |
|-------------------------------|---|---------------------------|
| 5. Commercial Law | – | N.D. Kapoor |
| 6. A Manual of Mercantile law | – | M.C. Shukla |
| 7. Mercantile law | – | M.J. Sethna |
| 8. Business law | – | R.S.N. Pillai & Bagavathi |



**III YEAR – VI SEMESTER
COURSE CODE 7BBA 6C4
CORE COURSE – XVIII- PROJECT REPORT & VIVA-VOCE**

Maximum Marks – 100 60% for

Report Evaluation 40% for Viva-

Voce

(Note: Both are jointly evaluated by External and Internal Examiners)



III YEAR – VI SEMESTER
COURSE CODE -7BBAE3A
ELECTIVE COURSE - III - (A) RETAIL MANAGEMENT

Unit I

Retailing: Meaning, Nature, Classification – Importance – Factors Influencing Retailing – Functions of Retailing – Retail as a career – Trends in Retailing.

Unit II

Developing and applying Retail Strategy: Strategic Retail Planning Process – Retail Organization – Classification of Retail Units – Corporate chains, Departmental Stores, Discount Stores, Super Markets, and Warehouse Clubs.

Unit III

Setting up Retail organization: Size and space allocation, location strategy, factors affecting the location of Retail – Objectives of Good store Design. Types of Layouts – Visual Merchandising Techniques – Controlling Costs and Reducing Inventories Loss – Exteriors, Interiors.

Unit IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Environment and Legislation for Retailing – Foreign Direct Investment in retail – Challenges to retail developments in India – Use of Internet and Related Technology to Improve Retail Business – Electronic Data Interchange, Database Management, Data warehousing

Unit V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy – U.S. retailers and foreign markets – Foreign retailers and U.S.markets.

Text and Reference Books:

6. S.Shajahan – Relationship Marketing Mc.Graw Hill
7. Barry Berman and Joel R Evans – Retail Management – A strategic Approach
8. Philip Kotler, Marketing Management, Prentice Hall
9. Swapana Pradhan – Retailing Management
10. Dravid Gilbert – Retail Marketing



III YEAR – VI SEMESTER
COURSE CODE – 7 BBA E3B
ELECTIVE COURSE – III - (B) INTERNATIONAL MARKETING

Unit I

Introduction to International Marketing: Definition and scope of International Marketing – Difference between Domestic Marketing and International Marketing – Different modes of International Marketing – Problems in International Marketing – Trends in India's foreign trade.

Unit II

Export Policy and Procedure: India's Export Import Policy – Export documents – Statutory and operational documents – Procedure for exporting.

Unit III

Modes of export payment: Brief outline on modes of payment – Letter of Credit – Definition and importance – Parties to L/C – types of L/C – Modus Operandi of L/C – Institutional support to promote exports – Incentives available for exporters.

Unit IV

International Market Research: Consumer Behaviour and competition in foreign markets – Issues in market research – standardisation and adaptation.

Unit V

International Marketing Strategies: Pricing policy for exports – Distribution channel decisions – Promotion strategies – globalisation and foreign trade – Role of MNCs.

Books for Reference:

- | | | |
|---------------------------------------|---|------------------------------|
| 5) International Marketing | – | Francis Cherunilam |
| 6) Export Management | – | TAS Balagopal |
| 7) International Marketing | – | Kanar and Mittal |
| 8) International Marketing Management | – | RL Varshney and Battacharya. |



**III YEAR – VI SEMESTER
COURSE CODE: 7SBS6B4**

COURSE II – FRUIT AND VEGETABLE PRESERVATION SKILLS

Objectives:

- To understand the science, principles and techniques involved in fruits and vegetables preservation techniques
- To impart thorough knowledge on the technical skills in various aspects of food processing and preservation

Unit I

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

Unit II

Study of various types of equipments – care & precautions and usage.

Study of various types of containers.

Unit III

Vegetables & their product preservation Methods

Importance of personal hygiene and sanitary standards

Unit IV

Fruits & their preservation

Unit V Project:

5. Mapping of preservation practices & centre's
(or)
6. Preservation practices specific to fruits & Vegetables in your area
(Project Report 15 to 25 Pages)

Books for Reference:

7. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
8. Ranjit Singh “Fruits” National Book Trust.
9. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.



**III YEAR – VI SEMESTER
COURSE CODE: 7SBS6B7**

COURSE IV- NATIONAL CADET CORPS (NCC)

Objectives:

- After going through this unit, the students would be able to gain an insight into aims and objectives of NCC.
- Explore the importance of NCC in nation building.
- Understand the concept of National Integration and its importance.

Unit – I

National Cadet Corps(NCC)-Introduction to NCC- Genesis –Objectives of NCC- Concept of Training in NCC- Organization of the NCC – Associate NCC officers – Cert Exam.

Unit –II National Integration:

National interests, Objectives, Threats and Opportunities. Religions, culture, traditions and customs of India, Importance and necessity. Freedom struggle and nationalist movement in India **Drill:**Foot drill, Arms drill, Ceremonial drill, Qualities of immediate and implicit obedience of orders.

Unit-III Social Awareness and Community Development:

NGO's Role and Contribution, Drug abuse and trafficking, Basics of social service and its need, Civic responsibility, Contribution of youth towards social welfare, Rural development programmes.

Unit –IV Environmental Awareness and Conservation:

Natural resources conservation and management, Water conservation and rain water harvesting, Hygiene and sanitation, structure and function of the human body, infectious and contagious diseases and its prevention.

Unit –V Personality Development and Leadership:

Introduction to personality development, self awareness, communication skills, Leadership traits, Time management.

Books for Reference:

- Anonymous. 1995. Officers training manual. PRECIS, NCC, OTS, Kamptee
8. Bose, R and Faust, L. 2011. Mother Teresa, CEO, Unexpected Principles for Practical Leaders, Tata McGraw Hill Publications, New Delhi.
 9. Ganapathi, R. 2003. Swami Vivekanandar, Ramakrishna Math Press, Chennai.
 10. Gandhi, M.K. 1983. An Autobiography or The story of My Experiments with Truth, Navajivan Publishing House, Ahamedabad
 11. Gupta, S.K. and Joshi, R. 2008. Human Resource Management, Kalyani Publishers, New Delhi.
 12. Kalam, A.P.J. 1999. Wings of Fire, University Press, Hyderabad
 13. Mishra, R.C. 2000. A Hand book of NCC, Kanti Prakashan, Etawah.Precis
 14. Rana, B.S 2004. Maharana Pratap, Diamond Books (P) Ltd., New Delhi. Rana, B.S. 2004. Chatrapati Shivaji, Diamond Books (P) Ltd., New Delhi

