

# **SADAKATHULLAH APPA COLLEGE**

**(AUTONOMOUS)**

**(Reaccredited by NAAC at an 'A' Grade with a CGPA of 3.40 out of 4.00 in the III cycle An ISO 9001:2008 Certified Institution)**

**RAHMATH NAGAR, TIRUNELVELI- 11.**

**Tamilnadu**

## **DEPARTMENT OF BUSINESS ADMINISTRATION (Unaided)**



### **CBCS SYLLABUS**

**For**

**B.B.A**

**(Applicable for students admitted in June 2015 and onwards)**

**(As per the Resolutions of the Academic Council  
Meeting held on 23.02.2016)**



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## B.B.A. COURSE STRUCTURE (CBCS)

(Applicable for students admitted in June 2015 and onwards)

PART	Semester I	Hrs. / W	Credit
I	Tamil/ Arabic	6	3
II	English-I	6	3
III	CORE I	5	5
	CORE II	5	4
	Allied I – PAPER I	3	3
	Allied Practical I	3	-
IV	Environmental Studies	2	1
	<b>Total</b>	<b>30</b>	<b>19</b>

PART	Semester II	Hrs. / W	Credit
I	Tamil / Arabic	6	3
II	English-II	6	3
III	CORE III	5	5
III	CORE IV	5	4
III	Allied I – PAPER II	3	3
	Allied Practical I	3	3
IV	Value Education I (Or) Value Education II	2	1
	<b>Total</b>	<b>30</b>	<b>22</b>

PART	Semester III	Hrs. / W	Credit
III	Core V	6	5
	Core VI	6	5
	Core VII	6	5
	Allied II – Paper I	6	5
IV	Skill based Elective 1	3	2
	Non-major elective I	3	2
	<b>Total</b>	<b>30</b>	<b>24</b>

PART	Semester IV	Hrs. / W	Credit
III	Core VIII	6	5
	Core IX	6	5
	Core X	6	5
	Allied II – Paper II	6	5
IV	Skill based Elective II	3	2
	Non-major elective II	3	2
V	Extension Activities	--	1
	<b>Total</b>	<b>30</b>	<b>25</b>

PART	Semester V	Hrs. / W	Credit
III	Core XI	6	4
	Core XII	6	5
	Core XIII	6	5
	Core XIV	6	5
	Core – Elective I	6	6
	<b>Total</b>	<b>30</b>	<b>25</b>

PART	Semester VI	Hrs. / W	Credit
III	Core XV	6	4
	Core XVI	6	5
	Core XVII	6	5
	Core XVIII – Project	6	5
	Core Elective –II	6	6
	<b>Total</b>	<b>30</b>	<b>25</b>

**B.B.A. COURSE STRUCTURE (CBCS)**

**(Applicable for students admitted in June 2015 and onwards)**

**DISTRIBUTION OF HOURS, CREDITS, NO. OF PAPERS & MARKS**

<b>PART</b>	<b>COURSE</b>	<b>SEMESTER</b>	<b>HOURS</b>	<b>CREDITS</b>	<b>PAPERS</b>	<b>MARKS</b>
<b>I</b>	Tamil / Arabic	I to II	12	6	2	200
<b>II</b>	English	I to II	12	6	2	200
<b>III</b>	Core + Project	I to VI	104	86	17+1	1800
	Core Elective	V & VI	12	12	2	200
	Allied + Practical	I to IV	18+6	19	4+1	500
<b>IV</b>	Skilled Based Elective	III & IV	6	4	2	200
	Non Major Elective	III & IV	6	4	2	200
	Environmental Studies	I	2	1	1	100
	Value Education	II	2	1	1	100
<b>V</b>	Extension Activities	I to IV	- -	1	0	100
<b>TOTAL</b>			<b>180</b>	<b>140</b>	<b>35</b>	<b>3500</b>

**SEMESTER WISE DISTRIBUTION OF HOURS**

<b>PART</b>	<b>I</b>		<b>III</b>				<b>IV</b>			<b>TOTAL</b>
	<b>SEM</b>	<b>T/A</b>	<b>ENG</b>	<b>CORE</b>	<b>CE</b>	<b>P</b>	<b>AL</b>	<b>SBE</b>	<b>NME</b>	
<b>I</b>	6	6	10	-	-	6	-	-	2	<b>30</b>
<b>II</b>	6	6	10	-	-	6	-	-	2	<b>30</b>
<b>III</b>	-	-	18	-	-	6	3	3	-	<b>30</b>
<b>IV</b>	-	-	18	-	-	6	3	3	-	<b>30</b>
<b>V</b>	-	-	24	6	-	-	-	-	-	<b>30</b>
<b>VI</b>	-	-	18	6	6	-	-	-	-	<b>30</b>
<b>TOT</b>	<b>12</b>	<b>12</b>	<b>98</b>	<b>12</b>	<b>6</b>	<b>24</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>180</b>

**B.B.A. - COURSE STRUCTURE (CBCS)  
TITLE OF THE PAPERS, CREDITS & MARKS**

<b>I SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	TA 1	இக்காலத் தமிழ்	15UTAL11	6	3	25	75	100
	AR 1	Applied Grammar and Translation - I	15UARL11					
<b>II</b>	EN 1	Prose, Poetry and Remedial Grammar - I	15UENL11	6	3	25	75	100
<b>III</b>	C 1	Principles of Management	15UBAC11	5	5	25	75	100
	C 2	Managerial Communication	15UBAC12	5	4	25	75	100
	A I - 1	Software Solutions for Managers Practical	15UBAA11 -	3 3	<b>Examination in the Even semester</b>			
<b>IV</b>	EVS	Environmental Studies	15UEVS11	2	1	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>19</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>II SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	TA 2	சமயத் தமிழ்	15UTAL21	6	3	25	75	100
	AR 2	Applied Grammar and Translation - II	15UARL21					
<b>II</b>	EN 2	Prose, Poetry and Remedial Grammar - II	15UENL21	6	3	25	75	100
<b>III</b>	C 3	Organizational Behaviour	15UBAC21	5	5	25	75	100
	C 4	Introduction to Accountancy	15UBAC22	5	4	25	75	100
	A I - 2	Computer Basics for Managers Practical	15UBAA21 15UBAA2P	3 3	3 3	25 40	75 60	100 100
<b>IV</b>	VE	Value Education I	15USVE2A	2	1	25	75	100
		Value Education II	15USVE2B					
<b>TOTAL</b>				<b>30</b>	<b>22</b>	<b>190</b>	<b>510</b>	<b>700</b>
<b>III SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>III</b>	C 5	Managerial Economics	15UBAC31	6	5	25	75	100
	C 6	Marketing Management	15UBAC32	6	5	25	75	100
	C 7	Accounting for Managers	15UBAC33	6	5	25	75	100
	A II - 1	Management Information System	15UBAA31	6	5	25	75	100
<b>IV</b>	SBE1	Consumer Behavior	15UBAS31	3	2	25	75	100
	NME1	Choose from the list	-	3	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>

<b>B.B.A. - COURSE STRUCTURE (CBCS TITLE OF THE PAPERS, CREDITS &amp; MARKS</b>								
<b>IV SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>III</b>	C 8	Business Law	15UBAC41	6	5	25	75	100
	C 9	Production Management	15UBAC42	6	5	25	75	100
	C 10	Research Methods and Statistics	15UBAC43	6	5	25	75	100
	A II - 2	Ecommerce and Internet Application	15UBAA41	6	5	25	75	100
<b>IV</b>	SBE2	Stress Management	15UBAS41	3	2	25	75	100
	NME2	Choose from the list	-	3	2	25	75	100
<b>V</b>		Extension activities (NCC/NSS/SOP/Youth Welfare, etc)	-	-	1	-	-	100
<b>TOTAL</b>				<b>30</b>	<b>25</b>	<b>165</b>	<b>435</b>	<b>600</b>
<b>V SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>III</b>	C 11	Cost Accounting	15UBAC51	6	5	25	75	100
	C 12	Human Resource Management	15UBAC52	6	5	25	75	100
	C 13	Financial Management	15UBAC53	6	5	25	75	100
	C 14	Services Marketing	15UBAC54	6	5	25	75	100
	CE 1	A) Modern Banking <b>OR</b> B) Operation Research	15UBAE5A  15UBAE5B	6	6	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>26</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>VI SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>III</b>	C 15	International Business	15UBAC61	6	5	25	75	100
	C 16	Entrepreneurial Development	15UBAC62	6	5	25	75	100
	C 17	Strategic Management	15UBAC63	6	5	25	75	100
	C 18	Project	15UBAP64	6	5	25	75	100
	CE 2	A) Soft Skills <b>OR</b> B) Case Analysis	15UBAE6A  15UBAE6B	6	6	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>26</b>	<b>150</b>	<b>450</b>	<b>600</b>



**B.B.A. COURSE STRUCTURE (CBCS)**

**PART I AND II SUBJECTS - TITLE OF THE PAPERS, CREDITS & MARKS**

(Applicable for students admitted in June 2015 and onwards)

**TITLE OF THE PAPERS, CREDITS & MARKS**

<b>GROUP I COURSES (ONE YEAR LANGUAGE COURSES)</b> (B.Com., B.Com. C.A., B.Com. Finance, B.B.A., B.Sc. Computer Science, B.Sc. Information Technology and B.C.A.)							
<b>SEM</b>	<b>Title of the paper</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>I</b>	<b>E</b>	<b>T</b>
<b>PART I – TAMIL</b>							
<b>I</b>	இக்காலத் தமிழ்	15UTAL11	6	3	25	75	100
<b>II</b>	சமயத் தமிழ்	15UTAL21	6	3	25	75	100
<b>TOTAL</b>			<b>24</b>	<b>12</b>	<b>100</b>	<b>300</b>	<b>400</b>
<b>PART I – ARABIC</b>							
<b>I</b>	Applied Grammar and Translation – I	15UARL11	6	3	25	75	100
<b>II</b>	Applied Grammar and Translation – II	15UARL21	6	3	25	75	100
<b>TOTAL</b>			<b>24</b>	<b>12</b>	<b>100</b>	<b>300</b>	<b>400</b>
<b>PART II – ENGLISH</b>							
<b>I</b>	Prose, Poetry and Remedial Grammar - I	15UENL11	6	3	25	75	100
<b>II</b>	Prose, Poetry and Remedial Grammar - II	15UENL21	6	3	25	75	100
<b>TOTAL</b>			<b>24</b>	<b>12</b>	<b>115</b>	<b>285</b>	<b>400</b>

DEPT. OF BUSINESS ADMINISTRATION								
CBCS SYLLABUS - B.B.A.								
PART III CORE, CORE ELECTIVE & PROJECT (FOR B.B.A. MAJOR)								
SEM	No.	TITLE OF THE PAPER	S.CODE	H/W	C	MARKS		
						I	E	T
I	C1	Principles of Management	15UBAC11	5	4	25	75	100
	C2	Managerial Communication	15UBAC12	5	4	25	75	100
II	C3	Organizational Behaviour	15UBAC21	5	4	25	75	100
	C4	Introduction to Accountancy	15UBAC22	5	4	25	75	100
III	C5	Managerial Economics	15UBAC31	6	5	25	75	100
	C6	Marketing Management	15UBAC32	6	5	25	75	100
	C7	Accounting for Managers	15UBAC33	6	5	25	75	100
IV	C8	Business Law	15UBAC41	6	4	25	75	100
	C9	Production Management	15UBAC42	6	5	25	75	100
	C10	Research Methods and Statistics	15UBAC43	6	5	25	75	100
V	C11	Cost Accounting	15UBAC51	6	5	25	75	100
	C12	Human Resource Management	15UBAC52	6	5	25	75	100
	C13	Financial Management	15UBAC53	6	5	25	75	100
	C14	Services Marketing	15UBAC54	6	5	25	75	100
	CE1	A)Modern Banking B)Operation Research	15UBAE5A 15UBAE5B	6	6	25	75	100
VI	C15	International Business	15UBAC61	6	5	25	75	100
	C16	Entrepreneurial Development	15UBAC62	6	5	25	75	100
	C17	Strategic Management	15UBAC63	6	5	25	75	100
	C18	Project	15UBAP64	6	5	25	75	100
	CE2	A)Soft Skills	15UBAE6A	6	6	25	75	100
		B)Case Analysis	15UBAE6B					
<b>TOTAL</b>				<b>116</b>	<b>81</b>	<b>500</b>	<b>1500</b>	<b>2000</b>

<b>GROUP I COURSES (ONE YEAR LANGUAGE COURSES)</b> <b>(B.Com., B.Com. C.A., B.Com. Finance, B.B.A., B.Sc. Computer Science, B.Sc. Information Technology and B.C.A.)</b>								
<b>PART III - ALLIED – (FOR B.B.A.)</b>								
<b>SEM</b>	<b>P</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	1	Software Solutions for Managers	15UBAA11	3	3	25	75	100
		Practical	-	3	<b>Examination in the Even semester</b>			
<b>II</b>	2	Computer Basics for Managers	15UBAA21	3	3	25	75	100
		Practical	15UBAA2P	3	3	40	60	100
<b>III</b>	3	Management Information System	15UBAA31	6	5	25	75	100
<b>IV</b>	4	Ecommerce and Internet Application	15UBAA41	6	5	25	75	100
<b>TOTAL</b>				<b>24</b>	<b>19</b>	<b>140</b>	<b>360</b>	<b>500</b>
<b>PART IV – SKILL-BASED ELECTIVE (FOR B.B.A.)</b>								
<b>III</b>	1	Consumer Behavior	15UBAS31	3	2	25	75	100
<b>IV</b>	2	Stress Management	15UBAS41	3	2	25	75	100
<b>TOTAL</b>				<b>18</b>	<b>4</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>PART IV- NON-MAJOR ELECTIVE (FOR OTHER MAJOR STUDENTS)</b>								
<b>III</b>	1	Basics in Management	15UBAN31	3	2	25	75	100
<b>IV</b>	2	Retail Management	15UBAN41	3	2	25	75	100
<b>TOTAL</b>				<b>6</b>	<b>4</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>PART IV – EVS &amp; VALUE EDUCATION (FOR ALL MAJOR STUDENTS)</b>								
<b>I</b>	1	Environmental Studies	15UEVS11	2	1	25	75	100
<b>II</b>	2	Value Education I <b>OR</b>	15USVE2A	2	1	25	75	100
		Value Education II	15USVE2B					
<b>TOTAL</b>				<b>4</b>	<b>2</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>PART – V</b>								
		<b>Extension Activities (Choose any one)</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>I</b>	<b>E</b>	<b>T</b>
<b>I to IV</b>		Enviro Club	15UEXEVC	-	1	-	100	100
		NCC	15UEXNCC					
		NSS	15UEXNSS					
		Physical Education	15UEXPHY					
		Red Ribbon Club	15UEXRRC					
		Sadakath Outreach Programme	15UEXSOP					
		Youth Red Cross	15UEXYRC					
		Youth Welfare	15UEXYWL					
				-	1	-	100	100

PART – 1 TAMIL			
முதல் பருவம்			
Part – 1	இக்காலத் தமிழ்		15 UTAL11
Hrs/Week : 6	Hrs/Sem : 90	Hrs/Unit : 18	Credits : 3

**நோக்கம் :**

- ❖ தமிழ்ப் படைப்பிலக்கியங்களான புதுக்கவிதைகள், சிறுகதைகள் ஆகியவற்றை எழுத வைத்தல்.
- ❖ சமூகம் பற்றிய சிந்தனைகளைப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்.

**அலகு - 1**

**தமிழ்ச் செய்யுள் - புதுக்கவிதைகள்**

- |  |   |                              |
|--|---|------------------------------|
| 1. அல்லாஹ்                                       | - | மகாகவி பாரதியார்             |
| 2. தமிழுக்கு அமுதென்று பெயர்                     | - | பாவேந்தர் பாரதிதாசன்         |
| 3. பாடல்   | - | பட்டுக்கோட்டை கல்யாணசுந்தரம் |
| 4. ஆயிரம் திருநாமம் பாடி                         | - | கவிக்கோ அப்துல் ரகுமான்      |
| 5. தேசப்பிதாவுக்கு ஒரு தெருப்<br>பாடகனின் அஞ்சலி | - | மு. மேத்தா                   |
| 6. ஐந்து பெரிது ஆறு சிறிது                       | - | வைரமுத்து                    |
| 7. மழை கொடுக்கும்                                | - | கவியரசு கண்ணதாசன்            |
| 8. எத்திசையிலிருந்து எறியப்பட்டது                | - | கல்யாண்ஜி                    |
| 9. சினேகிதனின் தாழ்வான வீடு                      | - | கலாப்பிரியா                  |
| 10. தூக்கம் விற்ற காசுகள்                        | - | ரசிகவ்ஞானியார்               |
| 11. தோழர் மோசிகீரனார்                            | - | ஞானக்கூத்தன்                 |
| 12. வயலும் வாழ்வும்                              | - | நா.முத்துக்குமார்            |
| 13. கடவுள் போற்றி                                | - | கவிமணி                       |
| 14. நண்பனே                                       | - | கலீல் ஜீப்ரான்               |

**அலகு -2 (சிறுகதைக் களஞ்சியம்)**

- |                         |   |                       |
|-------------------------|---|-----------------------|
| 1. காஞ்சனை              | - | புதுமைப்பித்தன்       |
| 2. கூறல்                | - | வண்ணதாசன்             |
| 3. சொர்க்க கன்னிகை      | - | கருணாமணாளன்           |
| 4. காலத்தின் ஆவர்த்தனம் | - | தோப்பில் முகமதுமீரான் |
| 5. கனவில் உதிர்ந்த பூ   | - | நாறும்பூநாதன்         |
| 6. ராஜமீன்              | - | கீரனார் ஜாஹிர்ராஜா    |
| 7. சங்காத்தி            | - | தீன்                  |

### **அலகு- 3 உரைநடை**

1. படிப்பது சுகமே – வெ. இறையன்பு இ.ஆ.ப.  
நீயூ செஞ்சுரி புக ஹவுஸ் (பி) லிட், சென்னை.

### **அலகு- 4 இலக்கிய வரலாறு**

1. தமிழ்ப் புதுக்கவிதைகள் தோற்றமும் வளர்ச்சியும்
2. தமிழ்ச் சிறுகதைகள் தோற்றமும் வளர்ச்சியும்
3. தடம் பதித்த தமிழ்ச் சிறுகதையாசிரியர்கள்
4. தற்காலத் தமிழ்ப் புதுக்கவிதைகள், சிறுகதைகளின் போக்கு

### **அலகு- 5 இலக்கணம்**

1. எழுத்து வகை பற்றிய விளக்கம்  
முதலெழுத்துகள், சார்பெழுத்துகள், சுட்டெழுத்துகள், வினாவெழுத்துகள்
2. மொழி முதல் எழுத்துக்கள், மொழி இறுதி எழுத்துகள்
3. வல்லினம் மிகுமிடங்கள், மிகா இடங்கள்

<b>PART – 1 TAMIL</b>			
<b>இரண்டாம் பருவம்</b>			
<b>Part – 1</b>	<b>சமயத் தமிழ்</b>		<b>15 UTAL21</b>
<b>Hrs/Week : 6</b>	<b>Hrs/Sem : 90</b>	<b>Hrs/Unit : 18</b>	<b>Credits : 3</b>

**நோக்கம் :**

- ❖ பலசமயக் கருத்துக்களை ஒப்பிட்டுச் சமய நல்லிணக்கத்தோடு மாணவர்கள் வாழ இப்பருவம் துணை புரிகிறது.
- ❖ தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையத் தேர்வுக்கு மாணவர்களை ஆயத்தப்படுத்துதல்

**அலகு- 1**

**தமிழ்ச் செய்யுள் (துறை வெளியீடு)**

**சைவம்**

1. தேவாரம்
  - திருநாவுக்கரசர்
    - மாசில் வீணையும்...
    - நாமார்க்கும் குடியல்லோம்...
    - அப்பன் நீ அம்மை நீ...
  - திருஞானசம்பந்தர்
    - தோடுடைய செவியன்...
    - வேயுறு தோளி பங்கள்...
    - மருந்தவை மந்திரம்...
  - சுந்தரமூர்த்தி நாயனார்
    - பித்தா பிறைகுடி...
2. திருவாசகம்
  - மாணிக்கவாசகர்
    - பால் நினைந்தாட்டும்...
3. திருவெம்பாவை
  - ஆதியும் அந்தமும் இல்லா...
4. திருமந்திரம்
  - திருமூலர்
    - ஒன்றே குலமும் ஒருவனே தேவனும்...

**வைணவம்**

5. பொய்கையாழ்வார்
  - பூதத்தாழ்வார்
    - வையம் தகளியா...
    - அன்பே தகளியா...
  - பேயாழ்வார்
    - திருக்கண்டேன்...
6. திருப்பாவை
  - ஆண்டாள்
    - மார்கழித் திங்கள்...

7. வளையாபதி - மக்கட் செல்வம்

### **பௌத்தம்**

8. புத்தபிரான் - மு.ரா.பெருமாள்

### **கிறித்தவம்**

9. இயேசு காவியம் (சில பகுதிகள்) - கண்ணதாசன்

### **இஸ்லாம்**

10. நபிகள் நாயக மான்மிய மஞ்சரி - சதாவதானி செய்குத்தம்பிப்பாவலர் (குறிப்பிட்ட பாடல்கள்)

11. குணங்குடி மஸ்தான் பாடல்கள் - பாசக்கயிற்று வலை

12. ஞானப் புகழ்ச்சி - தக்கலை பீரமுகமது அப்பா

13. அலகிலா அருளும் - இறையருட் கவிமணி. கா.அப்துல்கபூர்

### **நீதி இலக்கியங்கள்**

14. திருக்குறள் (வான் சிறப்பு)

15. நாலடியார் - கல்வி கரையில்

16. இன்னாநாற்பது - ஆன்றவித்த...

### **அலகு- 2 புதினம்**

“கல்மரம்” - திலகவதி

### **அலகு - 3 உரைநடை (தமிழ்த் துறை வெளியீடு)**

1. நபிகள் நாயகம் (ஸல்) அன்பின் தாயகம்
2. சதக்கத்துல்லாஹ் அப்பா அவர்களின் வாழ்வும் பணியும்
3. [கவி.கா.மு.ஷெரிப்](#) - த.மு.சா காசாமைதீன்
4. கவிக்கோ அப்துல்ரகுமானின் கவிதைகள்
5. தமிழ் இலக்கியங்களில் மனிதநேயச் சிந்தனைகள்
6. இணையத்தில் தமிழ்

### **அலகு- 4 (போட்டித் தேர்வுத் தயாரிப்பு)**

### **இலக்கிய வரலாறு**

1. சைவம், வைணவம், கிறித்துவம், இசுலாம் வளர்த்த தமிழ்
2. புகழ் பெற்ற தமிழ் நூல்கள், நூலாசிரியர்கள்
3. தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித் தேர்வுக்குரிய பொதுத்தமிழ் பாடத்திட்டம் - ஓர் அறிமுகம்

### **அலகு- 5 இலக்கணம்**

வேர்ச்சொல் அறிதல், அகரவரிசைப்படி மாற்றியமைத்தல், செய்வினை, செய்யப்பட்டுவினை, தன்வினை, பிறவினை, உடன்பாடு, எதிர்மறை, செய்தி வாக்கியம், கலவை வாக்கியம், பெயர்வினை, இடை, உரிச்சொற்களின் இலக்கணம் மற்றும் பெயர்ச்சொல், வினைச்சொல் வகைகள், லகர, ளகர, ணகர, ரகர, றகர வேறுபாடுகள்.

<b>Part - I ARABIC</b>			
<b>Applicable for Group I Courses (One Year Language Courses) such as B.Com, B.Com. (C.A) B.Com, (Finance) , B.B.A, B.Sc. Computer Science, B.Sc., Information Technology and B.C.A.</b>			
<b>PAPER-I</b>	<b>APPLIED GRAMMAR AND TRANSLATION-I</b>		<b>15UARL11</b>
<b>Hrs/ Week: 6</b>	<b>Hrs/ Sem: 90</b>	<b>Hrs/ Unit: 18</b>	<b>Credits: 3</b>

**Unit I :-**

**Lessons 1 to 5 (Reader)**

**Unit II :-**

**Lessons 6 to 10**

**Unit III :-**

**Grammar Portions**

- 1) Al Mufrad wal- muthanna wal jam'
- 2) Huroof ul Jarr
- 3) Asmaa – ul Ishaarah.
- 4) Adawaatul Istifhaam
- 5) Ad Damaair – ul – Munfasilah Val Muthasilah
- 6) Al-Idaafah
- 7) Al Muftada wal khabar
- 8) As-sifatu wal mausoof
- 9) Al mudhakkar wal muannath
- 10) Asmaa-ul-mausool

**Unit IV :-**

**Lessons 11 to 15**

**Unit V :-**

**Lessons 16 to 20**

**TEXT BOOKS**

1) Duroosul Lughatil Arabiya Part – I (Reader) - Lessons 1 to 20 only by Dr.V. Abdur Rahim. Available at Islamic foundation Trust, 78 Perambur High Road , Perambur, Chennai- 600 012.

2) An-Nahwul Waadih Ibtidayee – Part I (Grammar, selected topics only) by Ali Al-jaarim and Mustafa Ameen. Available at Hilal Book House , Tirurkad, Angadipuram, Kerala.



<b>Semester - II</b>			
<b>PAPER-II</b>	<b>APPLIED GRAMMAR AND TRANSLATION-II</b>		<b>15UARL 21</b>
<b>Hrs/ Week: 6</b>	<b>Hrs/ Sem: 90</b>	<b>Hrs/ Unit: 18</b>	<b>Credits: 3</b>

**Unit I :-**

**Lessons 1 to 3 (Reader)**

**Unit II :-**

**Lessons 4 to 7**

**Unit III :-**

**Grammar Portions**

- 1) Inna wa Akhavaatuha.
- 2) Ismut Tafleel
- 3) AlMali wal Mularee
- 4) Al-Amr wan Nahi
- 5) Al Fa-il
- 6) Al Maf-ool
- 7) Al-Asmaul Mausool
- 8) Taqseemu Fihl ila As-saheeh wal Muhtal
- 9) Ismul Mafool
- 10) Ismul Faa'il.

**Unit IV**

**Lessons 8 to 11**

**Unit V**

**Lessons 12 to 15**

**TEXT BOOKS**

1. ***Duroosul Lughatil Arabiya Part – II (Reader) Lessons 1 to 15 only by Dr.V. Abdur Rahim. Available at: Islamic foundation Trust, 78 Perambur High Road , Perambur, Chennai-600 012.***
2. ***An-Nahwul Waadih Ibtidayee –Part I &II (Selected Grammar Portions only) by Ali Al-jaarim and Mustafa Ameen. Available at: Hilal Book House , Tirurkad, Angadipuram, Kerala.***

**PART – II ENGLISH**  
**ONE – YEAR LANGUAGE COURSE**  
**B.Com., B.Sc. Computer Science, Information Technology, B.B.A.,**  
**B.Com, (C.A), B.C.A., and B.Com (Finance)**

<b>I SEMESTER</b>			
<b>EN1</b>	<b>PROSE, POETRY AND REMEDIAL GRAMMAR - I</b>		<b>15UENL11</b>
<b>Hrs/ Week: 6</b>	<b>Hrs/ Sem: 90</b>	<b>Hrs/ Unit: 18</b>	<b>Credits: 3</b>

**Objectives:**

1. To answer comprehensive questions on passages of moderate level of difficulty.
2. To analyse the prescribed prose pieces and to attempt a critical appreciation of the poems.
3. To write grammatically.

**UNIT I – PROSE**

1. Letter to a Teacher - Nora Rossi and Tom Cole (Trans.)
2. Spoken English and Broken English - George Bernard Shaw
3. Voluntary Poverty - M.K. Gandhi

**UNIT II – PROSE**

4. A Snake in the Grass - R.K. Narayan
5. The Civilization of Today - C.E.M. Joad
6. Kamala Nehru - Jawaharlal Nehru

**UNIT III – POETRY**

1. On His Blindness - John Milton
2. Upon Westminster Bridge - William Wordsworth
3. When I have Fears - John Keats

**UNIT IV – FUNCTIONAL GRAMMAR**

1. Articles and Nouns (Units 68-80 of Intermediate English Grammar)
2. Pronouns and Determiners (Units 81-90 of Intermediate English Grammar)

**UNIT V – FUNCTIONAL GRAMMAR**

3. Reported Speech (Units 46-47 of Intermediate English Grammar)
4. Questions and auxiliary verbs (Units 48-51 of Intermediate English Grammar)
5. 'ing' and the infinitive (Units 52-67 of Intermediate English Grammar)

**TEXTBOOKS:**

1. T. Srirama, Colin Swatridge. ed. College Prose and Poetry. TRINITY, New Delhi: Trichy, 1989 (rpt. 2014).
2. Raymond Murphy. ed. Intermediate English Grammar. New Delhi : Cambridge University Press, 1994 (rpt. 2006).

<b>II SEMESTER</b>			
<b>EN2</b>	<b>PROSE, POETRY AND REMEDIAL GRAMMAR - II</b>		<b>15UENL21</b>
<b>Hrs/ Week: 6</b>	<b>Hrs/ Sem: 90</b>	<b>Hrs/ Unit: 18</b>	<b>Credits: 3</b>

**Objectives:**

1. To answer comprehensive questions on passages of moderate level of difficulty.
2. To analyse the prescribed prose pieces and to attempt a critical appreciation of the poems.
3. To write grammatically.

**UNIT I – PROSE**

- |                          |                       |
|--------------------------|-----------------------|
| 1. With the Photographer | - Stephen Leacock     |
| 2. Professions for Women | - Virginia Woolf      |
| 3. On Letter Writing     | - Alpha of the Plough |

**UNIT II – PROSE**

- |                               |                         |
|-------------------------------|-------------------------|
| 4. The Night the Ghost Got In | - James Thurber         |
| 5. The Donkey                 | - Sir. J.Arthur Thomson |
| 6. A Cup of Tea               | - Katherine Mansfield   |

**UNIT III – POETRY**

- |                           |                        |
|---------------------------|------------------------|
| 1. The Flower             | - Alfred Lord Tennyson |
| 2. Homage to a Government | - Philip Larkin        |
| 3. Obituary               | - A.K. Ramanujan       |

**UNIT IV – FUNCTIONAL GRAMMAR**

1. Present and Past (Units 1-6 of Intermediate English Grammar)
2. Present Perfect and Past ( Units 7-18 of Intermediate English Grammar)
3. Future (Units 19-22 of Intermediate English Grammar)

**UNIT V – FUNCTIONAL GRAMMAR**

4. Future (Units 23-25 of Intermediate English Grammar)
5. Modals (Units 26-36 of Intermediate English Grammar)
6. Conditionals and 'Wish' (Units 37-40 of Intermediate English Grammar)
7. Passive (Units 41-45 of Intermediate English Grammar)

**TEXTBOOKS:**

1. T. Srirama, Colin Swatridge. ed. College Prose and Poetry. TRINITY, New Delhi: Trichy, 1989 (rpt. 2014).
2. Raymond Murphy. ed. Intermediate English Grammar. New Delhi: Cambridge University Press, 1994 (rpt. 2006).

<b>PART III – CORE, CORE ELECTIVE &amp; PROJECT</b>
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<b>I SEMESTER</b>
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<b>C 1</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>15UBAC11</b>	
<b>Hrs/Week:5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs. / Unit : 15</b>	<b>Credits: 5</b>

**Objective:**

To make the students understand the basic principles of Management.

**Unit I**

Management-Definition-Nature – Purpose – Functions of Management - Features-Science or an art - Profession-Management contributors-Drucker, Fayol , F.W.Taylor.

**Unit II**

Planning – Definition – Objectives – Nature - Types of plans - Steps in planning-Forecasting - Decision Making – Process of Decision Making.

**Unit III**

Organizing - Types of organization - Delegation and Decentralization – Departmentation – Span of management – Structure of organizing and process - Training – Performance Appraisal.

**Unit IV**

Staffing – Situational factors – Recruitment – Selection – Process of selection – Techniques and Instruments.

**Unit V**

Directing and Motivation – Communication-Motivation-Leadership-Controlling-Co ordination

**Text Book:**

Elements of Management, Koontz and Weirich, Pearson Publications

**References Books:**

Principles of Management - P.C. Tripathi & P.N. Reddy  
Principles of Management - L.M. Prasad  
Principles of Management - Dinkar Pagare  
Business Management - C.B. Gupta  
Business Management - N. Premavathy

<b>II SEMESTER</b>			
<b>C 2</b>	<b>MANAGERIAL COMMUNICATION</b>	<b>15UBAC12</b>	
<b>Hrs/Week:5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs. / Unit : 15</b>	<b>Credits: 4</b>

**Objectives:**

To students will be proficient in oral and written communication in business settings

**Unit I**

Introduction to communication-Objectives-Process-Types-Principles of effective communication-process of communication- Barriers

**Unit II**

Written communication-Needs-Functions of a business letter-Kinds of business letters-Essentials of an effective business letter-Layout.

**Unit III**

Letter of Enquires and reply letters –Order and Executions letter –Complaints and adjustments letter –Sales letter -Collection letters.

**Unit IV**

Sales letters – circular letters-Report writing - Importance-Types of reports-Characteristics of good reports-Preparing reports.

**Unit V**

Memo-Types-Preparing Memo-Agenda and Minutes of meeting-Specimen Agenda and Minutes of various board meeting.

**Text Book:**

Essentials of Business Communication - Rajendra Pal and JS Korlahalli.

**References Books:**

Developing Communications Skills - Krishna Mohan &Meera Banerji..

Commercial Correspondence - Mazumdar

Business English and Correspondence - Agarwal AN.

<b>II SEMESTER</b>			
<b>C 3</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>	<b>15UBAC21</b>	
<b>Hrs/Week:5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs. / Unit : 15</b>	<b>Credits: 5</b>

**Objectives:**

To introduce the students into work place behaviour by understanding various theories and its application

**Unit I**

Organizational Behaviour-Definition-Disciplines contribute to Organizational Behaviour -Key elements of Organizational Behaviour - Hawthorne experiments- Organizational Behaviour Models-SOBC Model -Autocratic, custodial, supportive, collegial.

**Unit II**

Foundations of Individual Behaviour – Ability, Intellectual, Physical. Learning-Theories-Classical conditioning theory , Operant conditioning theory. Attitude-Perception-factors-process

**Unit III**

Personality-Determinants- Big five model theory. Leadership – Distinction between a Leader and a Manager-Styles of Leadership

**Unit IV**

Motivation-Importance-Theories- Maslow’s, Heraberg. Groups in Organisation Foundations of group behaviour-stages of group development- Decision Making and the groups.

**Unit V**

Organizational culture-Conflict and Negotiation-Conflict process- Transactional Analysis Bargaining strategies and global implications.

**Text Book:**

Stephen P Robbins Organisational Behaviour Perasion Education

**Reference Books:**

1. Organizational Behavior, Fred Luthans, Tata Mc Grawhill
2. Organizational Theory and Behavior, V.S.P Rao and D.S. Narayana, Konark Publishers Pvt Ltd

<b>III SEMESTER</b>			
<b>C 4</b>	<b>INTRODUCTION TO ACCOUNTANCY</b>	<b>15UBAC22</b>	
<b>Hrs/Week:5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs. / Unit : 15</b>	<b>Credits: 4</b>

**Objective**

TO develop knowledge and basic skills in financial accounting and to introduce the theoretical principles of accounting

**Unit I**

Introduction to Accounting - Meaning - Objectives - Functions - Accounting Concepts - Accounting Conventions - Accounting Cycles - Double Entry System - Rules for Debit & Credit - Types of Accounts - Accounting Rules

**Unit II**

Branches of Accounting - Financial Accounting - Cost Accounting - Management Accounting - Journal - Ledger - Preparation of Ledger Accounts

**Unit III**

Subsidiary Books - Purchase Books - Sales Books - Purchase Return Books - Sales Return Books - Cash Books - Single Column, Double Column, Triple Column Cash Books - Petty Cash Books

**Unit IV**

Trial Balance - Rectification of Errors - Suspense Accounts - Final Accounts - Trading and Profit Loss Account - Balance Sheet

**Unit V**

Accounts of non- trading concern – Receipt and payment account – Income and Expenditure account – Difference between Receipt and payment account and Income and Expenditure account.

**(Theory 40% and problems 60%)**

**Text Book**

Advance Accountancy - M.A.Arulanandam – Himalaya publication house

**Reference Books:-**

1. Advanced Accountancy - S.P.Jain and K.L.Narang - Kalyani Publishers
2. Introduction to Accountancy - T.S.Grewal - S.Chand and Company
3. Advanced Accountancy - Dr.S.N.Maheswari - Vikas Publishing House
4. Advanced Accountancy - M.C.Shukla & T.C.Grewal - S.Chand and Company

<b>III SEMESTER</b>			
<b>C 5</b>	<b>MANAGERIAL ECONOMICS</b>	<b>15UBAC31</b>	
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

### **Objective**

To study the application of analytical tools and micro economic concept to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanism.

### **Unit I**

Managerial Economics –Definition and meaning of Managerial Economics-Basic Concept - Goods-Types of Goods-Wants-Characteristics of Human Wants - Law of Diminishing Utility-Consumer Surplus.

### **Unit II**

Production Analysis: Meaning of Production-Factors of Production-Production Functions-Isoquants-Law of Returns-Economies and Diseconomies of scale.

### **Unit III**

Demand Analysis: Meaning-Kinds of Demand-Law of Demand with Exceptions-Determinants of Demand-Elasticity of Demand-Price Elasticity and its types.

### **Unit IV**

Pricing and Market Structure: Pricing policy- Various pricing Methods-Factors influencing Pricing Policy-Market Structure-Monopoly- Monopolistic-Oligopoly-Imperfect-perfect Competitions.

### **Unit V**

Macro Economics: Inflation-Types-Causes and Effects-National Income-GDP-GNP-NDP-NNP

### **Text Book:**

Varshney, R.L., & Maheswari, K.L., Managerial Economics, New Delhi: Sultan Chand & Sons, 2002

### **References Books:**

1. Micro Economics –M.L.Jhingan
2. Joel Dean: Managerial Economics, New Delhi: McGraw Hill Publications Co. Ltd., 1979.
3. Seth, M.L.: Micro Economics: Agra: Lakshmi Narain Agarwal Educational publishers, 1990



<b>III SEMESTER</b>			
<b>C 6</b>	<b>MARKETING MANAGEMENT</b>	<b>15UBAC32</b>	
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objectives :**

To make the student understand the modern method of approaching the customer to buy the product.

**Unit I**

Marketing–Definitions - Significance- Concepts of marketing- Segmenting, Targeting and Positioning, Marketing Mix.

**Unit II**

Product Mix-Product characteristics and classification-Product Life Cycle and New product development. Branding, Packaging and Labeling

**Unit III**

Pricing-Importance-objectives-Factors affecting pricing Decision-Kinds pricing

**Unit IV**

Marketing Channels – Channels of Distribution - Nature of Channels-Wholesaling-Retailing-Role of Marketing channels.

**Unit V**

Promotional Mix - Advertisements-Sales Promotion-Public Relation-Direct Marketing -Personal Selling

**Text Book**

Philip Kotler, Marketing Management 15<sup>th</sup> Edition New Delhi, Prentice Hall of India (P) Ltd.

**Reference Books:**

1. Berkoviz Kerin Hontley Rudelivs, MARKETING, New York, Mcgraw Hill
2. Gony Armstrong, Philip Kotler, Marketing an Introduction, Pearson Education Asia.
3. Rajan Saxena, Marketing Management, 2<sup>nd</sup> edition, New Delhi, Tata Mcgraw Hill Publishing Co.Ltd.

<b>III SEMESTER</b>			
<b>C 7</b>	<b>ACCOUNTING FOR MANAGERS</b>		<b>15UBAC33</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objective:**

To prepare and use of accounting information for managerial decision making and control purposes. To understand and address the important problems basing management accountant today.

**UNIT I**

Management accounting as a area of accounting; objectives nature and scope of financial accounting, cost accounting and Management accounting; Management and Managerial decisions; Management Accountant's positions; Role and responsibilities.

**UNIT II**

Meaning and significance of Responsibility accounting ; Responsibility centres - Cost Centre and Investment Centre ; Problem in Transfer pricing; Objectives and determinants of responsibility centres.

**UNIT III**

Budgeting; Definition of Budget – Essential of Budgeting ; Types of Budget – Functional, Master etc.; Fixed and Flexible Budget; Cash Budget, Budgetary control; Zero based budgeting; Performance budgeting.

**UNIT IV**

Analysing Financial statement; Horizontal, Vertical and Ratio analyses; Types of Ratio – Fund flow analysis, Cash flow analysis.

**UNIT V**

Reporting to Management; Objectives of Reporting, Reporting Needs at different managerial levels; Types of Reports, Modes of reporting, Reporting at Different levels of Management.

**(Theory 60% and problems 40%)**

**Text Book**

1. Pandey. I. M, Management Accounting, Vani Publication Delhi.

**Reference Books:**

1. Lall. B.M and I.C. Jain Cost Accounting Principles and Practice, Prentice Hall Delhi.
2. Anthony, Robert Management Accounting, Tarapore-wala, Mumbai

<b>IV SEMESTER</b>			
<b>C 8</b>	<b>BUSINESS LAW</b>		<b>15UBAC41</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objectives :**

Students will be able to describe how the Indian legal system operates relevant to a business.

**Unit I: The Indian Contract Act 1872:**

Essential elements of a valid contract-Classification of contracts-Legal rules as to offer, acceptance, Revocation-Communication of offer and acceptance-Legal rules as to consideration-Without consideration is Void-exception.

Legality of contract-Capacity to contract with reference to minor, unsound mind, legally disqualified person-free consent-coercion, undue influence, mistake of law and fact, misrepresentation, fraud-Legality of object-unlawful, illegal agreement, agreement opposed to public policy-void agreement, contingent and wagering agreement.

**Unit II : Performance of Contract:**

Contracts which need not be performed-appropriation of payment, assignment of contract –mode of discharged of contract-Remedies for breach of contract-Kinds of Quasi contract

**Unit III : Special Contracts:**

Contract of indemnity-contract of guarantee-Extent of surety's liability – Kinds of guarantee –Rights of surety-Discharge of surety – Bailment, types of bailment-Rights and Duties of Bailer and Bailee – Lien –Finder of lost goods-Pledge, Rights and duties of Pawnor and Pawnee-pledge by non owner-types of agents, creation of agency, personal liabilities of agent-Termination of agency, irrevocable agency ,rights and duties of agent.

**Unit IV : Sale of Goods Act 1930:**

Contract of sale-Agreement to sell –Goods-Types of goods-delivery with its kinds-condition and warranties-caveat Emptor-Rights and duties of buyer –Rights of an unpaid seller-auction sale.

**Unit V : Indian Partnership Act 1932:**

Indian Partnership Act 1932-Kinds of partners-creation of partnership or firm- Dissolution of firm.

**Text Book:**

1. Elements of Mercantile Law N.D. Kapoor Sultan Chand

**References Books:**

1. Mamoria C.B and Sathish Mamoria,Dynamics of Industrial Relations, Himalaya Publishing House
2. Dwivedi.R.S Human Relations & Organisational Behaviour, Macmillan India Ltd.,

<b>IV SEMESTER</b>			
<b>C 9</b>	<b>PRODUCTION MANAGEMENT</b>		<b>15UBAC42</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objective:**

To develop skills in problem solving, project management, communication and managing effectively in team based work environments and prepares students for employment within a wide variety of service and product industries.

**Unit I**

An overview of production management –Functions – Importance –Relationship of Production Management with other areas – Production systems – Types – factors affecting Production system.

**Unit II**

Plant location – Factors of Plant location –Plant layout – Types of Plant layout and their suitability – production planning and scheduling.

**Unit III**

Inspection and Quality Control – Objectives – Nature – Statistical Quality Control – Acceptance Sampling – Advantages – Control Charts

**Unit IV**

Value analysis – Importance – Techniques - Advantages – Inventory Management – EOQ – JIT –ABC analysis

**Unit V**

TQM – Objectives – Principles – Elements – ISO 9000 – ISO 14000 – Benefits – Universal Standards of quality benefit of ISO certification.

**Text book:**

1. Production and materials management: K. Shridhara Bhat, Himalaya Publishing House

**Reference Book:**

- Production and Operation management - *R.Panneerselvam - Eastern Economy Edition*

<b>IV SEMESTER</b>			
<b>C 10</b>	<b>RESEARCH METHODS AND STATISTICS</b>	<b>15UBAC43</b>	
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

### **Objectives**

To empower the students with the knowledge and skills they need to undertake a research project, to present a conference paper and to write a scientific article with statistical methods.

### **Unit I**

Research – Introduction - Objectives – Types of research – Research process – Formulation of the selected Research Problem – Research objectives.

### **Unit II**

Survey – Types of survey - Sampling types – Probability sampling – Types – Non probability sampling – Types.

### **Unit III**

Data - Types of data – primary & secondary -Types of Primary data Collection Methods – Sources of secondary data – Questionnaires vs. schedules - Data processing.

### **Unit IV**

Statistical Tools for Analysis -Simple problems in Percentile – Mean – Median – Mode – Variance – Standard Deviation.

### **Unit V**

Simple problems in correlation – Rank - Regression.

**( Theory 60% and problem 40%)**

### **Text book**

- *Research methodology concept and cases - Deepak chawla & neena sondhi - vikas publication*

### **Reference Books:**

1. *Research Methodology: Methods and Techniques* - Kothari, C.R. - New Age International.
2. *Levin R.I. and Rubin D.S., Statistics for Management, 7<sup>th</sup> edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2001.*

<b>V SEMESTER</b>			
<b>C 11</b>	<b>COST ACCOUNTING</b>		<b>15UBAC51</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objectives:**

Students shall developed their ability to identify and evaluate cost accounting problems and arrive at reasoned conclusions.

**Unit I**

Costing – Importance – Advantages – Limitations – Installation – scope – function – Financial Accounting Vs Cost Accounting – Concepts – Classification – Cost Sheet Preparation.

**Unit II**

Meaning – need for material control – importance – purchase procedure – store keeper – various stock levels – EOQ – bin card – stores ledger – Issue Procedure – methods of pricing issues, FIFO, LIFO, Simple Average Price, Weighted Average Price – Simple problems only.

**Unit III**

Meaning – importance of labour cost – Net Wages calculation – Methods Of Wage Payment – Time Rate System –Piece Rate System – Taylor’s differential piece rate system – Merricks’ system – Halsey – halsey weir – Rowan – Computation of labour cost – Labour turn over – causes – calculation of LTO

**Unit IV**

Meaning of overheads – Classification – Allocation – Apportionment – Reappointment

**Unit V**

Meaning of process costing – features – process loss – normal loss – Abnormal loss – abnormal gain – Preparation of process cost account.

**(Theory 40% and problems 60%)**

**Text Books:**

1. Cost Accounting – S.P.Jain & Narang ; M/s Kalyani Publishers

**Reference Books:**

1. Cost Accounting – R.S.N. Pillai M/s Sultan Chand & Sons; New Delhi
2. Cost Accounting – M.L. Agarwal, Sahitya Bhavan publications
3. Cost Accounting – an introduction – B.M. Lal Nigram, I.C.Jain – Prentice Hall
4. Cost Accounting – Jawahar Lal, Tata Mc Graw- Hill Edition

<b>V SEMESTER</b>			
<b>C 12</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>15UBAC52</b>	
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objective:**

An ability to evaluate and apply theories of social science discipline to workplace issues.

**Unit I**

Human Resource Management – Introduction – Functions – Human Resource Management Vs Personnel Management – Role of HR Manager in an Organization.

**Unit II**

Job Analysis – Concepts – Job Description – Specification – Job Evaluation – Job Evaluation Methods.

**Unit III**

Recruitment – Process – Factors affecting Recruitment – Sources of Recruitment – Selection Process – Psychological Tests for Selection.

**Unit IV**

Training – Induction Vs Training – Importance of Training – Types of Training – Performance Analysis – Objectives of Performance Analysis – Importance of Performance Analysis – Types of Performance Analysis.

**Unit V**

Compensation Management – Importance of Compensation – Wages – Time Rate – Piece Rate – Wage Incentives – Bonus – Employee Stock Ownership Plan (ESOP)

**Text Book:**

Personnel management – Memoria – Himalaya Publishing House.

**Reference Books :**

1. Personnel management – Fillippa – Mc Graw Hill.
2. Personnel management – Ahuja Kalyani Publishing
3. Personnel management – P.C. Tripathi.

<b>V SEMESTER</b>			
<b>C 13</b>	<b>FINANCIAL MANAGEMENT</b>		<b>15UBAC53</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objective:**

To develop critical thinking and problem solving competencies at both individual and group level of financial statement analysis and financial planning.

**Unit I**

Nature of financial management – meaning and scope of financial management – functions – goals- relationship of Financial management with other areas.

**Unit II**

Capitals structure – Meaning and factors determining capital structure – theory – NI – NOI - Traditional and MM approach

**Unit III**

Capital budgeting –Approaches - pay back methods – ARR – NPV – IRR

**Unit IV**

Working capital – Need – Factors –Simple problems in Computation of Working capital requirements

**Unit V**

Dividend policy – determinants of dividend policy – dividend policy decision – dividend policy in practice – different dividend theories – MM model – Walter’s Model – Gordon’s Model.

**(Theory 40% and problems 60%)**

**Text Book :**

1. Financial Management : M.Y Khan and P.K Jain’s fourth edition, Tata McGraw Hill

**Reference Book:**

1. Financial Management Theory and Practice, Chandra, Tata McGraw Hill.



<b>V SEMESTER</b>			
<b>C 14</b>	<b>SERVICES MARKETING</b>		<b>15UBAC54</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objectives :**

The course has been designed to familiarize students with the characteristics of services, their implications on design and delivery, and highlight the role of coordinated organizational effort through marketing and its promotional Mix.

**Unit I**

The Concept of Services-Meaning and Definition-Growth of services-Types of services –Components of Services-Difference between goods and services.

**Unit II**

Service Marketing- Service Marketing Triangle- Service Marketing Mix- Characteristics of Service Marketing Mix -Difference between Marketing mix and Services Marketing Mix.

**Unit III**

Services product-pricing in services-Location of services and channels of Distribution –Services promotion-People in services marketing mix.

**Unit IV**

Service Quality-Dimensions-Service Gaps-Prescriptions for closing service gaps-Service Quality Information System-SERVQUAL instruments.

**Unit V**

Marketing of Services –Hotel – Healthcare- Education- Tourism- Service failure- Reasons-Strategies of Service Recovery.

**Text Book:**

Services Marketing Dr.L.Natarajan-Margham Publications.

**References Books:**

1. Service Marketing Zeithmal and Bitner, Tata McGrawhill, New Delhi
2. Adhrian Payne, The Essence of Marketing New Delhi, Prentice Hall of India Pvt. Ltd.
3. Chistopher lovelock, Services Marketing, Pearson Education Asia.
4. K. Douglas Hoffman, John. E.G. Bateson, Essentials of Service Marketing, Thomson – South Western.
5. Helen Woodroffe – Services Marketing, Mcmillan India Ltd.
6. S.M. Jha, Services Marketing, New Delhi Himalaya Publishing House.

<b>V SEMESTER</b>			
<b>CE 1A</b>	<b>MODERN BANKING</b>	<b>15UBAE5A</b>	
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 6</b>

**Objective:**

To promote education and knowledge the law and practice of banking.

**Unit I**

Origin of Banking - Classification of Banks - Commercial Banks - Functions of Commercial Banks - Primary Functions & Secondary Functions - Role of Commercial Banks in Economic Development

**Unit II**

Reserve Bank of India - Functions - Management - Methods of Credit Control - Reserve Bank and Agricultural Credit - Banking Regulation Act 1949 - Major Provisions of the Banking Regulation Act 1949

**Unit III**

Banker - Customer - Banker Customer Relationship - Special Type of Customers - Minor - Married woman - Drunkard - Lunatics - Illiterate Persons - Partnership Firm - Joint Stock Company - Bank Accounts - Type of Accounts - Steps in Opening Accounts - Deposit Collection - Types of Deposits

**Unit IV**

E Banking - Meaning - Services - Internet Banking - Mobile Banking - Telephone Banking - Electronic Funds Transfer System - ATM - Functions of ATM - Credit Cards - Debit Cards.

**Unit V**

Islamic commercial Banking – Islamic appraisals of conventional banking – operating structure of Islamic banks – models of Islamic banking –sources and application of funds.

**Text book:**

Banking theory law and practice – E .Gorden and K.Natarajan

**Reference Books:**

1. Theory and Practice of Banking - Reddy and Appanaiah - M/S.Himalaya Publishing House, Mumbai
2. Islamic banking theory and practice – Muhammed Haneef – create independent publisher
3. Banking theory law and practice – Dr.Gurusamy
4. Advertising Principles problems and cases and others – Charles J.Dirkson
5. Advertising management concepts and cases – Mahendra Mohan (TMH)

<b>V SEMESTER</b>			
<b>CE 1B</b>	<b>OPERATIONS RESEARCH</b>		<b>15UBAE5B</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 6</b>

### **Objectives**

OR supports to students in the key decision making process, allows solving urgent problems, can be utilized to design improved multistep operations (processes), setup policies, supports the planning and forecasting steps, and measures actual results.

### **Unit I**

Introduction to Operations Research: Basics definition, scope, objectives, models -LPP-Graphical Method

### **Unit II**

Transportation – problems on North-west corner rule, least cost method and Vogel’s approximation method.. Simple unbalanced Transportation problem.

### **Unit III**

Assignment-maximization method and minimization method

### **Unit IV**

Game Theory – Pure and mixed strategy – Dominants rule –Graphical Method

### **Unit V**

Replacement Decisions-Breakdown-Failure

### **Text Book**

- *Operation Research - R.Panneerselvam -Eastern Economy Edition*

### **Reference Books**

1. *Operations Research - K Sharma- Pearson.*
2. *operation research – Baskar – Tata M Baskar – Published by Tata McGraw Hill Publications*

<b>VI SEMESTER</b>			
<b>C 15</b>	<b>INTERNATIONAL BUSINESS</b>		<b>15UBAC61</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objective:**

Students will be able to demonstrate their knowledge in international business and to think critically and solve the business problems globally.

**Unit I**

International Business an overview – Stages of internationalization – goal of international business – Theories of international Trade.

**Unit II**

International Marketing – International Business Environment - International Trade policy and procedures–Mode of entry.

**Unit III**

International Trade Blocks and Business Centers –NAFTA – ASEAN – SAARC – ESCAP – APEC – SAPTA – Implications of Trade Blocks for Business.

**Unit IV**

International Financial institutions – IMF – IBRD – UNCTAD – International Finance Corporations – Future of Global business

**Unit V**

Globalization – GATT- WTO -WHO and India - global strategic Management – Ethics in Global business

**Text book:**

1. International Business – P. Subba Rao, Himalaya Publishing House

**Reference Book:**

1. International Marketing – Francis Cherunilam, Wheeler Publication, New Delhi.

<b>VI SEMESTER</b>			
<b>C 16</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>	<b>15UBAC62</b>	
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objectives:**

To enable the students in the entrepreneurial skills for management.

**Unit I**

Entrepreneur -Definition – characteristics- functions of entrepreneur, types of entrepreneur-motivational factors- sociological and psychological factors

**Unit II**

Institution supporting entrepreneurs - EDP,NIESBUD, New Delhi, ITCOT and SIPCOT in Tamil Nadu, Role of financial institutions in supporting entrepreneurs .

**Unit III**

Business plan – process of preparing a business plan – project report – essential of a project report – format of a project report (sample project report)

**Unit IV**

Managerial skills required by entrepreneurs – sole proprietorship, partnership and company – SSI -Definition of small scale industrial undertakings- small and tiny enterprise – village industries

**Unit V**

Rural and women entrepreneurs - Opportunities for rural and women entrepreneur – problems faced by rural and women entrepreneur – role of SHG – reservation for small industries – prevention of industrial air and water pollution – cause and prevention of industrial sickness

**Text book :**

1. Entrepreneurship – Madhurima lall - Excel books

**Reference Books:**

1. Vasant Desai: Dynamics of Entrepreneurial Development, New Delhi: Wiley Eastern Ltd.,1990.
2. S.B.Srivastav:A Practical Guide to Industrial Entrepreneurs: New Delhi. Wiley Eastern Ltd.1990.
3. Gupta Srinivasan: Entrepreneurial Development – New Delhi: Sultan Chand & Sons 1990.
4. P. Saravanavel: Entrepreneurship Development – Principles, Policies and Programmes. New Delhi: Himalaya Publishing House, 1990.
5. T.V. Rao, and Udai Pareek; Developing Entrepreneurship – A Handbook, New Delhi: Mc Graw Hill Publications Co. Ltd., 1990.

<b>VI SEMESTER</b>			
<b>C 17</b>	<b>STRATEGIC MANAGEMENT</b>		<b>15UBAC63</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

### **Objectives**

Develop capabilities of the students to analyze cases and develop strategic business solutions and make them fair understanding of strategy formulation, implementation, monitoring and evaluation.

#### **Unit I**

Strategic management – Concept – Strategic decision making process – strategic intent - Vision – Mission – Strategies – Policies – Corporate governance and Social responsibility.

#### **Unit II**

Environmental scanning – Characteristic of Environment – Types – Internal Environment – External Environment – SWOT Analysis .

#### **Unit III**

Strategic Alternatives – Corporate level strategies – Business level strategies - Functional level strategies – Industry analysis – ETOP.

#### **Unit IV**

Strategic choice – BCG Growth Share Matrix – GE Business screen – International portfolio Analysis – Corporate Value Chain Analysis.

#### **Unit V**

Strategic Implementation & controlling – Programs – Budget – Procedures – Achieving Synergy – Strategic Evaluation Process and Control.

#### **Text Book:**

Strategic Management and Business Policy – Thomas L. Wheelen & J.David Hunger – Pearson Education.

#### **Reference Books:**

1. Business Policy and Strategic Management – Dr Azhar Kazmi, Published by Tata McGraw Hill Publications
2. Business Policy and Strategic Management- Jauch Lawrence R & William Glueck Published by Tata McGraw Hill

<b>VI SEMESTER</b>		
<b>C 18</b>	<b>PROJECT</b>	<b>15UBAP64</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Credits: 5</b>

**Objectives:**

At the end of the semester the students should be able to:

1. Identify the potential areas of research in his/her field;
2. Collect data from various sources including the internet, analyse them, make new connections and link them to life;
3. Read and write originally and usefully.

**Guidelines:**

1. The project may be done individually or in groups not exceeding five per group.
2. The minimum length of the project should be 30 pages in A4 size.
3. Marks for the project report will be 100 divided as **80% for the presentation of project and 20% for viva-voce.**
4. **Evaluation scheme:**
5. The project will be evaluated by both Internal and External Examiners. Each Examiner will evaluate for 100 marks. The allocation of marks for project is as follows:

<b>Project</b>	<b>Internal</b>	<b>External</b>
Word of title	5	5
Objectives / Formulation including Hypothesis	5	5
Review of literature	10	10
Relevance of project to social needs	5	5
Methodology / Technique / Procedure adopted	20	20
Summary / Findings / Summation	5	5
Works cited / Annexure / Footnotes	10	10
<b>Total</b>	<b>60</b>	<b>60</b>

<b>VI SEMESTER</b>			
<b>CE 2A</b>	<b>SOFT SKILLS</b>		<b>15UBAE6A</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 6</b>

### **Objectives**

This subject teaches practical tools and includes discussion, group activities and applied exercises. Various approaches to time management such as the urgent/important matrix and models are used. The focus of the subject syllabus is to help students manage their commitments to make best use of their time and develop their employability skills.

### **Unit I**

Soft Skills – Meaning – Overview of Soft Skills – Interpersonal skills- Communication skills – Leadership skills.

### **Unit II**

Time Management – Major Blocks to Time Management – Covey’s Time Management Matrix – Time Management tips – Relationship between Time Management & Stress Management.

### **Unit III**

Internet – Role of job websites – Job Application – Content of Application Letter – Resume – Content of Resume – Model Resume.

### **Unit IV**

Interviews – Meaning – Interview Preparations Tips - Types of interview – Interview Techniques

### **Unit V**

Group Discussion – Meaning – Roles to play in Group Discussion – group discussion techniques - speaking skills – essential of a good speech.

### **Text Book**

Soft Skills – S .Hariharan & N. sundararajan - MJP Publication

### **Reference Book**

How To Succeed At Interviews – Sudhir Andrews – The McGraw- Hills



<b>VI SEMESTER</b>		
<b>CE 2B</b>	<b>CASE ANALYSIS</b>	<b>15UBAE6B</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Credits: 6</b>

- The cases should be distributed by the teacher concerned from the different functional areas of management
- The Student should be trained to discuss the cases in small group
- To develop analytical thinking and to present the findings to the common class
- The chairmanship for each case should be rotated among the student this is to develop conference leadership.
- They should also be trained to write case reports.
- The teacher should give a case or case let and ask the student to identify the problem situation in the case, analysis the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternatives
- The final examinations will consist of case or case let for individual analysis and discussion in a paper. The student must write the case reports.

**PART III – ALLIED**

**I SEMESTER**

<b>A I – 1</b>	<b>SOFTWARE SOLUTIONS FOR MANAGERS</b>	<b>15UBAA11</b>
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<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 3</b>
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**Objective:**

To make the student understand the Basic application of Computers in Business.

**Unit I**

Introduction to office 2007 – Features of MS word 2007 – Creating a Document – Formatting Documents – Editing Using Cut, Copy and Paste – Finding and Replacing Text- Printing and Previewing Document.

**Unit II**

Creating Bullets and Numbering Heading- Creating Footers – Spelling and Grammar Tools – Inserting Pictures, Page Numbers, Book Marks, symbols and Dates – Working with Tables- working with Mail Merge.

**Unit III**

Excel Basics – Creating and Saving a Work Book- Basic Formatting – Using Formula –Excel Functions – Charts.

**Unit IV**

Introduction to Power Point – Inserting Text, Pictures , Tables, Charts, in a Slide – Animating Objects – Slide Transition.

**Unit V**

Introduction to MS Access –Creating Tables– Queries –Forms – Report in Access.

**Text Book:**

1. MS Office – Complete Reference – BPB Publication.

**Reference Books:**

1. Microsoft Office 2007 Fundamentals, Laura Story and Dawna Walls, Thomson Course Technology, Boston (USA)
2. Microsoft Office 2007 All in One, Gerg Perry, SAMS Publishing, Indiana (USA)

<b>II SEMESTER</b>			
<b>A I – 2</b>	<b>COMPUTER BASICS FOR MANAGERS</b>	<b>15UBAA21</b>	
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 3</b>

**Objective:**

To introduce basic ideas and to impart knowledge on Basics of Computers.

**Unit I**

Introduction – Characteristics – Evaluation – Generation – Classification – Applications.

**Unit II**

Computer Architecture: Introduction – CPU – Communication among various units – Instruction Formats – Instruction Cycle – instruction set – Data representation – Coding schemes.

**Unit III**

Input Devices – Output Devices – Primary Memory – Secondary Memory – Magnetic Storage – Optical Storage.

**Unit IV**

Computer Languages – Computer Software – System Software – Application Software – Internet – Internet’s Major Services.

**Unit V**

Internet tools computer security – Basic Security Concept – Threats to Users – Threats to Hardware – Threats to Data – Common Hacking Methods.

**Text Book:**

1. Introduction to Computer, Peter Norton, Tata McGraw Hill

**Reference Book:**

1. Introduction to Information Technology, ITL Education Solutions Limited, Pearson Education.

<b>I &amp; II SEMESTER</b>		
<b>ALLIED PRACTICAL</b>		
<b>AP</b>	<b>(Examination at the end of II Semester)</b>	<b>15UBAA2P</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Credits: 3</b>

**SOFTWARE SOLUTIONS FOR MANAGERS  
PRACTICAL - I**

**MS word 2007**

- Typing letters and editing and printing.
- Using Spell Check and Thesaurus.
- Designing a cover page with word art.
- Using Header, Footer Bookmark, Foot notes.
- Mail merge a letter to an address file.
- Typing 5 pages of Mathematical equations and symbols.

**PowerPoint 2007**

- Creation of presentation with different styles on a given topic current interest.
- Preparing Presentation for a topic in the study of all courses.

**SOFTWARE SOLUTIONS FOR MANAGERS  
PRACTICAL - II**

**Excel 2007**

- Entering spread sheets with formula
- Entering spreadsheet and doing statistical calculations
- Printing of Graphs and charts for the given data.
- Creating and using macros.

**Access 2007**

- Create a table and store data for applications such a student, Mark Employee, Hospital Information etc.

<b>III SEMESTER</b>			
<b>A II - 1</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>		<b>15UBAA31</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objective:**

To apply critical thinking skills in decision making in the context of system.

**Unit I**

Introduction to Management Information System – Basic Concepts of MIS – Evolution of Computers and their role in MIS.

**Unit II**

Hardware features – Types of Hardware - Software features – Types of Software.

**Unit III**

Information concepts for MIS – Data – Information – Identification of Decision making and information needs.

**Unit IV**

Communication Technology Concept – Communication Channels – Data Transmission – Communication Process – Communication Networks.

**Unit V**

Mechanics of systems Analysis – Flow charting – Examples of MIS Design – Concepts and Case studies.

**Text Book:**

1. James O'brien: Management Information System. London : Sage Publications, 1985.

**Reference Books:**

1. Lawrence S. Orilla: Computer Information – An Introduction, New York: John Wiley & Sons. Inc., 1980.
2. Raymond Mcleouir: Management Information System. New York: Wiley and Sons Inc., 1967.

<b>IV SEMESTER</b>			
<b>A II – 2</b>	<b>E-COMMERCE AND INTERNET APPLICATION</b>		<b>15UBAA41</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objective:**

To make the students gain knowledge of framework of E-Commerce and its application in business.

**Unit I**

Welcome to Electronic Commerce – Introduction, Concepts of b2b, b2c, c2c, b2g; benefits of E-Commerce to Organization, Consumers. The Network infrastructure for E-Commerce – Electronic Payment Applications.

**Unit II**

M-Commerce(Mobile Commerce) – Growth of M-Commerce – Wireless Applications – Technologies for M-Commerce – GPRS – Wireless Technologies (CDMA & GSM) – Generations in Wireless Communication – Security Issues in Cellular Technology.

**Unit III**

Electronic Data Interchange-Definition - Benefits of EDI- EDI Application in Business –Un/EDIFACTS Standard.

**Unit IV**

Security on Internet – Network and Website Security Risks – Security incidents on Internet – Security and Email – Firewall Concepts and Constituents – Benefits – Secure Physical Infrastructure.

**Unit V**

E- Commerce in India- The Internet in India-Laws for E-Commerce in India.

**Text Book**

1. Kamallesh K.Bajaj and Debajaninag E-Commerce, Tata McGraw Hill Publications Co Ltd., New Delhi.

**Reference Books:**

1. S.Jaiswal: Doing Business on the Business on the Internet commerce, Galgotia Publication.
2. David Whitely :E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi.
3. Jaffrey F.Rayport,: E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi

**PART IV - SKILL BASED ELECTIVE**

**III SEMESTER**

<b>SBE 1</b>	<b>CONSUMER BEHAVIOUR</b>	<b>15UBAS31</b>	
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**Objective**

To understand the behaviour of consumer such as perception, motivation and attitude formation on product and brand.

**Unit I**

Consumer Behaviour-Definition-Marketing Concepts-Customer value, Satisfaction, Retention-Consumer Decision Making-Process of Consumer Decision Making.

**Unit II**

Consumer Motivation – Needs-Goals- Positive and Negative Motivation-Rational Vs Emotional Motives. Measurement of Motives.

**Unit III**

Consumer Perception- Elements of Perception- Dynamics- Consumer Imagery –Perceived risk –Ethics and consumer perception.

**Unit IV**

Reference groups and family influences –Selected Consumer related reference group-Socialization of family members-Family Life Cycle –Traditional and Non Traditional.

**Unit V**

Consumer Influence and Diffusion of Innovations-Diffusion of Innovation Process-Opinion Leadership-Dynamics-Measurement of Opinion Leadership. Profile of Consumer Innovator-Consumerism

**Text Book:**

Consumer Behaviour - Schiffman and Kanuk - PHI, New Delhi

**Reference Books:**

1. Consumer Behaviour in Indian Perspective by Nain,Suja ,Himalaya Publishing House
2. See Henry Assail-Consumer Behaviour and Marketing Action

<b>IV SEMESTER</b>			
<b>SBE 2</b>	<b>STRESS MANAGEMENT</b>		<b>15UBAS41</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

### **Objectives**

The subject is intended to assist students to increase their awareness of stress as well as it provides a broad physical, social and psychological understanding of the human stress response.

### **Unit I**

Stress – Definition – The Nature of Stress – Types of Stress – Causes of Stress – Consequences of stress.

### **Unit II**

Stress and Emotions – Types of Emotion – Functions – Nature – Core Relational Themes – Facial Expressions – The Brain and Emotion – Emotion at Work.

### **Unit III**

Stressor – Signs of Distress and Eustress – Stress and Performance – Effects of Stress on Industry – Contrasting Strategies to Optimists and Pessimists for Coping with Stress.

### **Unit IV**

Occupational Stress – The Cost of Stress – Cost of Workplace – Physical and Behavioral Symptoms of stress – Sources of stress at work.

### **Unit V**

Stress Management – Employee Assistance Programmes (EAPs) – Stress Management Training – Changing the sources of Workplace stress – Problem Solving Framework.

### **Text book**

*Stress Management – P.K . Dutta – Himalaya Publishing House.*

### **Reference Book**

*Stress Management and Education - Aruna Goel, S.L. Goel*



<b>PART IV – NON MAJOR SUBJECTS OFFERED BY DEPARTMENT OF BUSINESS ADMINISTRATION TO OTHER MAJOR STUDENTS</b>
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<b>III SEMESTER</b>
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<b>NME 1</b>	<b>BASICS IN MANAGEMET</b>	<b>15UBAN31</b>	
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**Objective:**

To make the students understand the basic principles of Management.

**Unit I**

Management – Definition – Nature – Purpose – Management contributors - Fayol , F.W.Taylor. Functions of Management

**Unit II**

Planning-Definition-Objectives-Nature-Types of plans-Steps in planning

**Unit III**

Organizing - Types of organization – Departmentation - Span management - structure of organizing and process.

**Unit IV**

Staffing-situational factors affecting staffing-Selection-process of selection

**Unit V**

Principles of Directing creativity and innovation –controlling – process- Techniques.

**Text Book:**

Elements of Management, Koontz and Weirich, Pearson Publications

**References:**

1. Principles of Management - P.C. Tripathi & P.N. Reddy
2. Principles of Management - L.M. Prasad
3. Principles of Management - Dinkar Pagare
4. Business Management - C.B. Gupta
5. Business Management - N. Premavathy
6. Principles of Management - J. Jayasanka

<b>IV SEMESTER</b>			
<b>NME 2</b>	<b>RETAIL MANAGEMENT</b>		<b>15UBAN41</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**Objective:**

Retail Management requiring an effective team leader with a strong customer focus, sales and marketing.

**Unit I**

Retailing – Types of retailers – Levels of service offered by retailers – Self service – Self selection – Limited service – Full service

**Unit II**

Major retailer types – Specialty store – Department Store – Supermarket – Convenient Store- Super store – Catalog showroom

**Unit III**

Non store retailing – Direct selling – Direct Marketing – Automatic Vending – Buying Service

**Unit IV**

Corporate retailing - Major types of retail organization – corporate chain store – voluntary chain – franchisee organization – Merchandising conglomerate

**Unit V**

Decisions – Marketing Decisions – Target Market – Services – Store atmosphere – price decision – promotion decision – place decision

**Text Book:**

Retail Management – Dunne Lusch, Cengage Learning Publication

**Reference Book:**

Philip Kotler – Marketing management – Pearson Education – 2004

<b>PART IV – NON-MAJOR ELECTIVE (UNAIDED COURSES) (2015 – 2018)</b>							
<b>SEM</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
					<b>I</b>	<b>E</b>	<b>T</b>
<b>DEPT. OF ENGLISH</b>							
<b>III</b>	<i>Computer Assisted Language Learning: Reading &amp; Writing</i>	15UENN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Computer Assisted Language Learning: Listening &amp; Speaking</i>	15UENN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF ISLAMIC STUDIES</b>							
<b>III</b>	<i>Arabic for Beginners</i>	15UISN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Fundamentals of Arabic Grammar</i>	15UISN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF COMMERCE</b>							
<b>III</b>	<i>Principles of Commerce</i>	15UCON31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Basics in Accounting*</i>	15UCON41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF COMMERCE (CA)</b>							
<b>III</b>	<i>Development of Small Business</i>	15UCCN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Basics in Accounting*</i>	15UCCN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF COMMERCE (FINANCE)</b>							
<b>III</b>	<i>Investment Management</i>	15UCFN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Advertising</i>	15UCFN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF BUSINESS ADMINISTRATION</b>							
<b>III</b>	<i>Basic in Management</i>	15UBAN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Retail Management</i>	15UBAN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>

<b>DEPT. OF COMPUTER SCIENCE</b>							
<b>III</b>	<i>Office Automation</i>	15UCSN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Desktop Publishing</i>	15UCSN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF COMPUTER APPLICATION</b>							
<b>III</b>	<i>Internet &amp; HTML</i>	15UCAN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Desktop Publishing</i>	15UCAN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF INFORMATION TECHNOLOGY</b>							
<b>III</b>	<i>Introduction to Computers</i>	15UITN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>MS Office</i>	15UITN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF MATHEMATICS</b>							
<b>III</b>	<i>Mathematics for Competitive Examinations – I</i>	15UMAN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Mathematics for Competitive Examinations – II</i>	15UMAN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF MICROBIOLOGY</b>							
<b>III</b>	<i>General Microbiology</i>	15UMBN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Biotechnology</i>	15UMBN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>DEPT. OF NUTRITION AND DIETETICS</b>							
<b>III</b>	<i>Introduction to Bakery</i>	15UNDN31	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>IV</b>	<i>Food preservation</i>	15UNDN41	<b>3</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>

\* Common to Department of Commerce and Department of Commerce (CA)

\*\* Common to Department of Computer Science and Department of Computer Application.

<b>I SEMESTER</b>			
<b>EVS</b>	<b>ENVIRONMENTAL STUDIES</b>		<b>15UEVS11</b>
<b>Hrs/ Week: 2</b>	<b>Hrs/ Sem: 30</b>	<b>Hrs/ UNIT: 6</b>	<b>Credits: 1</b>

### **UNIT - I: Nature of Environmental Studies**

Goals, Objectives and guiding principles of environmental studies. Towards sustainable development - Environmental segments- Atmosphere, Hydrosphere, Lithosphere, Biosphere – definition. Pollution episodes -- Hiroshima – Nagasaki, - Bhopal gas Tragedy, Fukushima – Stone leprosy in Taj Mahal

### **UNIT - II: Natural Resources**

Renewable and Non Renewable resources - classification.

- Forest resources: Use and over - exploitation, Afforestation and deforestation.
- Water resources: Use and over - utilization and conservation of surface and ground water - Rain harvesting.
- Marine Resources: Fisheries and Coral reefs.
- Mineral resources: Use and exploitation - environmental impacts of extracting and using mineral resources.
- Food resources: Effects of modern agriculture fertilizers - pesticide problem.
- Energy resources: Growing energy needs - use of alternate energy source - Solar cells & wind mills.
- Land resources: Land degradation

### **UNIT - III: Ecosystem**

- Concept of Eco-systems - Tropic level, food chains, food web and Ecological pyramids. Types, structure & Functions of the following:
  - a) Aquatic ecosystem
  - b) Grassland ecosystem
  - c) Forest ecosystem
  - d) Desert ecosystem
  - e) Living conditions on other planets (Briefly)

### **UNIT - IV: Biodiversity & Its Conservation**

Introduction - Definition: eco system diversity, species and Genetic Hot spots of biodiversity - Western Ghats, Eastern Himalayas and Gulf of Mannar. Threats to biodiversity - Habitual Loss, Poaching of wild life and Man - wild life conflicts.

Conservation of biodiversity: Insitu and ex-insitu.

## **UNIT - V: Environmental Pollution**

Sources, effects, prevention and control measures of the following.

- a) Air pollution: Composition of clean air, Global warming, Ozone layer depletion.
- b) Water Pollution: Fresh and Marine water pollution
- c) Noise Pollution
- d) Soil pollution
- e) Bio degradable and Non Bio degradable wastes
  - Air (prevention & Control of Pollution) Act.
  - Environmental Protection Act
  - Water (Prevention & Control of pollution) Act
  - Environmental movements - Green peace and Chipco,
  - Role of State & Central pollution Control Boards.

### **REFERENCE BOOKS:**

1. Basic of Environmental Science. Vijajalakhmi, Murugesan and Sukumaran - Manonmaniam Sundaranar University publications.
2. Environmental Studies. John de Brito, Victor, Narayanan and Patric Raja - published by St. Xavier's College, Palayamkottai.
3. Environmental Science and Biotechnology. A.G. Murugesan and C. Raja Kumar - MJP Publishers.
4. Fundamental of Environmental pollution - Krishnan Kannan - Chand & Company Ltd., New Delhi 1997.
5. Environmental Studies. S. Muthiah, Ramalakshmi publications, Tirunelveli.
6. Environmental Studies. V.M. Selvaraj, Bavani Publications, Tirunelveli.

<b>II SEMESTER</b>			
<b>VE1</b>	<b>VALUE EDUCATION – I</b>		<b>15USVE2A</b>
<b>Hrs/ Week: 2</b>	<b>Hrs/ Sem: 30</b>	<b>Hrs/ Unit: 6</b>	<b>Credits: 1</b>

**Objectives:**

1. To inculcate moral values in the minds of students.
2. To teach ethical practices to be adopted by students in their life.
3. To make students honest and upright in their life.

**UNIT I**

Islam – Meaning – Importance – A complete Religion – The religion accepted by God – Five Pillars of Islam – Kalima – Prayers – Fasting – Zakat – Haj.

Iman – Monotheism – Angels – Books – Prophets – Dooms Day – Life after death – Heaven and Hell.

**UNIT II**

Quran – The Book of Allah – Wahi – Revelation to Prophet Muhammad(sal) – Compilation – Preservance – Structure – Content – Purpose – Source of Islamic Law– Sura Fathiha , Kafirun, Iqlas, Falakh and Nas.

**UNIT III**

Hadith – Siha Sitha – Buhari – Muslim – Tirmithi – Abu Dawood – Nasai – Ibn Maja – Collection of Hadith – Meaning of 40 Hadith.

**UNIT IV**

Life History of Prophet Muhammad (sal) – Aiamul Jahiliya – Prophet’s Childhood and Marriage – Prophethood – Life at Mecca – Life at Medinah – Farewell Address – Seal of Prophethood.

**UNIT V**

Good character – Etiquettes – Halal and Haram – Duties towards Allah – Duties towards fellow beings – Masnoon Duas.

**REFERENCE BOOKS:**

1. V.A. Moahmed Ashrof – Islamic Dimensions – Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers – Revised & Edited – The Holy Quran.
3. M. Manzoor Nomani – Islamic Faith & Practice.
4. Abdul Hasan Ali Nadvi – Muhammad Rasulullah.
5. K. Ali – A Study of Islamic History.
6. Abdul Rahuman Abdullah – Islamic Dress code for Women.
7. Dr. Munir Ahamed Mughal – Code For Believers.
8. Abdul Malik Mujahid – Gems and Jewels.

<b>II SEMESTER</b>			
<b>VE2</b>	<b>VALUE EDUCATION – II</b>		<b>15USVE2B</b>
<b>Hrs/ Week: 2</b>	<b>Hrs/ Sem: 30</b>	<b>Hrs/ Unit: 6</b>	<b>Credits: 1</b>

### **UNIT I**

Individual Morality – Objective of Moral life – Living in accordance with the code of Morality – the goodness of Morality – Morality and *Thirukural*- The need for faith.

### **UNIT II**

Adherence to higher code of Morality – Fear of God – Good Moral Values – Duty to Parents – Teacher, respecting elders – Moral Etiquettes – Right-minded Principle – High Principles for Proper conduct.

### **UNIT III**

Inculcating good attitudes – Open mindedness – Morale – analysing the pros and cons of good and bad – Service to others – Mind Power, tolerance, respecting others, showing love to others, patience – tranquility – Modesty, kindness and forgiveness.

### **UNIT IV**

Quotations and moral Stories expressing Good characters of Great personalities – Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

### **UNIT V**

Truth, the importance of uprightness, integrity, friendship – Health awareness on Alcohol and drug abuse – inculcating reading habit – reading good books – Hygiene – Dowry – Corruption.

### **TEXTBOOK:**

Publication of Sadakathullah Appa College.



**SCHEME OF EXAMINATIONS UNDER CBCS (2015 - 2018)**

The medium of instruction in all UG and PG courses is English and students shall write the CIA Tests and Semester Examinations in English. However, if the examinations were written in Tamil, the answer papers will be valued.

**DISTRIBUTION OF MARKS FOR CIA AND SEMESTER  
EXAMINATIONS  
UNDERGRADUATE, CERTIFICATE & DIPLOMA COURSES**

SUBJECT	TOTAL MARKS	CIA TEST	SEMESTER EXAMINATION	PASSING MINIMUM		
				CIA TEST	SEM. EXAM.	OVER ALL
<b>Theory</b>	100	25	75	Nil	30	40
<b>Practical</b>	100	40	60	Nil	24	40
<b>Project</b>	100	Nil	Report - 60 marks Viva Voce - 40 marks	Nil	40	40

**POSTGRADUATE COURSES**

SUBJECT	TOTAL MARKS	CIA TEST	SEMESTER EXAMINATION	PASSING MINIMUM		
				CIA EXAM.	SEM. EXAM.	OVER ALL
<b>Theory</b>	100	25	75	nil	38	50
<b>Practical</b>	100	40	60	nil	30	50
<b>Project</b>	100	nil	Report - 60 marks Viva Voce - 40 marks	nil	50	50

### DIVISION OF MARKS FOR CIA TEST

<b>SUBJECT</b>	<b>MARKS</b>	<b>ASSIGNMENT FOR UG / ASSIGNMENT OR SEMINAR FOR PG</b>	<b>REGULARITY</b>	<b>RECORD NOTE</b>	<b>TOTAL MARKS</b>
<b>Theory</b>	20	5	--	--	<b>25</b>
<b>Practical</b>	30	--	5	5	<b>40</b>

1. The duration of each CIA Test is ONE hour and the Semester Examination is THREE hours.
2. Three CIA tests of 20 marks each will be conducted and the average marks of the best two tests out of the three tests will be taken.
3. The I test will be based on the first 1.5 units of the syllabus, the II test will be based on the next 1.5 units of the syllabus and the III test will be based on the next 1.5 units of the syllabus.
4. Two assignments for Undergraduate, Certificate, Diploma and Advanced Diploma Courses and two assignments OR two seminars for Postgraduate Courses.
5. The duration and the pattern of question paper for practical examination may be decided by the respective Boards of Studies. However, out of 60 marks in the semester practical examination, 10 marks may be allotted for record and 50 marks for practical.
6. Three internal practical tests of 25 marks each will be conducted for science students in the even semester and the best two out of the three will be taken. The total 50 marks of the best two tests will be converted to 30 by using the following formula:
 
$$\left( \frac{\text{Marks secured in the first best Practical Test (Out of 25)} + \text{Marks secured in the next best Practical Test (out of 25)}}{2} \right) \times 0.6$$
7. The Heads of Science Departments are requested to keep a record of attendance of practicals for students to assign marks for regularity.

**QUESTION PAPER PATTERN FOR CIA TEST (THEORY)**

**Duration: 1 Hr**

**Maximum Marks: 20**

<b>Section</b>	<b>Question Type</b>	<b>No. of Questions &amp; Marks</b>	<b>Marks</b>
<b>A</b>	No Choice Answer should not exceed 75 words	2 Questions 2 marks each	2 x 2 = 4
<b>B</b>	Internal choice (Either or type) Answer should not exceed 200 words	2 Questions 4 marks each	2 x 4 = 8
<b>C</b>	Open Choice (Answer ANY ONE out of Two) Answer should not exceed 400 words	1 Question 8 marks	1 x 8 = 8
<b>TOTAL</b>			<b>20 MARKS</b>

**QUESTION PAPER PATTERN FOR SEMESTER EXAMINATION  
(THEORY)**

**Duration: 3 Hrs**

**Maximum Marks: 75**

<b>Section</b>	<b>Question Type</b>	<b>No. of Questions &amp; Marks</b>	<b>Marks</b>
<b>A</b>	No Choice Answer should not exceed 75 words	10 Questions - 2 marks each (2 Questions from each unit)	10 x 2 = 20
<b>B</b>	Internal choice (Either or type) Answer should not exceed 200 words	5 Questions with internal choice. Each carries 5 marks (Two questions from each unit)	5 x 5 = 25
<b>C</b>	Open Choice (Answer ANY THREE out of FIVE) Answer should not exceed 400 words	3 Questions out of 5 - 10 marks each (1 Question from each unit)	3 x 10 = 30
<b>TOTAL</b>			<b>75 MARKS</b>