



GANESAR COLLEGE OF ARTS AND SCIENCE

(Accredited with 'B' grade by NAAC)

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**DEPARTMENT
OF
COMMERCE
IN BANK
MANAGEMENT**



**BHARATHIDASAN
UNIVERSITY**

Tiruchirappalli



**SYLLABUS
B.COM BM**

பொதுத்தமிழ்

பி.ஏ., பி.எஸ்ஸி., பி.காம், பி.பி.ஏ.

(முதலாம் மற்றும் இரண்டாம் ஆண்டிற்கான

நான்கு பருவங்களுக்கு)

பாடத்திட்டம்

2023 - 2024

தமிழ்நாடுமாநிலஉயர்கல்விமன்றம்

600 005

பொதுத்தமிழ்-1

தமிழ் இலக்கிய வரலாறு -1

முதலாம் ஆண்டு – முதற் பருவம்

Course Code	Course Name	Category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
	பொதுத்தமிழ் -1 தமிழ் இலக்கிய வரலாறு -1	Supportive	Y	-	-	-	3	6	25	75	100

Pre-Requisite

பன்னிரெண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்

SV 2023

Learning Objectives

- முதலாமாண்டுப் பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ் மொழி இலக்கியங்களை அறிமுகம் செய்தல்
- தமிழ் இலக்கியப் போக்குகளையும், இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

CO 1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்	K4
CO 2	அற இலக்கியம் மற்றும் தமிழ் காப்பியங்களின்வழி வாழ்வியல் சிந்தனையைப் பெறுவர்	K5, K6
CO 3	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்	K3
CO 4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்	K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.	K2

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

அலகு-1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

1. இலக்கணம்;

அ.தொல்காப்பியம், இறையனார் களவியல் உரை, நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள்

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

- வல்லினம் மிகும் இடங்கள்
- வல்லினம் மிகா இடங்கள்
- ஈரொற்று வரும் இடங்கள்
- ஒரு, ஓர் வரும் இடங்கள்
- அது, அஃது வரும் இடங்கள்
- தான், தாம் வரும் இடங்கள்

பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல்.

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு
3. அற இலக்கியம்-பதினெண்கீழ்கணக்கு நூல்கள்
4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்
5. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் -- பகுத்தறிவு

இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு-2 | சங்க இலக்கியம்

எட்டுத்தொகை ;எ

1. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்
2. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே
3. ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க!' (முதல் பாடல்)-வேட்கைப் பத்து
4. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி
5. புறநானூறு -189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

பத்துப்பாட்டு;

1. முல்லைப்பாட்டு (முழுவதும்)

அலகு-3 | அற இலக்கியம்

- 1.திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்
- 2.நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)
- 3.நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப
- 4.பழமொழி நானூறு- தம் நடை நோக்கார்
- 5.இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு-4 | காப்பிய இலக்கியம்

1. சிலப்பதிகாரம் – வழக்குரைகாதை
2. மணிமேகலை- பாத்திரம் பெற்ற காதை

3. பெரியபுராணம் - பூசலார் நாயனார்புராணம்
4. கம்பராமாயணம்- குகப் படலம்
5. சீறாப்புராணம் – மானுக்குப் பிணை நின்ற படலம்
6. இயேசு காவியம் -ஊதாரிப்பிள்ளை

அலகு-5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

பக்தி இலக்கியம்;

1. திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்
2. மாணிக்கவாசகர் திருவாசகம் - நமச்சிவாய வாழ்க நாதன்தாள் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை
3. பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே
4. பூத்தாழ்வார்-அன்பே தகளியா
5. பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன்
6. ஆண்டாள் – திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்)

பகுத்தறிவு இலக்கியம்;

- திருமூலர் – திருமந்திரம் (270,271, 274, 275 285)
- பட்டினத்தார் -திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல் பா.எண் ;:279, 280)
- கடுவெளி சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்)
- இராவண காவியம் – தாய்மொழிப் படலம் - 18. ஏடுகை யில்லா ரில்லை முதல் - 22. செந்தமிழ் வளர்த்தார். வரை

Text books

- .

Reference Books

- மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
- மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழ் இலக்கிய வரலாறு –முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
- புதிய தமிழ் இலக்கிய வரலாறு– முனைவர்.சிற்பி பாலசுப்ரமணியம்,நீல.பத்மநாபன்
- தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
- தமிழ் இலக்கிய வரலாறு –முனைவர். ப.ச.ஏசுதாசன்
- தமிழ் இலக்கிய வரலாறு – ஸ்ரீ குமார்
- வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு–பாக்கியமேரி

- தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

Web Sources

- <https://www.chennailibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4		3	3	2	2	2	3	2	3	2	3	3
1 CLO5	3	3	2	2	2	3	3	2	2	2	3	3

Strong -3,Medium-2,Low-1

பொதுத்தமிழ் - 2
தமிழ் இலக்கிய வரலாறு -2
முதலாம் ஆண்டு – இரண்டாம் பருவம்

Course Code	Course Name	Category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
	பொதுத்தமிழ் -2 தமிழ் இலக்கிய வரலாறு -2	Supportive	Y	-	-	-	3	6	25	75	100
Pre-Requisite		பன்னிரெண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்							SV 2023		
Learning Objectives											
<ul style="list-style-type: none"> முதலாமாண்டுப் பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ் மொழி இலக்கியங்களை அறிமுகம் செய்தல் தமிழ் இலக்கியப் போக்குகளையும், இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல் தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல் 											
Expected Course Outcomes											
On the Successful completion of the Course, Students will be able to											
இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்											
CO 1	சிற்றிலக்கியங்களின்வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்										K4
CO 2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்										K5, K6
CO 3	திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு , இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளைப் பெறுவர்										K3
CO 4	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்வர்										K3
CO 5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் பயிற்சி பெறுவர்.										K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create											
அலகு-1	தமிழ் இலக்கிய வரலாறு அறிமுகம்.										
<ol style="list-style-type: none"> 1. சிற்றிலக்கியம்; குறவஞ்சி, கலம்பகம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி. 2. தனிப்பாடல் அறிமுகம் 3. இக்கால இலக்கியம் ;கவிதை, சிறுகதை,நாடகம், உரைநடை. , திராவிட இயக்கம் வளர்த்த தமிழ். 											

அலகு-2	சிற்றிலக்கியக்கமும்,தனிப்பாடலும்
<p>சிற்றிலக்கியம்;</p> <ul style="list-style-type: none"> • கலிங்கத்து பரணி- விருந்தினரும் வறியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் - வரை • திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து • முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத் • அபிராமி அந்தாதி- கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்) • திருவரங்கக் கலம்பகம் - மறம் -பிள்ளைப் பெருமாள் ஐயங்கார்-பேசுவந்த தூத செல்லரித்த ஓலை செல்லுமோ • தமிழ்விடு தூது முதல் பத்து கண்ணிகள் <p>தனிப்பாடல்;</p> <ul style="list-style-type: none"> • வான்குருவி யின்கூடு -ஒளவையார் • ஆமணக்குக்கும் யானைக்கும் சிலேடை ;முத்திருக்கும் கொம்பசைக்கும் மூரித்தண்டே - காளமேகப் புலவர் • இம்பர் வான் எல்லை இராமனையே பாடி -வீரராகவர் • நாராய் நாராய் -சத்தி முத்தப் புலவர் 	
அலகு-3	இக்கால இலக்கியம்- 1
<ol style="list-style-type: none"> 1. பாரதியார் பாரத சமுதாயம் வாழ்கவே 2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா 3. நாமக்கல் கவிஞர்-கத்தியின்றி 4. தமிழ் ஒளி - மீன்கள் (அந்தி நிலா பார்க்க வா) 5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவ) <p>சிறுகதைகள்;_</p> <ol style="list-style-type: none"> 1. புதுமைப்பித்தன் - கடிதம் 2. ஜெயகாந்தன் -வாய்ச் சொற்கள் (மாலை மயக்கம் தொகுப்பு) 3. ஆர். சூடாமணி - அந்நியர்கள் <p>உரைநடை ;</p> <ol style="list-style-type: none"> 1. மு வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள் 	
அலகு-4	இக்கால இலக்கியம்- 2
<ol style="list-style-type: none"> 1. தந்தை பெரியார் - திருக்குறள்(மாநாட்டு) உரை 2. பேரறிஞர் அண்ணா - இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை 3. கலைஞர் மு. கருணாநிதி - தொல்காப்பிய பூங்கா -எழுத்து -முதல் நூற்பா கட்டுரை <p>நாடகம் / திரைத்தமிழ் :</p> <ol style="list-style-type: none"> 1. வேலைக்காரி -திரைப்படம் 	

2. ராஜா ராணி -சாக்ரடீஸ் -ஓரங்க நாடகம்

இதழியல் தமிழ் ;

முரசொலி கடிதம்

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு-5

மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

- வாசிப்பது – வாசிப்பவர்
- சுவர்- சுவரில்
- வயிறு - வயிற்றில்
- கோயில்- கோவில்
- கறுப்பு – கருப்பு
- இயக்குநர்-இயக்குனர்
- சில்லறை-சில்லரை
- முறித்தல் – முரித்தல்
- மனம்-மனசு- மனது
- அருகில்-அருகாமையில்
- அக்கரை- அக்கறை
- மங்கலம்- மங்களம்.

பயிற்சி :

- பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தப் பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
- சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்.

Text books

- .

Reference Books

- மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
- மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழ் இலக்கிய வரலாறு –முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
- புதிய தமிழ் இலக்கிய வரலாறு– முனைவர்.சிற்பி பாலசுப்ரமணியம்,நீல.பத்மநாபன்
- தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
- தமிழ் இலக்கிய வரலாறு –முனைவர். ப.ச.ஏசுதாசன்
- தமிழ் இலக்கிய வரலாறு - ஸ்ரீ குமார்

- வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு-பாக்கியமேரி
- தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4		3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	3	3	2	2	2	3	3

Strong -3,Medium-2,Low-1

பொதுத்தமிழ் -3
தமிழக வரலாறும் பண்பாடும்
இரண்டாம் ஆண்டு - மூன்றாம் பருவம்

Course Code	Course Name	category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
	பொதுத்தமிழ் -3 தமிழக வரலாறும் பண்பாடும்	Supportive	Y	-	-	-	3	6	25	75	100
Pre-Requisite		பன்னிரண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்							SV 2023		

Learning Objectives

- தமிழக வரலாற்றை அறிந்துகொள்ளுதல்.
- தமிழரின் வாழ்வியல் தொன்மையை அறிதல்.
- தமிழரின் பண்பாட்டினை அறிந்துகொள்ளல்.
- தமிழர்மேல் நிகழ்ந்த பிற பண்பாட்டுத் தாக்கங்களை அறிதல்.
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

Expected Course Outcomes

On the Successful completion of the Course, Students will be able to

இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்

CO 1	தமிழக வரலாற்றை அறிந்துகொள்வர்.	K4
CO 2	தமிழரின் வாழ்வியல் தொன்மையை அறிவர்.	K5, K6
CO 3	தமிழரின் பண்பாட்டுக் கூறுகளை அறிந்துகொள்வர்	K3
CO 4	பிற பண்பாட்டுத் தாக்கம் மற்றும் அணுகுமுறைகளை அறிவர்.	K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.	K2

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

அலகு-1 | தொல் பழங்கால வரலாறும் சங்ககால வரலாறும்

1. தொல் தமிழர்
2. பழைய கற்காலம்
3. புதிய கற்காலம்
4. உலோகக் காலம்
5. அகழ்வாராய்ச்சியில் தமிழும் தமிழரும் (கீழடி வரை)
6. திணை வாழ்வியல் (களவு வாழ்க்கை, கற்பு வாழ்க்கை, உணவு, அணிகலன்கள், வாணிகம், விளையாட்டுகள்)

7. கல்வியும், கலைகளும்	
8. தமிழ் வளர்த்த சங்கம்	
9. சங்க கால ஆட்சி முறை	
10. அயல்நாட்டுத் தொடர்புகள்	
அலகு-2	ஆட்சியர் வரலாறு
1. மூவேந்தர் வரலாறு	
2. பல்லவர் வரலாறு	
3. நாயக்கர் ஆட்சி	
4. முகம்மதியர் ஆட்சி	
5. மராட்டியர் ஆட்சி	
அலகு-3	ஐரோப்பியர் கால வரலாறு
1. போர்த்துகீசியர்	
2. டச்சுக்காரர்கள்	
3. டேனிஸ்காரர்கள்	
4. பிரெஞ்சுக்காரர்கள்	
5. ஆங்கிலேயர்கள்	
6. பாளையக்காரர்கள்	
7. இந்திய விடுதலைப் போராட்டத்தில் தமிழ்நாடு	
அலகு-4	விடுதலைக்குபின் தமிழ்நாட்டு வரலாறு
7. மொழிப்போராட்டம்	
8. சமூக மறுமலர்ச்சி	
9. தொழில்நுட்ப வளர்ச்சி	
அலகு-5	மொழிப்பயிற்சி
<ul style="list-style-type: none"> • நிறுத்தக் குறிகள் • கலைச்சொற்கள் • மொழிபெயர்ப்பு 	
பயிற்சி :ஆங்கிலக் கலைச் சொற்களைக் கொடுத்து அவற்றைத் தமிழில் மொழிபெயர்க்கச் செய்தல்.	
Text books	
<ul style="list-style-type: none"> • தமிழக வரலாறும் பண்பாடும் - கே.கே. பிள்ளை, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, • தமிழர் நாகரிகமும் பண்பாடும் - அ. தட்சிணாமூர்த்தி, யாழ் வெளியீடு, சென்னை,. • தமிழக வரலாறும் பண்பாடும் - வே.தி. செல்லம், மணிவாசகர் பதிப்பகம், சென்னை, • ஆதிச்சநல்லூர் முதல் கீழடி வரை நுவேதா லுயிஸ், கிழக்குப் பதிப்பகம், சென்னை. • பண்பாட்டு மானிடவியல் - பக்தவத்சல பாரதி, அடையாளம் பதிப்பகம், திருச்சி. • தமிழர் மேல் நிகழ்ந்த பண்பாட்டுப் படையெடுப்புகள், க.ப. அறவாணன், தமிழ்க்கோட்டம், சென்னை. 	

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- தமிழும் பிற பண்பாடும் - தெ.பொ. மீனாட்சி சுந்தரனார், நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை
- தமிழர் வரலாறும் பண்பாடும் - நீலகண்ட சாஸ்திரி, ஸ்ரீசெண்பகா பதிப்பகம், சென்னை
- தமிழர் வரலாறும் தமிழர் பண்பாடும் - மா.இராசமாணிக்கனார்
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Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

Web Sources

- <https://www.chennailibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	3	2	3	2	2	3	2	2	2	2	3	3
CLO 2	2	2	2	3	3	2	2	3	3	2	2	2
CLO 3	3	3	3	2	2	3	3	2	3	3	3	3
CLO 4	3	2	3	3	3	3	2	2	2	2	3	2
CLO 5	2	2	3	3	2	2	3	3	2	3	3	2

Strong -3,Medium-2,Low-1

பொதுத்தமிழ் -4

தமிழும் அறிவியலும்

இரண்டாம் ஆண்டு - நான்காம் பருவம்

Course Code	Course Name	category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
	பொதுத்தமிழ் -4 தமிழும் அறிவியலும்	Supportive	Y	-	-	-	3	6	25	75	100
Pre-Requisite		பன்னிரண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்							SV 2023		
Learning Objectives											
<ul style="list-style-type: none"> தாய்மொழி வழியாக அறிவியல் பற்றிய சிந்தனைகளை வளர்த்தல். அறிவியல் கலைச் சொல்லாக்கம் பற்றிப் பயிற்றுவித்தல். மாணவர்களுக்கு அறிவியல் பார்வையை ஏற்படுத்துதல். தமிழில் அறிவியல் படைப்பிலக்கியங்களை உருவாக்கத் தூண்டுதல் தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல் 											
Expected Course Outcomes											
On the Successful completion of the Course, Students will be able to											
இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்											
CO 1	தாய்மொழி வழியாக அறிவியல் பற்றிச் சிந்திக்கும் திறன் பெற்றிருப்பார்.										K4
CO 2	அறிவியல் கலைச் சொல்லாக்கம் பற்றிய விதிகள், நுணுக்கங்களைத் தெரிந்திருப்பார்.										K5, K6
CO 3	அறிவியல் தமிழ் வளர்ச்சியில் மொழிபெயர்ப்பின் பங்கு குறித்து அறிந்திருப்பார்.										K3
CO 4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்										K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பார்.										K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create											
அலகு-1	தமிழரின் அறிவியல் சிந்தனைகள்										
<ul style="list-style-type: none"> அறிவியலும் மனித வாழ்வும் ஐந்திணைப் பகுப்பும் சூழலியலும் தொழில்நுட்ப மேலாண்மை நீர் நில மேலாண்மை 											
அலகு-2	பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்										
<ol style="list-style-type: none"> நிலவியல் உலோகவியல் 											

3. வானவியல்	
4. உயிரியல்	
5. உளவியல்	
அலகு-3	இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்
1. காப்பியங்களில் அறிவியல்	
2. சிற்றிலக்கியங்களில் அறிவியல்	
3. உரைநூல்களில் அறிவியல்	
அலகு-4	இணையத் தமிழ்
1. இணையத் தமிழ் பயன்பாடு - அறிமுகம்	
2. இணையத்தமிழ்க் கல்விக்கழகம்	
3. இணைய நூலகம்	
4. செயற்கை நுண்ணறிவியல்	
5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள்	
அலகு-5	கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்
• உறவு முறைக் கடிதப் பயிற்சி	
• அலுவலகக் கடிதப் பயிற்சி	
• விண்ணப்பப் படிவம் எழுதும் பயிற்சி	
• தன் விவரப் படிவம் எழுதும் பயிற்சி	
• கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி	
• பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி	
Text books	
• அறிவியல் தமிழ் இன்றைய நிலை - இராதா செல்லப்பன், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை.	
• மணவை முஸ்தபா, தமிழில் அறிவியல் படைப்பிலக்கியம், மணவை பப்ளிகேஷன், சென்னை.	
• கலைச்சொல்லாக்கம் - மங்கை, ரங்கராசபுரம், சென்னை .	
•	
Reference Books	
1.தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி	
• 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சரி புக் ஹவுஸ்	
3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேந்தன் ஃபிஷ்கிறீன் பதிப்பகம், கோவை	
4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன்,பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி.	
5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம்	
6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம்	

7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம்
 8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம்
 9. மாண்புமிகு மண், பாமயன், வம்சி புக்ஸ்
 10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

Web Sources

- <https://www.chennailibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4		3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	3	3	2	2	2	3	3

Strong -3,Medium-2,Low-

PART – II
ENGLISH
FOR B.A., B.SC., B.COM., B.B.A.,
PROGRAMMES

MODEL SYLLABUS

FROM THE ACADEMIC YEAR
2023 – 2024

TAMILNADU STATE COUNCIL FOR HIGHER
EDUCATION, CHENNAI – 600 005

Under Graduate Programme

Programme Outcomes:

PO1: Disciplinary Knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

PO2: Critical Thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO3: Problem Solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO4: Analytical Reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples and addressing opposing viewpoints.

PO5: Scientific Reasoning: Ability to analyze, interpret and draw conclusions from quantitative / qualitative data; and critically evaluate ideas, evidence, and experiences from an open minded and reasoned perspective.

PO6: Self-directed & Lifelong Learning: Ability to work independently, identify and manage a project. Ability to acquire knowledge and skills, including "learning how to learn", through self-placed and self-directed learning aimed at personal development, meeting economic, social and cultural objectives.

PO7: Reflective Thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society

PO8: Reading & Projects: Document their reading and interpretive practices in assignments, translation works, and independent projects.

PO9: Confidence & Effectiveness: Confidently and effectively articulate their literary and textual experiences.

PO10: Social Skills & Empathetic Approach: Reorganize a professional and reflective approach to leadership, responsibility, personal integrity, empathy, care and respect for others, accountability and self regulation.

PAPER II –GENERAL ENGLISH**Programme Specific Outcomes:**

PSO1: Identify words, grammar items and structures in English to use them in specific contexts.

PSO2: Recognise, explore and use a range of vocabulary to formulate sentences, paragraphs, letters and other forms of narratives.

PSO3: List, distinguish and practice different ways of sharing ideas in spoken and written forms.

PSO4: Prepare written composition in real life contexts and engage in a range of interactions in the real world

FIRST YEAR - SEMESTER I**PAPER II –GENERAL ENGLISH**

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1	To enable learners to acquire self awareness and positive thinking required in various life situations.									
LO2	To help them acquire the attribute of empathy									
LO3	To assist them in acquiring creative and critical thinking abilities									
LO4	To enable them to learn the basic grammar									
LO5	To assist them in developing LSRW skills									
Unit No.	Unit Title & Text								No. of Periods for the Unit	
I	SELF-AWARENESS(WHO)&POSITIVE THINKING(UNICEF) Life Story 1.1 Chapter 1 from Malala Yousafzai, I am Malala 1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi Poem 1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore								20	

	1.4 Love Cycle – Chinua Achebe	
II	EMPATHY Poem 2.1 Nine Gold Medals – David Roth 2.2 Alice Fell or poverty – William Wordsworth Short Story 2.3 The School for Sympathy – E.V. Lucas 2.4 Barn Burning – William Faulkner	20
III	CRITICAL & CREATIVE THINKING Poem 3.1 The Things That Haven't Been Done Before – Edgar Guest 3.2 Stopping by the Woods on a Snowy Evening – Robert Frost Readers Theatre 3.3 The Magic Brocade – A Tale of China 3.4 Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School” by Louis Sachar)	20
IV	Part of Speech 4.1 Articles 4.2 Noun 4.3 Pronoun 4.4 Verb 4.5 Adverb 4.6 Adjective 4.7 Preposition	15
V	Paragraph and Essay Writing 5.1 Descriptive 5.2 Expository 5.3 Persuasive 5.4 Narrative Reading Comprehension	15

Course Outcomes		
Course Outcomes	On completion of this course, students will:	
CO1	Acquire self awareness and positive thinking required in various life situations	PO1,PO7
CO2	Acquire the attribute of empathy.	PO1,PO2,PO10
CO3	Acquire creative and critical thinking abilities.	PO4,PO6,PO9
CO4	Learn basic grammar	PO4,PO5,PO6
CO5	Development and integrate the use of four language skills i.e., listening, speaking, reading and writing.	PO3,PO8

Text books (Latest Editions)	
1.	Malala Yousafzai. I am Malala, Little, Brown and Company, 2013.
2.	M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.
3.	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.
4.	N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.
5.	Aaron Shepard. Stories on Stage, Shepard Publications, 2017.
6.	J.C. Nesfield. English Grammar Composition and Usage, Macmillan, 2019.

Web Resources	
1	Malala Yousafzai. I am Malala (Chapter 1) https://archive.org/details/i-am-malala
2	M.K Gandhi. An Autobiography or The Story of My Experiments with Truth(Chapter-1)- Rupa Publication, 2011 https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx
3	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings) https://www.poetryfoundation.org/poems/45668/gitanjali-35
4	Aaron Shepard.Stories on Stage, Shepard Publications, 2017 https://amzn.eu/d/9rVzINv
5	J C Nesfield. Manual of English Grammar and Composition. https://archive.org/details/in.ernet.dli.2015.44179

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weightage	15	15	15	15
Weighted percentage of Course Contribution to POS	3.0	3.0	3.0	3.0

3 – Strong, 2 – Medium, 1 - Low

FIRST YEAR - SEMESTER II
PAPER II –GENERAL ENGLISH

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1	To make students realize the importance of resilience									
LO2	To enable them to become good decision makers									
LO3	To enable them to imbibe problem-solving skills									
LO4	To enable them to use tenses appropriately									
LO5	To help them use English effectively at the work place.									
Unit No.	Unit Title & Text						No. of Periods for the Unit			
I	RESILIENCE Poem 1.1 Don't Quit – Edgar A. Guest 1.2 Still Here – Langston Hughes Short Story 1.3 Engine Trouble – R.K. Narayan 1.4 Rip Van Winkle – Washington Irving						20			
II	DECISION MAKING Short Story 2.1 The Scribe – Kristin Hunter 2.2 The Lady or the Tiger - Frank Stockton Poem 2.3 The Road not Taken – Robert Frost 2.4 Snake – D. H Lawrence						20			
III	PROBLEM SOLVING Prose life Story 3.1 How I taught My Grandmother to Read – Sudha Murthy Autobiography 3.3 How frog Went to Heaven – A Tale of Angolo 3.4 Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam						20			

IV	Tenses 4.1 Present 4.2 Past 4.3 Future 4.4 Concord	15
V	English in the Workplace 5.1 E-mail – Invitation, Enquiry, Seeking Clarification 5.2 Circular 5.3 Memo 5.4 Minutes of the Meeting	15

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Realize the importance of resilience	PO1,PO7
CO2	Become good decision-makers	PO1,PO2,PO10
CO3	Imbibe problem-solving skills	PO4,PO6,PO9
CO4	Use tenses appropriately	PO4, PO5,PO6
CO5	Use English effectively at the work place.	PO3,PO8

TextBooks (Latest Editions)	
References Books	
1	Martin Hewings. Advanced English Grammar. Cambridge University Press, 2000
2	SP Bakshi, Richa Sharma. Descriptive English. Arihant Publications (India) Ltd., 2019.
3.	Sheena Cameron, Louise Dempsey. The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing, 2019.
4	Barbara Sherman. Skimming and Scanning Techniques, Liberty University Press, 2014.
5.	Phil Chambers. Brilliant Speed Reading: Whatever you need to read, however. Pearson, 2013.
6.	Communication Skills : Practical Approach Ed. Shaikh Moula

	Ramendra Kumar. Stories of Resilience, Blue Rose Publications, 2020.
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Web Sources

1	Langston Hughes. Still Here https://poetryace.com/im-still-here
2	R. K. Narayan. Engine Trouble http://www.sbioaschooltrichy.org/work/Work/images/new/8e.pdf
3	Washington Irving. Rip Van Winkle https://www.gutenberg.org/files/60976/60976-h/60976-h.htm
4	Frank Stockton. The Lady or the Tiger https://www.gutenberg.org/ebooks/396

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weightage	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0

SECOND YEAR - SEMESTER III

PAPER II –GENERAL ENGLISH

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1	To make them active listeners									
LO2	To enhance the interpersonal relationship skills									
LO3	To embolden them to cope with stress									
LO4	To master grammar skills									
LO5	To help them to use English effectively in a business environment									
Unit No.	Unit Title & Text									No. of Periods for the Unit
I	ACTIVE LISTENING Short Story 1.1 In a Grove – AkutagawaRyunosuke Translated from Japanese by Takashi Kojima 1.2 The Gift of the Magi – O’ Henry Prose 1.3 Listening – Robin Sharma 1.4 Nobel Prize Acceptance Speech – WangariMaathai									20
II	INTERPERSONAL RELATIONSHIPS Prose 2.1 Telephone Conversation – Wole Soyinka 2.2 Of Friendship – Francis Bacon Song on (Motivational/ Narrative) 2.3 Ulysses – Alfred Lord Tennyson 2.4 And Still I Rise – Maya Angelou									20
III	COPING WITH STRESS Poem 3.1 Leisure – W.H. Davies 3.2 Anxiety Monster – RhonaMcFerran Readers Theatre 3.3 The Forty Fortunes: A Tale of Iran 3.4 Where there is a Will – Mahesh Dattani									20
IV	Grammar 4.1 Phrasal Verbs & Idioms 4.2 Modals and Auxiliaries 4.3 Verb Phrases – Gerund, Participle, Infinitive									15
V	Composition/ Writing Skills 5.1 Official Correspondence – Leave Letter , Letter of Application, Permission Letter 5.2 Drafting Invitations 5.3 Brochures for Programmes and Events									15

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Listen actively	PO1,PO7
CO2	Develop interpersonal relationship skills	PO1,PO2,PO10
CO3	Acquire self-confidence to cope with stress	PO4,PO6,PO9
CO4	Master grammar skills	PO4,PO5,PO6
CO5	Carry out business communication effectively	PO3,PO8

Text Books (Latest Editions)

1	WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
2	Mahesh Dattani, Where there is a Will. Penguin, 2013.
3	Martin Hewings, Advanced English Grammar, Cambridge University Press, 2000
4	EssentialEnglish Grammar by Raymond Murphy

Web Resources

1	WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Mon. 17 Jul 2023. https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/
2	Telephone Conversation - Wole Soyinka https://www.k-state.edu/english/westmank/spring_00/SOYINKA.html
3	Anxiety Monster- RhonaMcFerran- www.poetrysoup.com

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weightage	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0

**SECOND YEAR - SEMESTER IV
PAPER II –GENERAL ENGLISH**

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
	Part II	Y	Y	-	-	3	6	25	75	100
Learning Objectives										
LO1	To help learners imbibe goal-setting attitude.									
LO2	To enable them to understand the value of integrity.									
LO3	To help them deal with emotions.									
LO4	To teach the learners to frame sentences using tenses.									
LO5	To enhance reporting skills.									
Unit No.	Unit Title & Text								No. of Periods for the Unit	
I	GOAL SETTING (UNICEF) Life Story 1.1 From Chinese Cinderella – Adeline Yen Mah 1.2 Why I Write - George Orwell Short Essay 1.3 On Personal Mastery – Robin Sharma 1.4 On the Love of Life – William Hazlitt								20	

II	INTEGRITY Short Story 2.1 The Taxi Driver – K.S. Duggal 2.2 Kabuliwala - Rabindranath Tagore 2.3 A Retrieved Reformation – O Henry Extract from a play 2.4 The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)	20
III	COPING WITH EMOTIONS Poem 3.1 Pride – Dahlia Ravikovitch 3.2 Phenomenal Woman – Maya Angelou Reader’s Theatre 3.3 The Giant’s Wife A Tall Tale of Ireland – William Carleton 3.4 The Princess and the God : A Tale of Ancient India	20
IV	Language Competency Sentences 4.1 Simple Sentences 4.2 Compound Sentences 4.3 Complex Sentences Direct and Indirect Speech	15
V	Report Writing 5.1 Narrative Report 5.2 Newspaper Report Drafting Speeches 5.3 Welcome Address 5.4 Vote of Thanks	15

Course Outcomes

Course Outcomes	On completion of this course, students will	
CO1	Determine their goals	PO1,PO7
CO2	Identify the value of integrity.	PO1,PO2,PO10
CO3	Deal with emotions.	PO4,PO6,PO9
CO4	Frame grammatically correct sentences	PO4,PO5,PO6
CO5	Write cohesive reports.	PO3,PO8

Text Books (Latest Editions)

1	Oxford Practice Grammar , John Eastwood, Oxford University Press
2	Cambridge Grammar of English , Ronald Carter and Michael McCarthy
3.	George Orwell Essays, Penguin Classics

Web Resources

1	http://www.gradesaver.com/George-orwell-essays/study/summary
2	O' Henry. A Retrieved Reformation. https://americanenglish.state.gov/files/ae/resource_files/a-retrieved-reformation.pdf
	Maya Angelou. Phenomenal Woman. https://www.poetryfoundation.org/poems/48985/phenomenal-woman
3	The Quality of Mercy, https://poemanalysis.com
4	https://www.oxfordscholarlyeditions.com/display/10.1093/actrade/9780199235742.book.1/actrade-9780199235742-div1-106 - William Hazlitt

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium , 1 – Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weightage	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0

**B.COM- BANK MANAGEMENT****CHOICE BASED CREDIT SYSTEM –LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Sem.	Part	Courses	Title	Ins. Hrs.	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Language Course - 1 (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-I		6	3	3	25	75	100
	III	Core Course – I (CC)	Principles of Accountancy	6	5	3	25	75	100
		Core Course-II (CC)	Indian Financial System	6	5	3	25	75	100
		First Allied Course-I (AC)	Management Concepts	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
		Total			30	21			
II	I	Language Course - II (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-II		4	3	3	25	75	100
	III	Core Course – III (CC)	Banking Theory Law and Practice	6	5	3	25	75	100
		Core Course-IV (CC)	Business Tools For Decision Making	6	5	3	25	75	100
		First Allied Course-II (AC)	Business Economics	4	3	3	25	75	100
		Add on Course- I ##	Professional English- I	6 *	4	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
VI	Naan Mudhalvan Scheme (NMS) @@	Language Proficiency for Employability - Effective English	2	2	3	25	75	100	
		Total		30 +6 *	27				800

III	I	Language Course-III (Tamil*/Other Languages +#)		6	3	3	25	75	100	
	II	English Course-III		6	3	3	25	75	100	
	III	Core Course-V (CC)	Business Accounting		6	5	3	25	75	100
		Core Course-VI(CC)	Co-operative Banking		6	5	3	25	75	100
		Second Allied Course-I (AC)	Business Law		4	3	3	25	75	100
		Add on Course- II ##	Professional English- II		6 *	4	3	25	75	100
	IV	Non Major Elective Course-I (NME) Those who choose Tamil in Part-I can choose a non- major elective course offeredby other departments. Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was notstudied in school level or b) Special Tamil if Tamil Language was studied upto 10 th &12 th Std.	1. Personal Investment (or) 2. Elements of Insurance (For other than All B.Comand BBA)		2	2	3	25	75	100
	Total			30 +6 *	25				700	
IV	I	Language Course-IV (Tamil*/Other Languages +#)		6	3	3	25	75	100	
	II	English Course-IV		6	3	3	25	75	100	
	III	Core Course-VII (CC)	Credit Management		6	5	3	25	75	100
		Core Course-VIII(CC)	Services Marketing		6	5	3	25	75	100
		Second Allied Course-II (AC)	Business Communication		4	3	3	25	75	100
	IV	Non Major Elective Course-I (NME) Those who choose Tamil in Part-I can choose a non- major elective course offeredby other departments. Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was notstudied in school level or b) Special Tamil if Tamil Language was studied upto 10 th &12 th Std.	1. Introduction to Accountancy (or) 2. Salesmanship (For other than All B.Comand BBA)		2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Skills for Employability - Microsoft		-	2	3	25	75	100
	Total			30	23				700	

V	III	Core Course- IX (CC)	Corporate Accounting	5	5	3	25	75	100	
		Core Course- X(CC)	Computer Applications in Business (Theory)	5	5	3	25	75	100	
		Core Practical -I (CP)	Computer Applications in Business (Practical)	5	5	3	40	60	100	
		Core Course- XI (CC)	Management Accounting	5	5	3	25	75	100	
		Major Based Elective Course-I (MBE)	1. Entrepreneurship Development (or) 2. Marketing Management	5	5	3	25	75	100	
	IV	Skill Based Elective Course-I	Information Technology Concepts	3	2	3	25	75	100	
		Soft Skills Development		2	2	3	25	75	100	
			Total	30	29				700	
	VI	III	Core Course-XII (CC)	Digital Banking	5	5	3	25	75	100
			Core Course-XIII (CC)	Income Tax Law and Practice	6	5	3	25	75	100
Core Course-XIV (CC)			Financial Services	6	5	3	25	75	100	
Major Based Elective Course- II (MBE)			1. Investment Banking (Or) 2. International Finance	5	5	3	25	75	100	
Project				4	3		20	80	100	
IV		Skill Based Elective Course-II	Basics of Goods and Service Tax	3	2	3	25	75	100	
V		Gender Studies		1	1	3	25	75	100	
		ExtensionActivities		--	1	--	--	--	--	
VI		Naan Mudhalvan Scheme (NMS) @@	Digital Banking, Logistics and Audit Essentials for employability	-	2	3	25	75	100	
			Total	30	29		150	450	800	
			Grand Total	192	154				4300	

- \$ For those who studied Tamil upto 10th +2 (Regular Stream)
+ Syllabus for other Languages should be on par with Tamil at degree level
Those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part- I should study special Tamil in Part -IV
The Professional English – Four Streams Course is offered in the 2nd and 3rd Semester (only for 2022-2023 Batch) in all UG Courses. It will be taught apart from the Existing hours of teaching/ additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his/her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020)
* **The Extra 6 hrs/cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.**

@ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.

**** Extension Activities shall be outside instruction hours.**

@@ Naan Mudhalvan Scheme: As per Naan Mudhalvan Scheme instruction

**SUMMARY OF CURRICULUM STRUCTURE OF PROGRAMMES –
COMMERCE**

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	14	70	1400
4.		Core Practical	1	5	100
5.		Allied Courses I & II	4	12	400
6.		Major Based Elective Courses	2	10	200
7.		Add –on Course (Professional English)	2	8	200
8.		Project	1	3	100
9.	IV	Non Major Elective Courses	2	4	200
10.		Skill Based Elective Courses	2	4	200
11.		Soft Skills Development	1	2	100
12.		Value Education	1	2	100
13.		Environmental Science	1	2	100
14.	V	Gender Studies	1	1	100
15.		Extension Activities	1	1	---
16.	VI	Naan Mudhalvan Scheme (For Commerce Programmes)	3	6	300
		Total	44	154	4300

PROGRAMME OBJECTIVES:

PROGRAMME OUTCOMES:

PROGRAMME SPECIFIC OUTCOMES:

First Year

**CORE COURSE-I
PRINCIPLES OF ACCOUNTANCY
(Theory)**

Semester-I

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to understand the basic principles and concepts of Accountancy.
- To enhance the students to prepare the Final accounts for Sole Traders and rectification of errors.
- To gain the knowledge to prepare the accounts for Non-Profit organisation and Bills of exchange.
- To motivate the students to prepare Accounts for Consignment and Joint Ventures.
- In overall students can acquire conceptual knowledge and prepare the accounts of the Single Entry System. Depreciation - Methods, provisions and reserves.

UNIT-I INTRODUCTION OF ACCOUNTING AND CONCEPTS:

Introduction–Accounting concepts and conventions–Accounting Standards–Meaning–Double entry system–Journal, Ledger, Subsidiary books, Trial Balance- Bank Reconciliation Statement.

UNIT-II FINAL ACCOUNTS OF SOLE TRADERS:

Final Accounts of sole traders with adjustment entries- Rectification of Errors.

UNIT- III ACCOUNTS FOR NON PROFIT ORGANISATION:

Accounts of Non-profit organization–Bills of exchange–Average due date–Account Current.

UNIT-IV CONSIGNMENTS AND JOINT VENTURES ACCOUNTS:

Consignments and Joint Ventures.

UNIT-V SINGLE ENTRY SYSTEM AND DEPRECIATION:

Single Entry System. Depreciation-Methods, provisions and reserves.

(Theory 20% Problems 80%)

UNIT- VI CURRENT CONTOURS (For continuous Internal Assessment Only) :

Contemporary Development related to the course during the Semester concerned

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. R.L.Gupta and Others,"**Advanced Accountancy**,"Sultan Chand Sons, New Delhi
2. S.P.Jainand K.L.Narang,"**Advanced Accounting**,"KalyaniPublishers, New Delhi
3. RSN.Pillai, Bagavathi S.Uma,"**Advanced Accounting**," S.Chand&Co, New Delhi.
4. M.C.Shukla,"**Advanced Accounts**,"S.Chand and Co., New Delhi.
5. Mukerjee and Haneef, **Advanced Accountancy**,Tata McGraw Hill, New Delhi.
6. Arulanandam,"**Advanced Accountancy**,"Himalaya Publication, Mumbai.
7. R.L. Gupta & V.K. Gupta "**Principles and practice of Accountancy**", Eleventh edition-2005 Sultan & Sons, New Delhi
8. S.Manikandan&R.RakeshSankar,"**FinancialAccounting**,"Scitech Publications Pvt Ltd, Chennai. Volume I & II.
9. T.S.Reddy&Dr.A.Murthy,"**Financial Accounting**,"MarghamPublications,Chennai.
10. Tulsian., P.C.(2016) Financial Accounting, Tata Mcgraw-Hill, New Delhi.

LEARNING OUT COMES: On successful completion of the subject, the studentsacquired knowledge about:

- The Concepts and Conventions of Financial Accounting.
- Accounting for sole traders with adjustment entries and Rectification of Errors
- Calculation of Accounts of Non-profit organization and Bills of exchange.
- Accounts of the Agency Business and temporary partnership.
- Preparation of Accounts under Single Entry System. Calculation of Depreciation and Provisions and Reserves by using the various methods

First Year

**CORE COURSE-II
INDIAN FINANCIAL SYSTEM
(Theory)**

Semester-I

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the meaning and significance of financial system.
- To make the students to know the organization and functions of RBI.
- To enable the students to know the functions of commercial banks.
- To develop knowledge about all India development banks.
- To know the objectives and functions of state level development banks.

UNIT – I FINANCIAL SYSTEM :

Meaning, significance and components – composition of Indian financial system. Indian money market – Indian capital market.

UNIT – II RESERVE BANK OF INDIA :

Organization , management and functions – credit creation and credit control ; monetary policy.

UNIT – III COMMERCIAL BANKS:

Meaning , functions , management and investment polices of commercial banks – recent trends in Indian commercial banks.

UNIT – IV ALL INDIA DEVELOPMENT BANKS :

Meaning, concept, objectives and functions operational and promotional activities of all India Development Banks - UTI.

UNIT – V STATE LEVEL DEVELOPMENT BANKS:

Objectives, functions and role of State level banks; State financial corporations;development banks in industrial financing.

UNIT VI CURRENT CONTOURS (For continuous Internal Assessment Only) :

Cooperative Banks

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Bhol, L.M “ **Financial Markets and Institution**” Tata Mcgraw-Hill Publishing Company, New Delhi.
2. Khan, M.Y., “ **Indian Financial system: Theory and practice**” , Vikas publishing House, New Delhi.
3. Chandra, Prasanna, “ **Finacial Management: Theory and practice**” , Tata McGrawHill, New Delhi.
4. Kapila, Raj and Kapila, Uma, “**Banking and Financial Sector Reform in India**”, Academic Foundations. Delhi.
5. Madura, Jeff, “ **Financial Markets and Institutions**”, West Publishing Co., New York.
6. Srivastava, R.M., “**Management of India Financial Instituions**”, Himalaya Publishing House, Mumbai.

OUTCOMES : On successful completion of the subject, the students acquired knowledge about :

- The meaning and significance of financial system.
- The organisation and functions of RBI.
- The functions of commercial banks.
- The objectives and functions of all India Development Banks.
- The objectives and functions of state level Development Banks.

First Year

**FIRST ALLIED COURSE-I
MANAGEMENT CONCEPTS
(Theory)**

Semester-I

Code:

Credit: 3

OBJECTIVES :

- To expose students to the history of management thought.
- To facilitate students, understanding of their own managerial skills for decision making,
- To examine the complexity of organization structure for business,
- To understand the importance of communication,
- To aware of controlling techniques used in organization.

UNIT -I INTRODUCTION TO MANAGEMENT:

Management- Definition- Nature, Scope, Functions and Levels of Management- Art, Science and Profession-Functions of Managers - Development of Management Thought- Contributions by F.W.Taylor, Henry Fayol and Others.

UNIT- II ROLE OF PLANNING:

Planning - Classification- Objectives- Characteristics- Steps- Process- Types- Methods- Advantages-Limitations, Decision Making- Policies.

UNIT –III ORGANIZATION STRUCTURE:

Organization and Structure- Types-Supervision and Span of Control- Departmentation- Organisation Charts-Authority and Responsibility-Delegation and Decentralization.

UNIT -IV MOTIVATION AND COMMUNICATION:

Motivation- Types-Theories-Maslow, Herzberg, Mc Gregor and Others – Communication- Principles-Types and Barriers of Communication.

UNIT -V LEADERSHIP:

Leadership - Functions- Styles - Theories- Coordination- Features-Types and Techniques- Control -Process-Effective Control System-Techniques of Control.

UNIT –VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Globalization- Development of Environment-Ethics and Social Responsibility- Multicultural Effectiveness- Challenges in Modern Leadership-Time Management-Increasing Team Spirit

REFERENCE BOOKS:

1. L.M.Prasad, Principles and Practice of Management -Sultan Chand and Company
2. K.Sundar, Principles of Management- Vijay Nicole Imprints Private Limited Chennai
3. Fred Luthans ,Organisational Behaviour - Mcgraw Hill New York
4. Louis A.Allen Management And Organisation - Mcgraw Hill Tokyo
5. Weihrich And Koontz Et.Al Essentials of Manangement –Tata Mcgraw Hill New Delhi.

COURSE OUTCOMES:

- To Understand the Evolution and theory of Management,
- To develop the students to take decisions in various fields.
- To get a knowledge about various organization structure and its responsibility,
- To develop the flow of communication among the people,
- To examine and practice the suitable leadership pattern in organization.

First Year

**CORE COURSE-III
BANKING THEORY LAW AND
PRACTICE
(Theory)**

Semester-II

Code:

Credit: 5

LEARNING OBJECTIVES

- To acquire knowledge about relationship between banker and customer and services rendered
- To make the students understand the various types of accounts and savings schemes
- To give them an overview about types of customers
- To have clarity about the rights, responsibilities and duties of paying and collecting banker
- To make them aware of recent trends in Modern Banking,

UNIT -I BANKER AND CUSTOMER:

Definition of the term banker and customer – General relationship – special relationship – main functions and subsidiary services rendered by banker – agency services and general utility services.

UNIT- II TYPES OF SAVING ACCOUNTS:

Operations of Bank Accounts – Fixed Deposits – Fixed Deposit Receipt and its implications Savings Bank accounts – Current accounts – Recurring Deposit accounts- New Deposit savings schemes introduced by Banks – Super Savings Package – Cash Certificate, Annuity Deposit – Reinvestment plans – Perennial Premium plan – Non Resident (External) accounts Scheme

UNIT -III TYPES OF CUSTOMERS:

Types of Customers – Account holders – Procedure for opening and closing of accounts of Customers- particulars of individuals including Minor, illiterate persons- Married women – Lunatics – Drunkards – Joint Stock Companies – Non- Trading Associations – Registered and Unregistered Clubs – Societies, Attorney - Executive and administration – Charitable institutions – trustees – Liquidators – Receivers – Local authorities – steps to be taken by banker in the event of death, Lunacy, Bankruptcy – winding up Garnishee Order.

UNIT- IV PAYING AND COLLECTING BANKER:

Paying and collecting bankers – rights, responsibilities and duties of paying and collecting banker – precautions to be taken in payment and collection of cheques – protection provided to them – nature of protection and conditions to get protection – payment in due course – recovery of money paid at mistake.

UNIT -V PASS BOOK AND CHEQUES:

Pass book and Issue of duplicate pass book – cheques - Definition of a cheque – requisites of a cheque – drawing of a cheque - types of cheque – alteration – marking – crossing – different forms of crossing and their significance – Endorsement loss of cheques in transit – legal effect. Modern Banking, Banking practice – e banking – Internet banking – Mobile banking – ATMS- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.

UNIT- VI CURRENT CONTOURS (For Continuous Internal Assessment):

Recent Trends, assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Sundaram and Varshney, “Banking Theory, Law & Practice” Sultan Chand Company, New Delhi
2. S.M. Sundaram “Banking Theory, Law & Practice” Sri Meenaksi Publications, Karaikudi
3. M.Kumar, Srinivasa , “ Banking” New Central Book Agency
4. M.S. Ramasamy, “Tanna’s Banking Law & Practice in India” Sultan Chand Company, New Delhi.
5. E. Gordon and N. Natarajan” Banking Theory, Law &Practice” Himalaya Publication.
6. B.Santhanam, “Banking Theory, Law &Practice” Margham Publications, Chennai.R.J. Jayasankar, “Marketing,” Margham Publications, Chennai.

LEARNING OUTCOME

- Elucidate the services rendered by banks
- Have an understanding about various types of accounts and savings schemes
- Generate information types of customers
- Analyse information about the rights, responsibilities and duties of paying and collecting banker
- Express opinions recent trends in Modern Banking,

First Year

CORE COURSE-IV

Semester-II

BUSINESS TOOLS FOR DECISION MAKING

Code:

(Theory)

Credit: 5

LEARNING OBJECTIVE:

- To impart introduction to statistics, and Measure of central tendency
- To learn Measures of Dispersion and Skewness.
- To understand Simple correlation and regression
- To familiar with Time series and interpolation
- To study Index numbers.

UNIT – I:

Introduction – Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation – Diagrams and graphs – Bar and Pie diagrams – Graphs of one and two variables
Graphs of frequency distribution - Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean.

UNIT – II:

Measures of Dispersion – Range – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation - Measurement of Skewness.

UNIT – III:

Correlation – Simple correlation – Karl Pearson’s coefficient of correlation – Spearman’s rank correlation – Concurrent deviation method - Regression analysis – Simple regression – Regression equations

UNIT – IV:

Analysis of Time series – Components – Methods – Semi average – Moving average - Method of least square – Interpolation – Meaning, Uses, Assumptions – Problems in Newton’s method only.

UNIT – V:

Index numbers – Price index numbers – unweighted and weighted – Tests in index numbers (Problems in Time and factor reversal tests only) - Cost of living index number – Aggregate expenditure method – Family budget method.

(Theory 20% Problems 80%)

UNIT –VI CURRENT CONTOURS (For Continuous Internal Assessment):

Recent Trends, assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Elements of Statistics by S.P. Gupta – Sultan Chand & Sons
2. Tools and Decision making by SL Aggarwal and SL Bharadwaj, Kalyani Publishers
3. Business Statistics by PA. Navanitham, Jai Publications, Trichy.
4. Elements of Practical Statistics by S.K. Kappor – Oxford and IBHP Publishing Company

LEARNING OUTCOMES: On successful completion of the course, the students will acquire knowledge on:

- Basics in statistics, Classification, Tabulation and Measure of central tendency
- Measures of Dispersion and Skewness.
- Simple correlation and regression
- Time series and interpolation
- Index numbers

First Year

**FIRST ALLIED COURSE-II
BUSINESS ECONOMICS
(Theory)**

Semester-II

Code:

Credit: 3

LEARNING OBJECTIVE:

- To know about basics of Economics
- To understand the concept of demand and supply
- To know the factors of production and economics of large scale production.
- To understand the concept of pricing under perfect and monopolistic competition.
- To learn fiscal policy of the Government.

UNIT –I:

Introduction: Definition, Nature and Scope of Economics– Art or Science – Concepts – Tools of Economic Analysis –Micro and Macro Economics – Decision making in Business – Meaning of Business Economics- The Economic System–Objectives of the Business Firm.

UNIT –II:

Demand Analysis: Types of Demand–Law of Demand– Demand curves - Utility Analysis of Demand–Elasticity of Demand and Demand Forecasting – Production function and law of returns: Factors of production–Law of variable proportions–The law of returns to scale–Economies of scale – Consumer’s Equilibrium.

UNIT –III:

Analysis of Supply: Supply – Law of Supply - supply schedule and supply curve – Determinants of supply–Measurement of Elasticity of supply – Market Structure – Equilibrium of firm and industry – Optimum firm – Pricing under perfect & Monopolistic competition – Types of supply curves.

UNIT –IV:

Competitions and Theories of Factors of Production: Perfect Competition–Imperfect Competition–Theories of Rent, Wages, Interest and Population – National Income and Expenditure – Measurement – Fiscal policy method.

UNIT –V:

Cost and Revenue: Concepts of Cost –Cost of Production in short and long period–Demand and revenue curves–Relation between average and marginal revenue– Break Even Analysis.

UNIT –VI CURRENT CONTOURS (For Continuous Internal Assessment) :

Recent Trends, assignments and Seminars

REFERENCE BOOK:

1. Business Economics by **T. Aryamala** – vijay Nicole Imprints Private Limited – Chennai.
2. Business Economics by **Dr.S.Sankaran**– Margam Publication , Chennai.
3. Business Economics by **K.P.M. Sundaram and Sundharam** - Sultan chand & Co., New Delhi.
4. Business Economics by Misra & Puri – Himalaya Publications, Mumbai.
5. Business Economics by P. N. Reddy & Appannaiah – S.Chand& Co., Chennai.

LEARNING OUTCOMES:

- The Micro and Macro Economics relating to business.
- Demand and concepts in relation to Law of Demand, Demand Curves and Elasticity of Demand.
- Production function, scale of production and economics of large scale production and limitations.
- Law of Supply, Optimum firm, pricing under Perfect and Monopolistic competition.
- Income and Expenditure pattern of National Income.

Second Year

**CORE COURSE –V
BUSINESS ACCOUNTING
(Theory)**

Semester-III

Code:

Credit: 5

LEARNING OBJECTIVES:

- To help students gain knowledge about branch accounts and departmental accounts.
- To impart knowledge of handling hire purchase accounts and Installment purchasesystem.
- To transform knowledge about Self Balancing and Sectional Balancing ledgers andRoyalty Account
- To enable students to prepare the accounts for Fire Insurance claims and sale of return.
- To impart skills for prepare the accounts for insolvency, statement of affairs.

UNIT-I BRANCH AND DEPARTMENTAL ACCOUNTS:

Branch accounts - (Excluding foreign branches) – Departmental accounts

UNIT-II HIRE PURCHASE & INSTALLMENT PURCHASE SYSTEM:

Hire Purchase accounts & Installment purchase system.

UNIT-III ROYALTY ACCOUNTS:

Self Balancing and Sectional Balancing ledgers – Royalty Account.

UNIT-IV FIRE INSURANCE CLAIMS AND ACCOUNT FOR SALE OF RETURN:

Fire Insurance claims for loss of stock and profits – Accounting for sale or return.

UNIT-V INSOLVENCY ACCOUNTS:

Insolvency accounts – statement of affairs – insolvency of individual only.

Theory 20% Problem: 80%

UNIT- VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

Recent Trends, assignments and Seminars

TEXT AND REFERENCE BOOKS (latest revised edition only)

1. R.L. Gupta and Others :“**Advanced Accountancy**”, Sultan Chand Sons, New Delhi.
2. S.P. Jain and K.L. Narang: “**Advanced Accounting**”, Kalyani Publishers, New Delhi.
3. R.S.N. Pillai, Bagavathi, S. Uma: “**Advanced Accounting**”,S.Chand& Co, New Delhi.

4. M.C. Shukla: “**Advanced Accounts**” S. Chand and Co., New Delhi.
5. Mukerjee and Haneef “**Modern Accountancy**”, Tata McGraw Hill, Delhi.
6. Arulanandam “**Advanced Accountancy**” , Himalaya Publications, Delhi
7. N Vinayagam & B. Charumathi “**Financial Accounting**”, Second revised edition-2008
S. Chand & Company Ltd, New Delhi
8. **Compendium of Statement and standards of Accounting**: The Institute of
Chartered Accountants, New Delhi
9. Maheswari, S.N. & Maheshwary, S.K.(2012)., “**Fundamentals of Accounting**”, Viikas
Publishing, New Delhi.
10. Gosh, T.P., “**Fundamentals of Accounting**”, Sultan Chand & Sons, New Delhi

LEARNING OUT COMES:

On successful completion of the subject, the students acquired knowledge about;

- Students are familiarized with branch accounts and departmental accounts
- Students can deal with hire purchase system and Installment purchase system
- Become knowledgeable on self balancing and sectional balancing ledgers and royalty account.
- Trained to handle the Insolvency accounts and statement of affairs
- Trained to calculate Fire insurance claims and accounting for sale or return.

Second Year

**CORE COURSE –VI
CO - OPERATIVE BANKING
(Theory)**

Semester-III

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the growth and structure of co-operative credit.
- To enable the students to know the functions of PACCS.
- To enhance the students to know about the working and functions of district and state co-operative banks.
- To develop knowledge about co-operative land development banks.
- To enable the students to know about the NABARD, SBI and commercial banks.

UNIT – I:

Growth of co- operative credit in India – structure of co-operative credit – prospects and problems.

UNIT – II:

Primary agricultural co-operative credit society (PACCS) – organisation, functions and workings – lending policies and procedures – recovery and overdue problems – viability of primary co-operatives.

UNIT – III:

District co-operative banks – organization, functions and workings – lending policies and procedures, funds position – recovery and overdue problems. State co- operative banks – constitution and workings. Its role in institutional financing.

UNIT – IV:

Co-operative land development bank – SLDB – PLDB – constitution, workings – sources of funds, lending and overdue problems. Urban co-operative banks – employees co-operative credit societies – objects – functions and workings.

UNIT – V:

Role of NABARD and co-operative development - SBI and co-operatives – commercial banks and co-operative credit – marketing co-operative – structure – primary co-operative marketing societies – State co-operative marketing society – constitution – objectives – functions.

UNIT –VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Cooperative Banking in India – Dr.S.Nakkiran., Rainbow Publication Coimbatore.
2. Cooperative Banking – C.D. Indule , Continental Prakashan, Pune.
3. Principles and practice of Cooperative Banking in India – B.N. Chobey.,
- 4 Asia Publishing House, London.

OUTCOMES :

On successful completion of the subject, the students acquired knowledge about ;

- The growth and structure of co-operative credit. The functions of PACCS.
- The functions of district and state co-operative banks.
- The objects of co-operative land development banks.
- The role of NABARD, SBI and commercial banks.

Second Year

**SECOND ALLIED COURSE –I
BUSINESS LAW
(Theory)**

Semester-III

Code:

Credit: 3

LEARNING OBJECTIVES

- To gain knowledge about the law relating to Business activities'
- To gain knowledge law relating to Contract
- To gain knowledge law relating to Bailment, pledge and Agency
- To gain knowledge about the Law of sale of Goods Act
- To gain Knowledge about the Negotiable Instruments Act and Information Technology Act and to create awareness about e-commercial law(IT Act and Cyber - Crime)

UNIT- I:

Mercantile Law: Introduction – Definition and Scope of Mercantile law – Sources of Mercantile Law – Contracts – Nature, Kinds and requisites for Valid contracts – Contingent Contract – Quasi Contract – Void agreements

UNIT –II:

Contract: Performance of a Contract – Discharge of a contract - Remedies for breach including Specific Performance

UNIT – III:

Agency: Indemnity and Guarantee – Bailment and pledge – Agency- Creation of Agency – Classification of Agents, Powers and Duties of Agent and Principal – Termination of Agency.

UNIT – IV:

Law of sale of Goods :Definition- Essentials of a Contract of Sale – Goods – Classification of Goods - Distinction between Sale and Agreement to sell – Document of Title to Goods – Rules Regarding delivery of goods – Acceptance of delivery – Rights of an unpaid seller – condition & warranty.

UNIT – V:

Law of Negotiable Instruments: Law of Negotiable Instruments (Instrument Amendment Act, 2015 – Definition – characteristics – classification- notes, bills, cheques and promissory note.) -

UNIT VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

Recent Laws relating to business: Cyber Laws- Information Technology Act 2000
Recent Trends in Business Laws
Recent amendments in Contract Act - Case studies

REFERENCE BOOKS:

1. Mercantile law by M.C. Shukla – S. Chand & Company, New Delhi.
2. Business law by N.D.Kapoor – S. Chand & Sons, New Delhi.
3. Mercantile law by Batra and Kalra – Tata McGraw Hill Co, Mumbai
4. Mercantile law by M.C. Kuchhal – Vikas Publishing House, Chennai

5. Dynamic Business Law Nancy Kubasek and M. Neil Browne and Daniel Herron and Lucien , 5 th edition MC Graw Hill
6. Essentials of Business Law Student Edition, [Anthony Liuzzo](#), MC Graw Hill
7. <https://www.pinterest.com/pin/business-law-10th-edition-by-henry-r-cheeseman-in-2022--1105141196033462626/>
8. Business Law I Essentials - Open Textbook Library (umn.edu)
9. The Information Technology Act, 2000|Legislative Department | Ministry of Law and Justice | GoI
10. The Information Technology Act, 2000(3).pdf (meity.gov.in)

LEARNING OUTCOME: After the successful completion of the course students will able to get

- Knowledge about the basics of Law and to know about the meaning of contract.
- Knowledge about the Principle and Practices of law relating to contract.
- Knowledge about the law relating to Bailment, pledge and Contract of Agency
- Knowledge about the different aspects and the rules and regulations connected with Sale of Goods Act
- Knowledge about the basics law pertaining to Negotiable Instruments, cyber-crime and the law relating to Information Technology.

Second Year

NON MAJOR ELECTIVE COURSE –I

Semester-III

Code:

1. PERSONAL INVESTMENT

(Theory)

Credit: 2

OBJECTIVES:

- To make the students aware of various investment avenues and to facilitate them for effective investment planning.
- To enable the students to prepare Investment and financial planning
- To understand the students various bank deposit schemes and insurance policies
- To know the basic concepts of Income tax benefits.
- To know about role of SEBI under Investments.

UNIT – I INTRODUCTION:

Meaning and Definition of Investment – Concepts of Investment, Nature of Investment , Types of Investors, Stages in Investment, Speculation- Types of Speculators, Distinction between Investment and Speculation, Gambling – Meaning, features, Distinction between Investment and Gambling

UNIT – II PRINCIPLES OF INVESTMENT:

Importance and basic -Principles of Investment , Kinds of Investment – Direct Investment alternatives – Fixed Principal Investments, Variable Principal Securities and Non-Security Investments – Stages in Investment.

UNIT – III INVESTMENT PLANNING:

Investment Planning – Financial Planning and Investment Planning, Features of Investment Planning, Setting of investment goals at different stages of an individual , Deciding the investment time frame.

UNIT – IV POPULAR INVESTMENT MEDIA:

Popular Investment Media – Bank deposits –Saving deposits, Fixed deposits, Recurring Deposits, Instruments of post office ,Savings certificates, Public Provident Fund , Company deposits – Life Insurance Schemes – Endowment policy, Whole Life policy, Term Life Policy, Money Back Policy, Joint Life Policy, Children’s Insurance Policy, Group Policy, Unit Linked Insurance Plans – Income tax benefits with respect to payment of premiums. Real Estate – Reasons for growth, problems with Real Estate Investments, Chit funds, Plantation and Farm Houses, Gold and Silver

UNIT – V TYPES OF SHARES:

Investment in Equity and Preference Shares. Methods of Trading in Stock Exchanges, Investors’ Protection, Problems & Remedies, Role of SEBI in protecting investors’ interests

UNIT -VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

To update students are saving, investing, Financial production, Tax saving, and retirement planning's in detailed.

TEXT AND REFERENCE BOOKS:

1. Punithavathy Pandiyan – Security Analysis and Portfolio Management, Vikas Publishing house, New Delhi
2. Dr.Radha, Parameswaran and Dr. Nedunchezian – Investment Management, Prasanna Publishers, Chennai.
3. Preeti Singh – Investment Management, Himalaya Publishing House, Mumbai. 4.
4. V.A.Avadhani – Investment Management, Himalaya Publishing House, Mumbai 15
5. Rajivk.tayal-Art of handling money and investments: a practical guide to personal finances Atlantic publishers and distributors (p) ltd,

COURSE OUTCOMES: On successful completion of the subject the student acquired knowledge about

- Concept and conversions of personal investment
- Calculation of personal investment planning
- Knowledge about various methods of insurance policies.
- Fundamentals of Investment in Equity and Preference Shares
- Well in prepared Investment Planning

Second Year

**NON MAJOR ELECTIVE COURSE –I
2. ELEMENTS OF INSURANCE
(Theory)**

Semester-III

Code:

Credit: 2

OBJECTIVES:

- To highlight the importance of insurance and its basic concepts.
- To make the students aware of various insurance and to impact of economic development
- To enable the students to prepare procedure regarding settlement of policy claims
- To understand the students various Principles of life insurance, marine, fire, Medical insurance etc.
- To aware the students know Principles of life insurance and various kinds.

UNIT – I INTRODUCTION:

Introduction to insurance: purpose and need of insurance – insurance as a social security tool – insurance and economic development – types of insurance.

UNIT – II AGENT:

Procedure for becoming an agent: Pre-requisite for obtaining a license – duration of license – cancellation of license – revocation or suspension/termination of agent appointment – code of conduct – unfair practices

UNIT – III FUNDAMENTALS OF AGENCY:

Fundamentals of agency - definition of an agent – agents regulations – insurance intermediaries – agents' compensation – IRDA.

UNIT – IV FUNCTIONS OF THE AGENT:

Functions of the agent: proposal form and other forms for grant of cover – financial and medical underwriting – material information – nomination and assignment – procedure regarding settlement of policy claims

UNIT – V PRINCIPLES OF LIFE INSURANCE:

Fundamentals/Principles of life insurance/marine/fire/medical/general insurance: Contracts of various kinds – insurable interest – Actuarial science.

UNIT- VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

To aware students are Difining risk fortuity, insurable interest, and Risk shifting and Risk Distribution in insurance.

TEXT AND REFERENCE BOOKS:

1. Insurance by Dr. P. Periyasamy – Tata McGraw Hill
2. Fundamentals of Insurance by P. Periasamy by Vijay Nicole Imprints (P) Ltd
3. Insurance in India by P.S.Palande, R.S.Shah.
4. Insurance principles and practices by Mishra M.N – S.Chand& Co.
5. Insurance Regulatory Development Act, 1999.

COURSE OUTCOMES:

On successful completion of the subject the student acquired knowledge about

- Concept and conversions of elements of insurance
- Fundamentals of agency, Procedure for becoming an agent
- Knowledge about various methods of insurance policies.
- Calculation of Agent proposal form and other forms
- Know about procedure regarding settlement of policy claims.

Second Year

**CORE COURSE –VII
CREDIT MANAGEMENT
(Theory)**

Semester-IV

Code:

Credit: 5

OBJECTIVES:

- To learn Forms of credit.
- To acquire knowledge about Principles of lending.
- To know the Benefits and dangers in using credit.
- To understand Credit Policy.
- The student will understand the Consumer Assessments.

UNIT – I:

Definition of Credit-concept of credit management-characteristics of credit- Forms of credit: Consumer credit, Commercial credit, Export credit, Banking credit, Agriculture credit.

UNIT – II:

Principles of lending – The 7C's of Credit – Fair practice code – Various types of Borrowers.

UNIT – III:

Benefits and dangers in using credit, understanding consumer rights and obligations.

UNIT – IV:

Credit Policy: Definition – Role and use of the policy – Basic contents of the policy.

UNIT – V

Consumer Assessments: Credit Bureau, Credit Applications, References, Credit evaluation of borrowers, Collection procedure, Debt Recovery Tribunal, Writing off Bad Debts.

UNIT -VI CURRENT CONTOURS (For Continuous Internal Assessment)

Recent Trends self study, assignments, Seminars Quiz and Self reading on Current developments related to the Credit management during the semester through collection, discussion and evaluation.

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Credit Management by Ed.Vol – Oscar Publication, New Delhi.
2. Credit Management Hand book by Cecil J.Bond , McGraw Hill., USA
3. Credit Planning and Management by Krishna Gupta – Arihant Publishers, Jaipur.
4. Credit Appraisal, Risk Analysis and Decision making – Dr.D.D.Mukherjee, Snow White Publications, Chennai.
5. Risk Management, IIBF, Macmillan, New Delhi.
6. Credit Risk Management, Andrew Fight, Butterworth Heinmann, Oxford, UK.

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- Forms of credit.
- Principles of lending.
- Benefits and dangers in using credit.
- Credit Policy.
- Consumer Assessments.

Second Year

**CORE COURSE –VIII
SERVICES MARKETING
(Theory)**

Semester-IV

Code:

Credit: 5

OBJECTIVES:

- To enable the students to understand the word of Service Marketing.
- To understanding the Service product
- To enable the students to know the Service Location
- To enable the students to know the Service Process and Challenges for service managers
- To enable the students to learn the Role of Service Mix

UNIT –I:

Meaning and Definition of Service – Classification of Services – Services Marketing Triangle Significance of Services Marketing – Reasons for the Growth of the Services sector – The Service as a System.

UNIT – II:

Service product- Underlying Concepts – The Product Life-Cycle – New Service – Service Product Range – New Service Development (NSD) – New Service Product Features – Failure of new service Products – Achieving success in development of new service products – Service Product Elimination. Pricing for Services: Characteristics of Services and Prices – Price Terminologies – Understanding the costs of service incurred by customers – Understanding Value – Establishing monetary pricing objectives – Pricing relative to demand levels – Communicating Prices to the Target Markets – Additional Aspects of Service Pricing - Pricing strategy – Pricing and Marketing Strategy

UNIT – III:

Service Location- Flexibility – Classification by location – Accessibility through coproduction Service Channel Development – Methods of distributing Services – Innovations in Methods of Distributing Services –Inputs for location decisions – Basic Location Models. Promoting Services: – Promotional Objectives – Differences in Promoting Services – Selection Criteria – Developing the promotional mix – Guidelines for Improving the Promotion of Services – The role of sales promotion – Sales Promotion tools – Direct Marketing – Public Relations – The role of marketing communication – Target Audience – Branding services: Trends – Brand image development – Setting advertising objectives – Audience response – Guidelines for Service Advertising.

UNIT – IV:

Service Process- Introduction – Classification of Services Operating Systems – Policies and flowcharting – Balancing supply and demand – Change – Organisational Conflict in Service Systems – The Systems Concept in Services – Purchase Process – Process of vision – Facilitating process – Challenges for service managers – Breakthrough services – Process improvement – The Self – Reinforcing Service Cycle. Service Design –Design Methodology –The Service Design and management model – Overview of model stages – Blueprinting –

Building a service blueprint – Benefits of service blueprinting – Service Mapping – Service Failures – Design elements – Quality function deployment.

UNIT – V:

Role of Service Mix – Health Care – Tourism – Hotel – Travel – Insurance – Banking – PublicUtility Services – Educational Services.

UNIT -VI CURRENT CONTOURS: (For Continuous Internal Assessment only):

Quiz and Self reading on Current developments related to the Service Marketing during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources- Print, Internet, Interaction, Social Media, Webinars and so on.

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Services Marketing and Management Chand & Company Pvt Ltd.
2. Services Marketing –VasantiVenugopal& Raghu M.M – Himalaya Publishing House, Mumbai
3. Services Marketing Text and Cases – Harsh Vivesma – Pearson Education, Delhi
4. Services Marketing (Concepts, Practices, Cases from Indian Environment –Dr.S.Shajahan – Himalaya Publishing House, Mumbai
5. Services Marketing - Zeithaml, V., Bitner, M.J., Gremler, D. and Pandit, A., – Tata McGraw-Hill Education,

OUTCOMES:

On the completion of modules, the students will acquired knowledge about ;

- Meaning and Classifications services Marketing.
- New Service Product, Achieving Success in Development and Failure of new Products.
- Service Location, Methods of distributing Services and Promoting Services.
- Service Process, Challenges for service managers.
- Role of Service Mix

Second Year

**SECOND ALLIED COURSE –II
BUSINESS COMMUNICATION
(Theory)**

Semester-IV

Code:

Credit: 3

LEARNING OBJECTIVE:

- To know the basics of communication
- To understand various types of communication
- To know how to prepare various reports
- To prepare different types of letters
- To prepare different types of corporate communication

UNIT –I COMMUNICATION IN BUSINESS:

Meaning–Importance of communication – Forms of Communication - Nature–Scope–
Network of the Communication – Process of Communication – Barriers to
Communication.

UNIT–II ENQUIRIES,ORDERS,CREDITANDCLAIMS:

Enquiries and Replies–Orders and their Execution– Credit and Status Enquiries–Claims and
Adjustments.

**UNIT–III COLLECTION, SALES, CIRCULAR AND BANK
CORRESPONDENCE:**

Collection letter – Sales letter –Circular letter–Letters to Government-Bank Correspondence-
Import and Export Agency.

UNIT–IV APPLICATION LETTERS:

The form and contents of an application letter–Bio-data–Application blanks – Specimen
application letters– Reports-By individuals–By Committees.

UNIT–V MODERNCOMMUNICATIONMETHODS:

OnlineCommunication–Fax–E-mail-Voicemail-SMS-Internet-Teleconferencing-
Videoconferencing-Electronic bulletin boards.

UNIT -VI CURRENT CONTOURS: (For Continuous Internal Assessment only):

REFERENCE BOOK:

1. Business Communication by **N.S.Ragunathan & B.Santhanam.**
2. Effective business English–**Patternhetty**
3. Essentials of Business Communication –**Rajendra Pal & KoralaHalli**
4. Effective business English–**Pattern Shetty.**

LEARNING OUTCOMES FOR THE COMMUNICATION :

- Understands the basics of communication
- Knowledge about different types of communication
- Through knowledge on report writing
- Knowledge on preparation of different official letters
- Knowledge on corporate communication

Second Year

**NON MAJOR ELECTIVE COURSE –II
1. INTRODUCTION TO ACCOUNTANCY
(Theory)**

Semester-IV

Code:

Credit: 2

OBJECTIVE:

- To enable the students to know the importance of accountancy and its concepts.
- To make the students aware of Double entry Book keeping system rules and procedures.
- To enable the students to prepare procedure Final Accounts of Sole Trader
- To enable the students to know Bank Reconciliation Statement.
- Describe the role of accounting

UNIT – I INTRODUCTION:

Definition of Accounting – Nature, Objectives and Utility of Accounting in Industrial and Business Enterprise – Difference between Book-keeping and Accounting – Accounting Concepts and Conventions

UNIT – II DOUBLE ENTRY SYSTEM:

Double Entry System – Rules – Advantages and Disadvantages – Journal – Subsidiary Books.

UNIT – III JOURNAL AND LEDGER:

Ledger – Meaning – Balancing of Accounts – Difference between Journal and Ledger – TrialBalance – Objectives – Limitations – Preparation of Trial Balance.

UNIT – IV RECTIFICATION OF ERRORS:

Rectification of Errors – Objectives – Types – Methods – Bank Reconciliation Statement.(Simple problems only)

UNIT – V FINAL ACCOUNTS:

Final Accounts of Sole Trader (with Simple Adjustments).

UNIT -VI CURRENT CONTOURS: (For Continuous Internal Assessment only):

Students state the meaning and need of accounting discuss accounting as a source of information, identify the internal and external uses of accounting information.

TEXT AND REFERENCE BOOKS:

1. Advanced Accountancy – Arulanandam, Himalaya Publications, New Delhi.
2. Advanced Accounting – S.P. Jain and K.L. Narang, Kalyani Publishers, Chennai
3. Advanced Accounts – M.C. Shukla T.S. Grewal and S.C. Gupta, S.Chand& Sons, NewDelhi.
4. Principles of Accounting – Finnelly, H.A. and Miller, H.E., Prentice Hall.

5. Introduction to Accountancy – Jaya, Charulatha and Baskar, Vijay Nicole Imprints (P) Ltd, Chennai 20

COURSE OUTCOMES:

On successful completion of the subject the student acquired knowledge about

- Concept and conversions of Accounting
- Fundamentals of Double Entry System
- Knowledge about various Journal and Ledger.
- Preparation of Final accounts .
- Knowledge about various methods Final account adjustments

Second Year

NON MAJOR ELECTIVE COURSE –II

Semester-IV

Code:

**2. SALESMANSHIP
(Theory)**

Credit: 2

OBJECTIVE:

- To make the students aware of selling techniques and planning
- To enable the students to types of salesman in the Marketing area
- To understand the students in buyer motives and behaviours
- To enable the students to know the importance of online stores and sales opportunities.
- To know about various selling techniques.

UNIT – I INTRODUCTION:

Introduction to selling- meaning- definitions- importance- methods- qualities- functions duties-responsibilities – types of sales person – sales careers.

UNIT – II SELLING PROCESS:

Selling process – steps- customer expectations – understanding prospects- importance sources- buyer motives and behaviour- transaction oriented selling – relationship selling.

UNIT – III SELLING TECHNIQUES:

Selling techniques – planning- setting objectives- approach techniques – building rapport- product knowledge- product benefits- features –functions- sales presentation demonstration- handling objections- handling difficult customers- closing sales – after sales service

UNIT – IV-

Sales territory- sales targets/quotas- creating product strategies – understanding selling terms and prices- retail store sales person- online stores and sales opportunities – personal selling in the information age

UNIT – V SALES FORCE MANAGEMENT:

Sales force management- selection- training- motivation- compensation – supervision and control- sales reports and knowledge management – evaluation- selling expenses- sales team professionalism – ethics- personal grooming.

UNIT -VI CURRENT CONTOURS: (For Continuous Internal Assessment only):

Sales management focuses on the activities of first line field sales managers, course pack will enable students to understand supply chain management which has improved the efficiency in distribution.

TEXT AND REFERENCE BOOKS:

1. Sahu and Raut: Salesmanship and Sales Management, Vikas Publishing House, Chennai.
2. CL Tyagi & Arun Kumar: Sales Management, Atlantic Publishers
3. SaChunawalla: Sales Management, Himalayas Publications, New Delhi.
4. Sundar and Madhavan: Salesmanship and Sales Management, Vijay Nicole Imprints (P) Ltd, Chennai
5. PC Pardesi: Salesmanship and Sales Management, Nirali Prakashan

COURSE OUTCOMES:

On successful completion of the subject the student acquired knowledge about

- Concept and conversions of salesmanship
- Fundamentals of selling process and its activities
- Knowledge about various Sales force management.
- To know how about Selling techniques.
- knowledge about personal selling and sales team professionalism

Third Year

**CORE COURSE –IX
CORPORATE ACCOUNTING
(Theory)**

Semester-V

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know about accounting procedure in corporate accounting
- To make learner to understand format of company final accounts and various schedules of company final accounts.
- To make learner to acquaint information of buy-back of shares and their legal formalities
- To acquaint learner with various methods and techniques of amalgamation
- To understand sources of financial activities towards company
- Develop among learners various skills of corporate techniques to be applied for minimization of cost and maximization of profit

UNIT –I:

Shares - introduction legal provisions regarding issue of shares, application, allotment, calls, calls-in-arrears, calls-in-advance, issue of shares at premium- issue of shares at discount-forfeiture of shares - re-issue-accounting entries.

UNIT- II:

Debentures -Issue and redemption of debentures - methods of redemption of debentures- installment - cum-interest and Ex-interest redemption by conversion, sinking fund, insurance policy. Redemption of preference shares- implication of Section 80 and 80A of the Companies Act

UNIT –III:

Amalgamation - purchase consideration- accounting treatment - pooling of interest method and purchase method, Absorption, external and internal reconstruction of companies.

UNIT -IV:

Accounts of Holding company - legal requirements relating to presentation of accounts -Consolidation of balance sheet (excluding chain holding)

UNIT –V:

Final accounts of banking companies (new format) and Insurance companies (NewFormat)

Theory: 20%, Problem: 80%

UNIT -VI CURRENT CONTOURS: (For Continuous Internal Assessment only):

REFERENCES:

1. Advanced Accountancy by M.C. Gupta, Shukla and Grewal - S. Chand publishing, Delhi
2. Advanced Accountancy by R.L. Gupta and Radhaswamy - Sultan Chand & Sons, New Delhi.
3. Advanced Accountancy by Jain and Narang - Kalyani Publishers, Chennai
4. Corporate Accounting by Palaniappan & Hariharan - Vijay Nicole Imprints (P) Ltd, Chennai.
5. Advanced Accountancy by Arulanandam and Raman - Himalayan Publishers, New Delhi.
6. Corporate accounting by Mohamed Hanif-amazon
7. Fundamentals of *Corporate Accounting*; Authors, *Mohammed Hanif*, Amitabha Mukherjee; Publisher, McGraw-Hill Education

LEARNING OUTCOMES FOR COST ACCOUNTING:

After completing this book they should enlighten by

- To make learner to understand format of company final accounts and various schedules of company final accounts.
- To make learner to acquaint information of buy-back of shares and their legal formalities
- To acquaint learner with various methods and techniques of amalgamation
- To understand sources of financial activities towards company
- Develop among learners various skills of corporate techniques to be applied for minimization of cost and maximization of profit

Third Year

**CORE COURSE –X
COMPUTER APPLICATION IN
BUSINESS
(Theory)**

Semester-V

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the importance of computer application in business. and MS word
- To learn Ms Excel
- To understand computerized accounting particularly Tally
- To familiar with accounting of inventories
- To know computerization of final account.

UNIT – I:

Computer – Meaning – Characteristics – Areas of application – Components – Memory control unit – Input and output devices – Ms Word – Creating word documents – creating business letters using wizards – editing word documents – inserting objects – formatting documents – spelling and grammar check – word count – thesaurus, auto correct working with tables – opening, saving and closing documents – mail merge.

UNIT – II:

Spread sheet – Spread sheet programmes and applications – Ms Excel and features – Building work sheets – entering data in work sheets, editing and formatting work sheets – creating and formatting different types of charts - application of financial and statistical function – creating, analyzing and organizing data – opening and closing work books – Introduction to Pivot tables.

UNIT – III:

Fundamentals of Computerized accounting – Computerized accounting Vs manual accounting - Architecture and customization of Tally – Features of Tally – latest version – Configuration of Tally – Tally screens and menus – Creation of company – Creation of groups – Editing and deleting groups – Creation of ledgers – Editing and deleting ledgers – Introduction to vouchers – Vouchers entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Contra vouchers – Journal vouchers – Editing and deleting vouchers.

UNIT – IV:

Introduction to Inventories – Creation of stock categories – Creation of Stock groups – Creation of Stock items- Configuration and features of stock item– Editing and deleting stocks – Usage of stocks in Vouchers entry. Purchase orders – Stock vouchers – Sales orders – Stock vouchers – Introduction to cost – creation of cost category – Creation cost centers – Editing and deleting cost centers & categories – Usage of cost category and cost – centers in vouchers entry – Budget and controls – Creation of budgets – Editing and deleting budgets – Generating and printing reports in detailed and condensed format.

UNIT – V:

Day books– Trial balance – Profit and Loss account – – Balance sheet . Ratio analysis, Cash flow statement – Fund flow statement – Cost centre report – Inventory report – Bank Reconciliation Statement.

UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides –Saving a Presentation

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Computer Applications in Business – S.V. SrinivasaVallabhan – Sultan & Chand Publication.
2. Microsoft office – Jones & Derek – John wiley& sons inc.
3. Implementing Tally – A.K. Nadhani, BPB Publications.
4. Computer Application in Business – R. Paramasivam – S.Chand& Co, New Delhi.
5. Computer Application in Business: Dr. Joseph Anbarasu, Learntech Press

LEARNING OUTCOMES:

On successful completion of the course, the students will acquire knowledge on:

- Basics of computer application in business. and Creating and editing of word documents, opening, savings and closing documents; and mail merge
- Spread sheet programmes and applications, creating and formatting different types of charts, and application of financial and statistical function
- Architecture and customization of Tally, Editing and deleting ledgers, and Vouchers entry
- Accounting of inventories, Budget and controls
- Day books, Trial balance, final account and Bank Reconciliation Statement

Third Year

**CORE PRACTICAL-I
COMPUTER APPLICATIONS IN
BUSINESS
(Practical)**

Semester-V

Code:

Credit: 5

LEARNING OBJECTIVE :

- To develop skill on preparation of business letters, bio-data, Table.
- To create work sheet, Charts, and enclosures.
- To filter date using Auto filter, and application of accounting and statistical formulae.
- To make voucher entries, Prepare final accounts from the trial balance and Inventory report
- To Prepare Bank Reconciliation Statement and pay roll and computation of GST.

LIST OF PRACTICAL

UNIT- I - MS WORD PROCESSING :

1. Creating business letters
2. Creating an application for the job with the bio-data
3. Creating Circular letter with mail-merge options
4. Creating a Table by using the split and merge options

UNIT -II - MS-EXCEL – SPREAD SHEET APPLICATIONS :

1. Creating a work sheet like mark sheet, Pay Slip, PF Contribution list etc.
2. Creating Charts – All types of charts and graphs
3. Creating a list for the enclosures

UNIT -III - MS-EXCEL – SPREAD SHEET APPLICATIONS :

1. Filtering the date using Auto filter custom filters using comparison operations
2. Creating Pivot tables
3. Commercial Formula applications
4. Statistical formula applications (within the syllabus of business tools for decisions)

UNIT -IV - ACCOUNTING PACKAGE :

1. Preparing voucher entries for the given transactions.
2. Preparing final accounts from the trial balance given with any ten adjustments
3. Inventory report

UNIT -V - ACCOUNTING PACKAGE :

1. Bank Reconciliation Statement
2. Preparation of pay roll vouchers based on attendance
3. GST computation & forms

UNIT – VI CURRENT CONTOURS : (for Continuous Internal Assessment only)

MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation

(Practical – 100 marks UE: 60 marks IA: 40marks)

Learning Outcomes:

On successful completion of the course, the students will acquire knowledge on:

- Preparation of business letters, bio-data, and Table.
- Creating work sheet, Charts, and enclosures.
- Filtering data using Auto filter, and application of accounting and statistical formulae.
- Entering vouchers, Prepare final accounts from the trial balance and Inventory report.
- Preparing Bank Reconciliation Statement and pay roll and computation of GST

Third Year

**CORE COURSE – XI
MANAGEMENT ACCOUNTING
(Theory)**

Semester-V

Code:

Credit: 5

OBJECTIVES:

- To understand the concepts of Management Accounting.
- To gain knowledge on fund flow and cash flow in Business operation.
- To understand budget and budgetary control in Business organization.
- To know the technique of marginal costing and standard costing
- To know the various methods of capital budgeting.

UNIT- I INTRODUCTION AND FINANCIAL STATEMENT ANALYSIS:

Management accounting – Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting – Management Accounting Vs Cost accounting - Financial statement analysis – Comparative statement – Common size statement–Trend percentage–Ratio analysis.

UNIT- II FUND FLOW AND CASH FLOW STATEMENT:

Fund flow statement – Schedule of changes in working capital – Funds from operation – Sources and applications –Cash flow statement–Fund flow statement Vs Cash flow statement–Preparation of cash flow statement as per AS-3

UNIT –III BUDGET AND BUDGETARY CONTROL:

Budget and Budgetary control –Advantages- limitations – Types – Preparation of Purchase, Production, sales, Flexible, Cash and Master budget

UNIT -IV MARGINAL AND STANDARD COSTING:

Marginal costing – CVP analysis – Break even analysis – BEP – Managerial applications – Margin of safety – Profit planning. Standard Costing – Problems relating to Material and Labour variance only.

UNIT -V CAPITAL BUDGETING

Capital Budgeting – Payback period – Accounting rate of return –Discounted cash flow – Net present value – Profitability index – Internal rate of return.

(Problem 80 %, Theory 20 %)

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

TEXT AND REFERENCE BOOKS : (Latest revised edition only)

1. S.N.Maheswari - Management Accounting – Sultan Chands & sons publications, New Delhi.
2. Sharma and Gupta – Management Accounting- Kalyani Publishers, Chennai.
3. R.Ramachandran and R.Srinivasan – Management Accounting–Sriram publication.
4. A.Murthi and S.Gurusamy – Management Accounting Vijay Nicole Publications, Chennai.
5. R.S.N.Pillai & V.Baghavathi – Management Accounting – S.Chand & Co, Mumbai
6. Hingorani & Ramanthan – Management Accounting - S.Chand & Co, NewDelhi.

LEARNING OUTCOMES:

- The understand Basic knowledge on Management Accounting.
- Preparation of fund flow statement and cash flow statement as per AS – 3
- Design various types of Budget
- Understand the Marginal costing and Variance analysis
- Select better project by applying appropriate capital budgeting.

REFERENCE BOOKS:

1. C.B.Gupta and Srinivasan, Entrepreneurial Development, Sultan Chand and Sons.Dr.S.S. Khanka-Entrepreneurial Development, Sultan Chand and Sons.
2. Dr.P.Saravanel Entrepreneurial Development, Learntech Press Trichy.
3. Vasant Desai, Dynamics of Entrepreneurial Development, Sultan Chand and Sons
DR.S.G.Bhanushali Entrepreneurial Development, Himalaya Publishing House -New Delhi.

COURSE OUTCOMES:

- To enhance a student to behave as a good businessman,
- To emancipate the society to be mingled with,
- To obtain the next level of business value,
- To improve the process of business,
- To know the outset of proper financial plan for the development of business.

Third Year	MAJOR BASED ELECTIVE COURSE-I	Semester-V
	2. MARKETING MANAGEMENT	
Code:	(Theory)	Credit: 5

OBJECTIVES:

- To understand the trends in, Marketing Management and to make aware of regulations of foreign trade practices in the era of globalization.
- To know the elements of Marketing Management
- To assess of buying behavior and consumer behavior.
- The student will understand the overview of Marketing Management
- To gain thorough knowledge on customer satisfaction

UNIT -I INTRODUCTION TO MARKETING MANAGEMENT:

Introduction to Marketing Management – nature and scope – Concepts of marketing – Functions and problems of marketing management – Traditional marketing – Modern Marketing – Responsibilities of marketing manager – Role of marketing management in Indian economy.

UNIT –II CONSUMER BEHAVIOUR:

Buyer behavior – Consumer behavior vs. business buying behavior – Factors affecting consumer behavior – Consumer research – Importance – Consumer research process – Consumer research design – Steps in consumer research.

UNIT- III PROMOTION:

Promotion – Tools of promotion – Communication process – Characteristics of promotion- Merits – Demerits – Designing a promotion campaign – Promotion – mix – Determinants – Promotion tools – Advertising – Sales promotion – Public relations.

UNIT –IV MARKETING ORGANIZATION AND CONTROL:

Marketing organization and control – Emerging trends and issues in marketing – Rural marketing – Social marketing – On – line marketing – Green marketing – network marketing.

UNIT –V CUSTOMER SATISFACTION:

Customer satisfaction – Difference between consumer and customer – Consumerism – Rights of consumers – Customer expectation – Changing perceptions of customer – Benchmarking – Total quality management.

UNIT -VI CURRENT CONTOURS: (For Continuous Internal Assessment only):

Quiz and Self reading on Current developments related to the Marketing management during the semester through collection, discussion and evaluation.

TEXT AND REFERENCE BOOKS :(Latest Revised Edition Only):

1. R.S.N. Pillai and Bagavathi, Modern Marketing – Principles and Practices, S.Chand& Co,2010.

BOOKS FOR REFERENCE:

1. V.S. Ramaswamy and S. Namakumari, Marketing Management: Global Perspective, Indian Context, Om Books publisher, 2009.
2. S.A. Sherlakar - Marketing Management, Himalaya.
3. Grewal , 14th edition (2015), Marketing, Tata McGraw Hill management, New Delhi.
4. B.S.Raman, Marketing, United Publishers, Managalore.
5. R.L. Varshney and B. Bhattacharya, International Marketing Management – An Indian perspective, Sultan Chand and Sons, 2015.
6. Monga &ShaliniAnand, (2000), Marketing Management, Deep & Deep Publications, New Delhi
7. Rajan Nair.N., Sanjith R.Nair, (1999),Marketing, Sultan Chand & Sons, New Delhi.
8. J. Jayasankar , 2nd edition,(2013), Marketing, Margham Publications, Chennai.
9. Dr. L. Natarajan (2013), Marketing, Margham Publications, Chennai.
10. Kotler Philip, 15th edition, (2015) Marketing Management, Prentice Hall of India (Pvt) Ltd., New Delhi.

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- Responsibilities of marketing manager.
- Consumer behavior.
- Promotion tools.
- Emerging trends and issues.
- Customer satisfaction.

Third Year

**SKILL BASED ELECTIVE COURSE – I
INFORMATION TECHNOLOGY
CONCEPTS
(Theory)**

Semester-V

Code:

Credit: 2

LEARNING OBJECTIVES:

- To introduce Evolution, Classification and Applications of Computers
- To know Computer peripherals
- To learn about Software, Programming Language, Word Processing and Spread Sheets Presentation
- To study Data Communication and BDP
- To aware utility of computers at different places, computer security and internet

UNIT- I:

Introduction to Computers - Definition, .Characteristics of computer, Evolution of Computer, Block Diagram Of a computer, Generations of Computer, Classification Of Computers, Applications of Computer, Capabilities and limitations of computer.

UNIT -II:

Computer peripherals - Role of I/O devices in a computer system. Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types, Voice Recognition Systems, Vision Input System, Touch Screen, Output Units: Monitors and its types. Printers: Impact Printers and its types. Non Impact Printers and its types, Plotters, types of plotters, Sound cards, Speakers, storage units.

UNIT- III:

Software and its needs, Types of S/W. System Software: Operating System, Utility Programs Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Application S/W and its types: Word Processing, Spread Sheets Presentation, Graphics, DBMS s/w.

UNIT- IV:

Data Communication and BDP: Communication Process, Data Transmission speed, Communication Types (modes), Data Transmission Medias, Modem. Business Data Processing: Introduction, data storage hierarchy, Method of organizing data, File Types, File Organization.

UNIT- V:

Computers at Home, Education, Entertainment, Business, Science, Medicine and Engineering - Introduction to Computer Security - Computer Viruses, Bombs, Worms - WWW and Internet

UNIT – VI CURRENT CONTOURS (for Continuous Internal Assessment only)

Recent developments in computer world

REFERENCE BOOKS:

1. P.K.Sinha, Computer Fundamentals
2. Dr.S.V.Srinivasa Vallabhan - Computer Applications in Business, Sultan Chand, New Delhi
3. Alexis Leon and Mathews Leon by Fundamentals of Information, Technology. Vikas Publishing Company, New Delhi
4. Deepak Bharihoke, Fundamentals of Information Technology, Excel Publications, New Delhi.

LEARNING OUTCOMES:

On successful completion of the course, the students will be able to

- Know Evolution, Classification and Applications of Computers
- Understand Computer peripherals
- Have knowledge on Software, Programming Language, Word Processing and Spread Sheets Presentation
- Do Data Communication and BDP
- Aware utility of computers at different places, computer security and internet

Third Year

**CORE COURSE-XII
DIGITAL BANKING
(Theory)**

Semester-VI

Code:

Credit: 5

OBJECTIVES:

- To learn e-banking and its features.
- To acquire knowledge about electronic delivery channels.
- To impart regulations of e-banking cards
- To understand digital banking cards
- To understand the genesis and concept of Online-Banking

UNIT –I ELECTRONIC BANKING:

E-Banking – Meaning - Benefits – Internet Banking Services –Drawbacks – Mobile Banking – Features – Drawbacks – Call Centre Banking – Features – Challenges –Traditional Vs e-banking - e-banking in India.

UNIT- II DIGITAL CARDS:

Introduction –concept and meaning-the electronic delivery channels- need for computerization-ATM – Types - Features – Benefits – Challenges – Credit Cards –Benefits – Constraints – Debit Card – Benefits– Smart Card – Features – Benefits of Smart cards - Biometric Cards – Features.

UNIT –III MODERN BANKING OPERATIONS:

National Electronic Fund Transfer (NEFT) - RBI Guidelines – Benefits of Electronic Clearing Systems – E- Cheques – E-Money – Real Time Gross Settlement (RTGS) – Benefits to Banker and Customer – Cheque Transaction –Core Banking Solutions (CBS) – Benefits – Single Window Concepts – Features- CIBIL (Credit Information Bureau (India) Ltd – MICR Cheques .

UNIT –IV E-BANKING SECURITY:

Introduction need for security –Security concepts-Privacy – Survey. Findings on security Attack-Cyber crimes-Reasons for Privacy-Tampering- Encryption –Meaning-The encryption process-may appear as follows -Cryptogram- Cryptanalyst-cryptography-Types of Cipher systems –Code systems-Cryptography-Cipher- Decipher-Jumbling-Asymmetric-Crypto system Data Encryption Standard (DES).

UNIT- V E-BUILDER SOLUTIONS:

Digital certificate-Digital Signature &Electronic Signature-E- Security solutions—solutions providers-E-locking technique-E-locking services-Netscape security solutions-Pry Zone -E software security Internet-Transactions-Transaction security-PKI-Sierras Internet solutions inc –security devices-Public Key Infrastructure- (PKI)-Firewalls Secure Ledger-(FSL)- Secure Electronic Transaction(SET).

UNIT –VI CURRENT CONTOURS: (For Continuous Internal Assessment only)

Quiz and Self reading on Current developments related to the Digital Banking during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources- Print, Internet, Interaction, Social Media, Webinars and so on.

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. C.S. Rayudu, E-Business, Himalaya Publishing House Roger Hunt & John Shelly, Computers and Commonsense. Bhushan Dewan, E-Commerce
2. An Introduction to Information Technology by Dr. Srinivasa vallabhan, Sulthan Chand & Sons.
3. Law of Information Technology, D.P. Mittal, Tax Man. e Markets, Macmillan, 2007

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- e-banking in India.
- Usage of e-banking cards.
- Payment through NEFT, RTGS and others.
- Cipher systems.
- Security devices.

Third Year

CORE COURSE-XIII
INCOME TAX LAW AND PRACTICE
(Theory)

Semester-VI

Code:

Credit: 5

LEARNING OBJECTIVES:

- To understand the concept of Income tax
- To describe how to arrive taxable income from salary
- To find out the tax able income from house property
- To calculate the taxable income from Business and Profession.
- To ascertain the capital gains and income from other sources

UNIT-I INCOME TAX ACT 1961 AND RESIDENTIAL STATUS:

Income–Tax Act, 1961–Definitions- Basis of charge different types of assesses previously earned Assessment year – capital and revenue income, expenditure and loss– incomes exempted under section10 – Residential status.

UNIT-II INCOME FROM SALARY:

Income from salary: Basis of charge–Different forms of salary, allowances, perquisites and their valuation– computation of taxable salary–deductions from salary.

UNIT-III INCOME FROM HOUSE PROPERTY:

Income from House Property: Basis of charge– determination of annual value–GAV, NAV–income from let-out property–self occupied property–deductions–computation of taxable income.

UNIT- IV INCOME FROM BUSINESS OR PROFESSION:

Income from Business or Profession: Basis of charge –methods of accounting – deductions – disallowances, computation of taxable income –profit and gains of business and profession.

UNIT -V INCOME FROM CAPITAL GAINS INCOME FROM CAPITAL GAINS:

Basis of charge–short and long term capital gains–indexed cost of acquisition and improvement–exemptions–computation of taxable capital gains–Computation of Income from other sources

Theory 20% Problem80%

UNIT- VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

Recent Trends self study, assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest and revised editions):

1. Gaur and Narang, Income Tax Law and Practice
“KalyaniPublishers”, New Delhi.
2. Dr.HC.Mehrotra, “Income Tax Law and Accounts, ”SahithyaBhavan
publishers
3. Dr.Vinod K.Singhania, Students Guide to Income tax“Taxmen’s
Publications, New Delhi
4. Murthy “ Income Tax Law & Practice” Vijay Nichole, Imprints (P) Ltd.
5. Dr. T.S. Reddy &Hariprasad Reddy ‘ Income tax’ – Margham Publications,Chennai

LEARNING OUT COMES:

After completing this course, the student will be able to

- Know about the procedures regarding basic rules and regulations and residential status.
- Update the new tax slabs regarding salaried employees
- Get the latest information about deductions for house property.
- Make sure about the admissible, inadmissible expenses and deductions.
- Allowable for business or professional incomes
- Grasp the concept of capital gains, other sources of income.

Third Year

**CORE COURSE-XIV
FINANCIAL SERVICES
(Theory)**

Semester-VI

Code:

Credit: 5

LEARNING OBJECTIVES:

- To enable the students to know the meaning and types of financial services.
- To make the students to understand the meaning and features of hire purchase.
- To develop Knowledge about mutual funds.
- To Knowledge the students to know the meaning and features of venture capital.
- To enhance the students to know about the significance and types of Factoring.

UNIT – I INTRODUCTION TO FINANCIAL SERVICES:

Financial services – meaning – classification – financial products and services – challenges facing the financial service sector – merchant banking – meaning – functions – SEBI guidelines – scope of merchant banking in India. NBFCs – RBI guidelines.

UNIT – II HIRE PURCHASE AND LEASING:

Hire purchase – meaning – features – process – hire purchase and credit sales – hire purchase vs installment purchase – leasing – concept – steps involved in leasing – lease vs hire purchase – types of lease – problems and prospects of leasing in India.

UNIT – III MUTUAL FUNDS:

Mutual funds – meaning – types – functions – advantages – institutions involved – UTI, LIC, commercial banks – entry of private sector – growth of mutual funds in India – SEBI guidelines – asset management companies.

UNIT – IV VENTURE CAPITAL:

Venture capital – meaning – features – methods of venture capital financing – models of venture financing – venture capital investment process – factors determining venture investment – advantages of venture capital – issues of Indian venture capital .

UNIT – V FACTORY:

Factoring - concepts – significance – types – factoring vs bills discounting – factoring in India – forfeiting – meaning – forfeiting Vs export factoring – Problems of forfeiting / factor in

UNIT -VI CURRENT CONTOURS (For Continuous Internal Assessment Only)

Recent Trends , assignments and Seminars

TEXT AND REFERENCE BOOKS (Latest revised edition only)

1. Financial markets & services by E.Gordon and K. Natarajan – Himalayapublishing house, New Delhi.
2. Financial services by E.Dhanraj – S.Chand& Co., New Delhi.
3. Financial services by S.Mohan and R.Elangovan – Deep and DeepPublications, New Delhi.
4. Financial services by S.Gurusamy – Vijay Nicole Imprints (P) Ltd, Chennai.
5. Lease Finacial and Hire Purchase by Vinod Kothari – Wadhaw and Co., Nagpur.

LEARNING OUTCOMES :

On successful completion of the subject, the students acquired knowledge about;

- The meaning and types of financial services.
- The features of hire purchase.
- The functions of mutual funds.
- Meaning and features of venture capital.
- The significance and types of factoring.

Third Year	MAJOR BASED ELECTIVE COURSE-II	Semester-VI
	1.INVESTMENT BANKING	
Code:	(Theory)	Credit: 5

LEARNING OBJECTIVES:

- To understand the Investment banking
- To educate Securities Market
- To learn Global Capital market
- To impart Corporate restructuring
- To learn Venture capital

UNIT – I:

Investment banking – Introduction – History and evolution of Universal banks and Financial conglomerates. Industry structure – Indian investment banks – asset management and securities business.

UNIT – II

Securities Market : Primary Market - Introduction – Equity Capital Market, Debt Capital Market and Derivatives segments. Primary market intermediaries. Role of Merchant bankers in the issue management of IPO and FPO . Underwriting.

UNIT – III:

Global Capital market – International listing – Equity Issues through Depository Route. Bond markets and Issues. Buy backs and De listings.

UNIT – IV:

Corporate restructuring – Internal and External restructuring – Types – Asset based restructuring – demerger, hive off, asset sale etc. Equity based restructuring – equity spin off, Disinvestment etc. Mergers and Acquisitions – methodologies.

UNIT – V:

Venture capital – methods. Leasing and Hire purchase business – methods. Mutual Funds management. Securitisation of debts, Factoring and **Forfaiting** services.

UNIT -VI CURRENT CONTOURS: (For Continuous Internal Assessment only) :

Quiz and Self reading on Current developments related to the Investment Banking during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources- Print, Internet, Interaction, Social Media, Webinars and so on.

TEXT AND REFERENCE BOOKS (Latest revised edition only):

1. Investment Banking – Pratap Giri.S., Tata McGraw Hill Education , New Delhi
2. Merchant Banking & Financial Services - Dr. S. Guruswamy- Tata McGraw Hill Education
New Delhi
3. Merchant Banking & Financial Services - S.B.Kulkarni & M.Govindaraj- NiraliPrakashan,Pune.

OUTCOMES:

On successful completion of the subject, the students acquired knowledge about:

- Industry structure, Indian investment banks.
- Securities Market and Primary market intermediaries.
- Equity Issues through Depository Route.
- Corporate restructuring: Internal and External restructuring.
- Venture capital and Mutual Funds management

Third Year	MAJOR BASED ELECTIVE COURSE-II	Semester-VI
	2. INTERNATIONAL FINANCE	
Code:	(Theory)	Credit: 5

OBJECTIVES:

1. To help the students understand the reason why financial markets exist,
2. To understand how financial institutions serve them and the services the institutions offer.
3. To provide students with an introduction to the theory and practice of financial markets and institutions.
4. To help students to gain a thorough understanding of the working of financial markets and of financial instruments.
5. To introduce the students to the management of financial markets and institutions in an international context.

UNIT-I INTERNATIONAL FINANCIAL ENVIRONMENT:

The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution

UNIT-II INTERNATIONAL FLOW OF FUNDS AND INTERNATIONAL MONETARY SYSTEM:

International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate International flows. BOP, Equilibrium & Disequilibrium. Trade deficits.

UNIT-III -FOREIGN EXCHANGE MARKET:

Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Nominal, Real and Effective exchange rates, Determination of Exchange rates in Spot markets.

UNIT-IV INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS:

Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements

UNIT-V FORECASTING FOREIGN EXCHANGE RATE:

Measuring exchange rate movements- Exchange rate equilibrium – Factors effecting foreign exchange rate- Forecasting foreign exchange rates .Interest Rate Parity, Purchasing Power Parity & International Fisher effect.Covered Interest Arbitrage

UNIT – VI CURRENT CONTOURS (For continuous internal assessment only)

Faculty member will impart the basic concepts and theories of International financial market and instruments to the students.

REFERENCES:

1. International Finance Management - Eun & Resnick, 4/e, Tata McGraw Hill.
2. International Financial Management – Madhu Vij, Excel BOOKS, 2010.
3. International Financial Management – Apte P. G, 6/e, TMH, 2011
4. Multinational Business Finance – Eiteman, Moffett and Stonehill, 12/e, Pearson, 2011.
5. International Financial Management – Siddaiah T, 1/e, Pearson, 2011.
6. Financial Institutions Management, Anthony Saunders, Marcia Millon Cornett, McGraw Hill Education, 2014
7. Financial Markets Institutions & Financial Services, Dr. Vinod Gupta, Atul Gupta, Manmeet Kaur – Taxmann 2017
8. Financial Markets and Services, E Gordon, K Natarajan, 2016 edition, Himalaya Publishing House
9. International Financial Management – Jain, Peyrard & Yadav, Macmillan 2010.
10. International Finance – Imad Moosa, 3/e, Tata McGraw Hill, 2011.

BOOKS/E-MATERIALS LINKS:

1. <https://ccsuniversity.ac.in/bridge-library/pdf/Eco-International-Finance.pdf>
2. <http://www.jmpcollege.org/Adminpanel/AdminUpload/Studymaterial/International%20finance.pdf>
3. [https://www.distanceeducationju.in/pdf/International%20Finance%20\(Unit%20I- IV\).pdf](https://www.distanceeducationju.in/pdf/International%20Finance%20(Unit%20I- IV).pdf)
4. [http://sdeuoc.ac.in/sites/default/files/sde_videos/MCM4EF03%20\(190619\)%20\(1\).pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/MCM4EF03%20(190619)%20(1).pdf)
5. <https://backup.pondiuni.edu.in/sites/default/files/global%20financial%20mgt- 260214.pdf>

COURSE OUTCOMES:

- Students will be able to explore the International financial environment
- Students will know the accounting components of BOP
- Students will know the functioning of global capital market
- Students will understand the Function and Structure of the Forex markets
- Students can identify the methods of acquiring venture capital.

Third Year

PROJECT

Semester-VI

Code:

Credit: 3

The candidate shall be required to take up a Project Work by group *or individual* and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the students in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

ASSESSMENT/EVALUATION/VIVA VOCE:

1. PROJECT REPORT EVALUATION (Both Internal & External)

I. Plan of the Project - 20 marks

II. Execution of the Plan/collection of Data / Organisation of Materials / Hypothesis, Testing etc and presentation of the report. - 45 marks

III. Individual initiative - 15 marks

2. Viva-Voce / Internal& External - 20 marks

TOTAL - 100 marks

PASSING MINIMUM:

Project	Vivo-Voce 20 Marks 40% out of 20 Marks (i.e. 8 Marks)	Dissertation 80 Marks 40% out of 80 marks(i.e. 32 marks)
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A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

Third Year

**SKILL BASED ELECTIVE COURSE –II
BASICS OF GOODS AND SERVICE TAX
(Theory)**

Semester-VI

Code:

Credit: 2

LEARNING OBJECTIVES:

- To Understand the Basics of GST.
- To Study the Registration and Computation of GST.
- To Acquaint the Students with Filing of Returns.
- To understand the concepts of GST technology.
- To explore the knowledge relating to the penalties and offences relating to GST.

UNIT -I :

Overview of Goods and Service Tax-Introduction - Meaning of GST - IGST - Scope of GST - Present/Old Tax Structure V/S GST - GST In Other Countries- Existing Taxes Proposed to be Subsumed Under GST-Principles Adopted for Subsuming the Taxes-Dual GST-Benefits of GST-GST Council-GST Network (GSTN) And GST Regime-Integrated Goods and Services Tax Act- 2017- Title and Definitions- Administration.

UNIT- II:

Registration Under GST -Rules-Procedure of Registration- Exempted Goods And Services Under GST - Rates of GST– GST At 5 % - GST At 12 % - GST At 18 % - GST At 28% - Procedure Relating To Levy (CGST &SGST) -Various Schedules Related To Supply - Computation of Taxable Value and Tax Liability [CSGT &SGST] -Procedure Relating To Levy (IGST)

UNIT –III:

Input Tax Credit (ITC)- Eligibility and Conditions for Taking Input Tax Credit- Apportionment of ITC and Blocked Credit -Various Documents Under GST- Tax Invoice-Bill for Supply- Debit Note- Credit Note- Payment Voucher- Receipt Voucher- E-Way Bill- HSN Code and SAC Code - Simple Problems on Utilization Of Input Tax Credit

UNIT-IV:

Assessment and Administration of GST - Types of GST Returns- Types of Assessment &Assessment Procedures- Role and Functions of GST Council- Tax Authorities and Their Powers; Tax Deduction at Source &Tax Collection at Source- Refund of Tax-Offence and Penalties.

UNIT –V:

GST and technology -Introduction to GSTN – Power and Functions of GSTN – Design and Implementation Framework – Design &Implementation Framework GSTN. Goods And Service Tax Suvidha Provider (GSP) - Concept.

Theory 80% Problems 20%

UNIT VI CURRENT CONTOURS (for continuous internal assessment only)

REFERENCE BOOKS:

1. V.S Datey – Taxman’s: GST
2. Madhykar N Hiregange: GST
3. GST – Law and Praticce, Dr. B.G Bhaskar and Manjunath
4. Mariyappa – GST
5. Step By Step Guide to GST – Compliances - Avinash Poddar
6. A Complete Guide ToGoods and Services Tax – Sanjiv Agarwal
7. GST Law Manual – R.K.Jain
8. Hand Book On GST- Pratik Shah
9. GST Handbook to students – CA Vivek KR Agarwal, 2022, Neelam Book House.
10. GST for laymen, CA Apeshika Solanki,2021, Bloomsbury India.

WEBSITE

1. <https://www.taxmann.com/academy/>
2. <https://gstcouncil.gov.in/>

COURSE OUTCOME

- The students will get a general understanding of the GST law in the country
- The students will provide an Insight into practical aspects of GST
- The students will equip themselves to become tax practitioners.
- The students will be able to calculate GST at different level.



GANESAR COLLEGE OF ARTS AND SCIENCE

(Accredited with 'B' grade by NAAC)

MELAISIVAPURI-622 403, PUDUKKOTTAI Dt, TAMIL NADU

DEPARTMENT OF B.Com., BANK MANAGEMENT

VALUE ADDED COURSE – 2023-2024

OFFICE AUTOMATION

Course Code: VAC – BCOMBM-011

Learning Objectives:

- ✓ The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point.
- ✓ The course is highly practice oriented rather than regular class room teaching.
- ✓ To acquire knowledge on editor, spread sheet and presentation software.

UNIT I

concepts: Hardware and Software - Memory unit – CPU-Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems - Introduction to Programming Languages.

UNIT II

Word Processing: File menu operations - Editing text – tools, formatting, bullets and numbering - Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, printing – Preview, options, merge.

UNIT III

Spreadsheets: Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying

UNIT IV

Charts – creating, formatting and printing, analysis tables, preparation of financial statements, introduction to data analytics.

UNIT V

Power point: Introduction to Power point - Features – Understanding slide typecasting & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects, audio inclusion, timers.

Reference Books:

1. Peter Norton, “Introduction to Computers” –Tata McGraw-Hill.
2. Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, “Microsoft 2003”, Tata McGraw- Hill.

Web Sources:

1. Web content from NDL / SWAYAM or opensource web resources



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024

ENVIRONMENTAL STUDIES – Syllabus (updated on 21.11.2016)

(Applicable to the candidates admitted from the Academic year 2016-17 onwards)

- Unit: 1** The Multidisciplinary nature of environmental studies
Definition, scope and importance. (2 lectures)
Need for public awareness
- Unit: 2** Natural Resources:
Renewable and non-renewable resources:
Natural resources and associated problems.
- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects 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, environmental effects of extracting and using mineral resources, case studies.
 - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
 - f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.
- (8 lectures)
- Unit: 3** **Ecosystems**
- Concept of an ecosystem.
 - Structure and function of an ecosystem.
 - Producers, consumers and decomposers
 - Energy flow in the ecosystem
 - Ecological succession.
 - Food chains, food webs and ecological pyramids
 - Introduction, types, characteristic features, structure and function of the following ecosystem:-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

(6 lectures)

Unit: 4 Biodiversity and its conservation

- Introduction – Definition : Genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

(8 lectures)

Unit: 5 Environmental Pollution

Definition

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
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution
 - Pollution case studies
 - Disaster management: floods, earthquake, cyclone and landslides.
 - Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

Unit: 6 Social Issues and the Environment

- From Unsustainable to Sustainable development.
 - Urban problems related to energy.
 - Water conservation, rain water harvesting, watershed management.
 - Resettlement and rehabilitation of people; its problems and concerns.
- Case studies
- Environmental ethics: Issues and possible solutions.
 - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
 - Wasteland reclamation.
 - Consumerism and waste products.
 - Environment Protection Act.
 - Air (Prevention and Control of Pollution) Act.
 - Water (Prevention and Control of Pollution) Act.
 - Wildlife Protection Act.
 - Forest Conservation Act.
 - Issues involved in enforcement of environmental legislation
 - Public awareness.

(7 lectures)

Unit: 7 Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case studies.

Unit: 8 Field Work

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt Ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press 1140 p.
11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
12. Mckinney, M.L. & Schoch R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition 639 p.
13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
16. Rao MN & Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
17. Sharma B.K. 2001 Environmental chemistry Goel Publ House, Meerut.
18. Survey of the Environment, The Hindu (M).
19. Townsend C. Harper, J and Michael Begon, Essentials of Ecology, Blackwell science (TB)
20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB).
22. Wagner K.D. 1998 Environmental Management. W.B. Saunders Co. Philadelphia USA 499 p

(M) Magazine (R) Reference (TB) Textbook



Prof. L. Ganesan
Registrar (i/c)

(Accredited with A⁺ Grade by NAAC in the Third Cycle)

Ref. No.: 261/CCCD/BOS/C-1/2023 Date : 01.10.2023

To

The Principals of all Affiliated Colleges to Bharathidasan University
Govt. Autonomous & Non- Autonomous, Self Financing Non -Autonomous &
Aided Non- Autonomous Colleges

Sir/Madam,

Sub: Naan Mudhalvan – Skill Based Courses to be offered in Odd Semester- Reg.

- Ref.: 1. G.O. (D) No. 7, Higher Education(K2) Department dated : 12.01.2023.
2. This office letter Ref.No.: 261/CCCD/BOS/C/2023 Dated: 16.02.2023.
3. Letter received from the Director, Naan Mudhalvan Skill Development Scheme
Bharathidasan University on 10.10.2023.
4. Honourable Vice Chancellor Order dated: 26.10.2023.

With reference to the above I am by direction to inform you that, the Naan Mudhalvan Skill based value added courses for ODD Semester (2 credit) has been implemented from the academic year 2023-2024 for 2021- 2022 batch – in 5th Semester and 2022-2023 batch - in 3rd semester of all UG degree programmes.

Further, you are requested to visit the following website for more details regarding courses to be offered for students in each programme:

<http://kb.naanmudhalvan.in/Course Contents ODD SEM 2023-2024>

BHARATHIDASAN UNIVERSITY – NAAN MUDHALVAN COURSE MAPPING – ODD SEMESTER				
Generic Name	Course Name	Training Partner	Sem	Branches
3 rd year students (5 th Semester)				
Accounting and Trading Essentials for Employability	FinPro	NSE Academy	5	B.Com
Management and Market Strategies for Employability	GST & Insurance	GRABB	5	BBA /B.A Economics

Advanced Technology for Employability in Lifescience - Chemistry	International Regulatory Requirement in Good Manufacturing Practices	Pharmagenie	5	Chemistry (Chem/Biochem/Ind)
Advanced Technology for Employability in Lifescience - Bio Tech/ Microbiology	PCR Technology	TABS (Biversity)	5	Bio Tech/ Microbiology
Marketing and Design Tools	Digital Marketing	Wisely Wise	5	Other Branches (History, Geography, Social Work, Sociology, Pub.Admin, Political Sci, Fashion Design Etc)
Cloud and IT Essentials for Employability	Foundation on Cloud	IBM Skills Build (CSR)	5	CS/IT/BCA
Computational Intelligence for Employability	Fundamentals of Data Analytics with Tableau	Smartbridge	5	Maths / Statistics
Advanced Technology for Employability in Lifescience - Zoology	International Regulatory Requirement in Clinical Trial and Data Management	Pharmagenie	5	Zoology, Food Science, Nutrition & Botany
Technical Skills for Employability	Fundamentals of Data Analytics with Tableau	Smartbridge	5	Physics / Electronics
Marketing and Design Tools	Content writing and Marketing	STEP from The Hindu Group	5	Languages (English, Tamil, Tourism and Travel, Journalism Etc)
2 nd year students (3 rd Semester)				
Programming Essentials for Employability	Fundamentals of coding and cloud	Smartbridge (CSR)	3	CS/IT/BCA
Digital Skills for Employability	Microsoft Digital Skills	Microsoft	3	All Branches Except CS/IT/BCA

Note: Aided Autonomous and Self- Financing Autonomous Colleges are exclude in this Scheme.

Copy To:

Harini

REGISTRAR i/c

1. The Controller of Examinations, Bharathidasan University, Trichy. 24
2. The Director, U.J.C. Bharathidasan University, Trichy. 24
3. The Director, Naan Mudhalam operation cell, Bharathidasan University, Trichy. 24



Prof. R. Kalidasan
Registrar (i/c)

(Accredited with A⁺ Grade by NAAC in the 3rd Cycle with 3.32 CGPA: NIRF Rank: 41]

ந.க. எண்: 261/சிசிசிடி/பா.தி.கு./சி1/2023 நாள் : 14 .02.2024

பெறுநர்

பல்கலைக்கழக இணைவு பெற்ற கல்லூரி முதல்வர்கள்,
(தன்னாட்சி பெற்ற அரசு கல்லூரிகள் மற்றும் தன்னாட்சியில்லா அனைத்து கல்லூரிகள்)
பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி -620 024

அய்யா/அம்மையர்,

பொருள்: 2023-2024 ஆம் கல்வியாண்டில் இளநிலையில் பயிலும் அனைத்து மாணாக்கர்களுக்கும் இரண்டாம், நான்காம் மற்றும் ஆறாம் பருவங்களில் நான் முதல்வன் திட்டத்தின் புதிய பாடத்திட்டங்களை நடைமுறைப்படுத்துதல் - தொடர்பாக.

- பார்வை: 1. G.O.(D) No.7 Higher Education (K2) Department Dated: 12.01.2023.
2. பாரதிதாசன் பல்கலைக்கழக, நான் முதல்வன் திட்ட இயக்குநர், அவர்களிடமிருந்து பெறப்பட்ட மின்னஞ்சல் கடித நாள்: 30.01.2024 & 12.02.2024
3. மாண்பும துணைவேந்தர் அவர்களின் ஆணை நாள்: 07.02.2024

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பார்வையில் காணும் மாண்பும துணைவேந்தர் அவர்களின் ஆணையினைத் தொடர்ந்து, தமிழக அரசின் நான் முதல்வன் திட்டம் தொடர்பான புதிய பாடத்திட்டங்களை, பாரதிதாசன் பல்கலைக்கழகத்தில் உள்ள இணைவு பெற்ற அனைத்து தன்னாட்சி பெற்ற அரசு கல்லூரிகள் மற்றும் தன்னாட்சியில்லா கல்லூரிகளில் (All Government Autonomous & Non Autonomous Colleges, Self Financing Non Autonomous Colleges & Aided Non Autonomous Colleges) 2023-2024 -ஆம் கல்வியாண்டுகளில் இளநிலையில் பயிலும் அனைத்து மாணாக்கர்களுக்கும், 2023-2024 ஆம் கல்வியாண்டில் சேர்க்கை பெற்ற மாணாக்கர்களுக்கு இரண்டாம் பருவத்திலும், 2022-2023 ஆம் கல்வியாண்டில் சேர்க்கை பெற்ற மாணாக்கர்களுக்கு நான்காம் பருவத்திலும் மற்றும் 2021-2022 ஆம் கல்வியாண்டில் சேர்க்கை பெற்ற மாணாக்கர்களுக்கு ஆறாம் பருவத்திலும் கீழ்க்கண்டவாறு நடைமுறைப்படுத்துமாறு தெரிவிக்க பணிக்கப்பட்டுள்ளன.

மேலும், இதன் தொடர்பாக, பாரதிதாசன் பல்கலைக்கழக, நான் முதல்வன் திட்ட இயக்குநர், அவர்களிடமிருந்து பெறப்பட்ட புதிய பாடத்திட்டங்கள் பின்வருமாறு:

BHARATHIDASAN UNIVERSITY – NAAN MUDHALVAN COURSE MAPPING – EVEN SEMESTER				
Generic Name	Course Name	Training Partner	Sem	Branches
Language Proficiency for employability	Overview of English Language Communication	STEP Hindu	2	All Branches
Employability Skills	Employability Skills	STEP Hindu	4	All Branches (Except CS/IT/BCA) -
Computational skills for employability	Oracle Cloud Architecture	Oracle	4	CS/IT/BCA- only
Emerging technology for Employability	Data Analytics using Power BI	Microsoft Edunet	6	CS/IT/BCA

த.பி.பா.

Banking & Audit Essentials for Employability	FINTRON	NSE ACADEMY	6	B.Com
Logistics & Business operations Essentials for Employability	Fleet and Vehicle Operation Management	TN APEX LOGISTICS	6	BBA /B.A Economics
Data Analytics for Employability	Advanced data analytics using Python	Ingage	6	Physics / Electronics /Maths / Statistics
Green Technology for Employability	EV Battery Management System	Rare Minds	6	Chemistry (Chem/Ind)
Medical Coding for Employability	Medical Coding	ICT	6	Zoology
Bioinformatics for Employability	Bioinformatics	TabS	6	Bio Tech/ Microbiology/ Biochem
Food and Agri Business Management skills for Employability	Agri Business Management	Rare Minds	6	Botany, Food Science, Nutrition
Tourism Skills for employability	Tourist & Travel Guide	TN APEX LOGISTICS	6	History & Tourism and Travel
Innovative & Creative Skills for Employability	Content writing & Digital Marketing	STEP Hindu	6	Arts (Geography, Social Work, Sociology, Pub.Admin, Political Sci, Fashion Design Etc)
Digital Marketing Skills for Employability	Graphic Design and Multimedia	AMD	6	Languages (English, Tamil , Journalism Etc)

மேற்கண்ட பாடத்திட்டங்களை கீழ்க்கண்ட இணையதள முகவரியில் பதிவிறக்கம் செய்து கொள்ளுமாறு கேட்டுக்கொள்ளப்படுகிறது.

<http://kb.naanmudhalvan.in/Course Contents EVEN SEM 2023-2024>.

Rick
பதிவாளர்(பொ)

நகல்:

1. தேர்வு நெறியாளர், பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி- 620 024.
2. இயக்குநர், தகவலியல் மையம், பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி- 620 024.
(நான் முதல்வன் பாடத்திட்டத்தை இப்பல்கலைக்கழக இணைய தளத்தில் வெளியிடுமாறு கேட்டுக்கொள்ளப்படுகிறது)
3. இயக்குநர், நான் முதல்வன் திட்டம், பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி- 24

**PART-V GENDER STUDIES COURSE****FOR ALL UG ARTS, SCIENCE, COMMERCE AND MANAGEMENT
CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED
CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Third Year**PART-V
GENDER STUDIES****Semester-VI****Code:****(Theory)****Credit: 2****OBJECTIVES:**

- To make students to aware of Gender constructions and gendering Process
- To explore existing gender biases in the society and to understand the need to work towards the inclusive society
- To inculcate sensitivity and build gender perspectives.
- To use the course to bring attitudinal cum behavioral changes towards gender neutral ambience and promote the humanistic values

UNIT- I INTRODUCTION TO GENDER STUDIES CONCEPTS

Gender Spectrum.-Sex – Gender distinction – Biological Determinism – Patriarchy – Feminism –Gender Socialization and Stereotyping-Gender Discrimination – Gender Division of labour and roles– Gender Sensitivity and awareness – Gender Equity – Equality – Gender Main streaming and Gender Analysis.

UNIT- II UGC INITIATIVES ON WOMEN'S STUDIES

Definition of Women's Studies –Gender Studies –UGC Initiatives and guidelines on Women's Studies - Beijing Conference, UN Initiatives – Convention on Elimination of All forms of

Discrimination Against Women (CEDAW)- Sustainable Development Goals on Gender Equality (SDG 5) and targets

UNIT- III AREAS OF GENDER DISCRIMINATION

Gender Socialization- Sex Ratio– Health and Nutrition– – Literacy and Education - Employment- Governance – participation in decision making- politics- property rights and access to credit- gender based violence- Social institutions –Family, Caste, Class, religion, gender, State. Market – Media – Politics – Judiciary

UNIT -IV WOMEN DEVELOPMENT AND GENDER EMPOWERMENT

Towards Equality Report of Status of Women in India 1974 – International Women’s Decade – International Women’s Year –National Policy for Empowerment of Women 2001

UNIT -V WOMEN’S MOVEMENTS AND SAFEGUARDING MECHANISM :

In India National /State Commission for Women(NCW) – All Women Police Station – Family Court Legislations safeguarding women –Transgender Policy—Constitutional amendments for women’s political participation

UNIT - VI CURRENT CONTOURS: (for continuous internal assessment only):

Tamil Nadu State Policy for Women 2021- National Policy for Women 2015 – Prevention of Sexual Harassment at Work places Act 2013- Protection of Children from Sexual Offences Act, 2012 - Analysis of regressive and progressive High court and supreme court judgments- women proactive policies, programmes, interventions

REFERENCE :

1. Bhasin Kamala, Understanding Gender : Gender Basics , New Delhi : Women Unlimited , 2004
2. Bhasin Kamala, Exploring Masculinity: Gender Basics , New Delhi: Women Unlimited ,2004
3. Bhasin Kamala , What is Patriarchy? : Gender Basics, New Delhi :Women Unlimited ,1993
4. Arya Sadhna Women ,Gender Equality and the State ,New Delhi :Deep &Deep Publication ,2000
5. பாலியலை புரிந்து கொள்வோம், மதுரை :ஏக்தா,.....
6. Mishra .O.P, Law Relating to Women & Child ,Allahabad :Central Law Agency ,2001
7. Uma Chakravarti, Gendering Caste Through a Feminist Lens, Sage Publication 2003

8. Bhattacharya Malini , Sexual Violence and Law ,Kolkata; West Bengala Commission for Women ,2002
9. Sexual Harassment at the Workplace – A Guide , New Delhi ;Sakshi,1999
10. அஜிதா, குடும்ப வன்முறையிலிருந்து பெண்களை பாதுகாக்கும் சட்டம் 2005, மதுரை : ஏக்தா 2005
11. பொன்.கிருஷ்ணசாமி,ஜே.பால் பாஸ்கர்&ஆ.ஜான் வின்சென்ட், பெண்களும் உச்ச நீதிமன்றமும், மதுரை :சோக்கோ வாசகர் வட்டம், 2004
12. குடும்ப வன்முறையிலிருந்து பெண்களை பாதுகாக்கும் சட்டம் 2005- கையேடு, திருச்சி: Women's Integrated National Development Trust
13. <https://www.schooloflegaleducation.com/women-and-law-in-india-e-book/>

COURSE OUTCOMES:

- Students would have gained a perspective and understood the social reality of gender society understood the differences of gender and sex and may resort to building alternative perspectives and critical thinking.
- Gained knowledge on the various social institutions governing gender and the intersectionality.
- Exposed to the kind of initiatives of the State towards gender equality



PART-V GENDER STUDIES COURSE

FOR ALL UG ARTS, SCIENCE, COMMERCE AND MANAGEMENT
CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED
CURRICULUM FRAMEWORK (CBCS - LOCF)

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Third Year

PART-V
பாலின சமத்துவம்
(Theory)

Semester-**VI**

Code:

Credit: 2

நோக்கம் :

- பாலின கட்டமைப்புகள் மற்றும் பாலினச்செயல்முறைகள் குறித்து மாணவர்களுக்கு விழிப்புணர்வு ஏற்படுத்துதல்
- சமூகத்தில் உள்ளடக்கிய தேவையைப் புரிந்து கொள்வதற்காக வெளியேறும் பாலின பிரச்சனைகள் ஆராய்தல்
- பாலின சமத்துவ சமூகத்தை உருவாக்குவதற்கான உணர்திறனை உருவாக்குதல்
- பாலின நடுநிலை சூழலை உருவாக்கப் பாலின முன்னோக்கு, அணுகுமுறை, நடத்தை மாற்றங்கள் மற்றும் மனிதநேய மதிப்புகளை மேம்படுத்துதல்

அலகு -I பாலினம் தொடர்பான கோட்பாடுகள்:

பாலினப்பார்வை -பால் - பாலின வித்தியாசம் - உடற்கூறுரீதியாக நிர்ணயித்தல் - ஆணாதிக்கம் - பெண்ணியம் - பாலின சமூகமயமாக்கல் மற்றும் ஒருபடித்தானவைகள் - பாலின பாகுபாடு - பாலின வேலைப்பாகுபாடு மற்றும் பங்குகள் - பாலின உணர்வூட்டல் மற்றும் விழிப்புணர்வு- பாலின சமன்நிலை மற்றும் சமத்துவம் - பாலின மைய நீரோட்டமாக்கல் - பாலின பகுப்பாய்வு

அலகு -II மகளிரியல் ஏன பாலின சமத்துவக்கல்வி:

மகளிரியல் - பாலினவியல் வரையரை- பல்கலைக்கழக மானியக்குழுவின் மகளிரியலுக்கான தலையீடுகள் மற்றும் வழிக்காட்டுதல்கள் - பெய்ஜிங் மாநாடு- ஐக்கிய நாடுகள் சபையின் தலையீடுகள் மற்றும் பெண்களுக்கு எதிரான அனைத்து பாகுபாடுகளையும் ஒழிப்பதற்கான சர்வதேச உடன்படிக்கை — நீடித்த நிலையான வளர்ச்சி இலக்குகளில் பாலின சமத்துவம் (SDG 5) மற்றும் இலக்குகள்

அலகு -III பாலியல் பாகுபாட்டிற்கான தளங்கள் :

பாலின விகிதாச்சாரம் - ஆரோக்கியம் மற்றும் ஊட்டச்சத்து- கல்வியறிவு மற்றும் கல்வி வேலைவாய்ப்பு- ஆளுகை- முடிவெடுத்தல்- அரசியல் -சொத்துரிமை - நிதியை கையாளுதலில் பங்கேற்றல்- பாலின ரீதியாக வன்முறைகள்- சமூக நிறுவனங்கள் - குடும்ப, சாதி, வர்க்கம், மதம், பாலினம், அரசு,சந்தை, ஊடகங்கள், மற்றும் நீதி துறை

அலகு -IV பெண்கள் மேம்பாடு மற்றும் பாலின சமத்துவ மேம்பாடு

Towards Equality Report of Status of Women in India 1974 - சர்வதேச பெண்களுக்கான தசாப்தம் - சர்வதேச பெண்கள் ஆண்டு — பெண்களை அதிகாரப்படுத்துதலுக்கான தேசிய கொள்கை 2001

அலகு-V பெண்கள் இயக்கங்கள் மற்றும் பாதுகாப்பு வழிமுறைகள்

தேசிய மற்றும் மாநில மகளிர் ஆணையம் - அனைத்து மகளிர் காவல் நிலையங்கள் - குடும்ப நீதி மன்றங்கள் - மாற்றுப்பாலினத்தவர்களுக்கான கொள்கை- பெண்களின் அரசியல் பங்கேற்பிற்கான அரசியல் சாசன சட்டதிருத்தங்கள்

அலகு- VI தற்போதைய வரையறைகள் - அகமதிப்பீட்டிற்கு மட்டும்: (Current Contours - For Continuous Internal Assessment Only)

தமிழக அரசின் பெண்களுக்கான கொள்கை 2021- பெண்களுக்கான தேசிய கொள்கை 2015 - பணியிடங்களில் பெண்கள் மீதான பாலியல் துன்புறுத்தல்களை தடுப்பதற்கான சட்டம் 2013 - பாலியல் குற்றங்களிலிருந்து பெண் குழந்தைகள் பாதுகாக்கும் சட்டம் 2012 — உயர் நீதி மன்ற மற்றும் உச்ச நீதி மன்ற தீர்ப்புகள், கொள்கைகள் திட்டங்கள் மற்றும் தலையீடுகளை பகுப்பாய்வு செய்தல்

REFERENCE :

1. Bhasin Kamala, Understanding Gender : Gender Basics , New Delhi : Women Unlimited , 2004
2. Bhasin Kamala, Exploring Masculinity: Gender Basics , New Delhi: Women Unlimited ,2004
3. Bhasin Kamala , What is Patriarchy? : Gender Basics, New Delhi :Women Unlimited ,1993
4. Arya Sadhna Women ,Gender Equality and the State ,New Delhi :Deep &Deep Publication ,2000
5. பாலியலை புரிந்து கொள்வோம், மதுரை :ஏக்தா,.....
6. Mishra .O.P, Law Relating to Women &Child ,Allahabad :Central Law Agency ,2001
7. Uma Chakravarti, Gendering Caste Through a Feminist Lens, Sage Publication 2003
8. Bhattacharya Malini , Sexual Violence and Law ,Kolkata; West Bengala Commission for Women ,2002

9. Sexual Harassment at the Workplace – A Guide , New Delhi ;Sakshi,1999
10. அஜிதா, குடும்ப வன்முறையிலிருந்து பெண்களை பாதுகாக்கும் சட்டம் 2005, மதுரை : ஏக்தா 2005
11. பொன்.கிருஷ்ணசாமி,ஜே.பால் பாஸ்கர்&ஆ.ஜான் வின்சென்ட், பெண்களும் உச்ச நீதிமன்றமும், மதுரை :சோக்கோ வாசகர் வட்டம், 2004
12. குடும்ப வன்முறையிலிருந்து பெண்களை பாதுகாக்கும் சட்டம் 2005- கையேடு, திருச்சி: Women's Integrated National Development Trust
13. <https://www.schooloflegaleducation.com/women-and-law-in-india-e-book/>

பாடநெறி முடிவுகள் மாணவர்கள் இந்த பாடத்தில் பயின்ற பிறகு:

- மாணவர்கள் சமூகத்தில் காணப்படுகின்ற பால் மற்றும் பாலின ரீதியான வித்தியாசங்களை புரிந்து கொள்வதோடு மாற்றுச்சிந்தனைகள் மற்றும் விமர்சன கண்ணோட்டங்களை பெற இயலும்.
- பாலின மற்றும் பாலின உட்கூறுகளை ஆளுகைக்கு உட்படுத்துகின்ற பல்வேறு சமூக நிறுவனங்களை பற்றிய அறிவை பெறுவார்கள்
- பாலின சமத்துவத்தை அடைவதற்கான அரசின் பல்வேறு தலையீடுகள் பற்றி அறிந்திருப்பார்கள்



SOFT SKILLS DEVELOPMENT

Learning Objective

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.

Unit I

Know Thyself/ Understanding Self

Introduction to Soft skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values

Unit II

Interpersonal Skills/ Understanding Others

Developing interpersonal relationship-Team building-group dynamics-Net working-Improved work relationship

Unit III

Communication Skills / Communication with others

Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette

Unit IV

Corporate Skills / Working with Others

Developing body language-Practising etiquette and mannerism-Time management-Stress management

Unit V

Selling Self / Job Hunting

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

TEXT BOOKS:

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

(Phone No: 0431-2702824: Mobile No: 94433 70597, 98430 74472)

Alex K. (2012) Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi- 110 055.

Mobile No : 94425 14814 (Dr.K.Alex)

REFERENCE BOOKS:

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by *Jim Collins*
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional Intelligence Daniel Goleman
- (v) You can win Shive Khera
- (vi) Principle centred leadership Stephen Covey

NON MAJOR ELECTIVE – I
THIRD SEMESTER
BASICS OF TOURISM

Objectives:

1. To know the definition and concepts of tourism
2. To understand the types of tourism
3. To analyse the components of tourism

UNIT-I : **Definition and concept of Tourism:** Definition, Nature, Characteristics, Tourism factors, frame work of tourism.

UNIT-II : **Types of Tourism:** Cultural, Business, spiritual, health, sports, adventure, educational tourisms etc.,

UNIT-III : **Travel Formalities:** Passport, Visa, Health Records, Customs and Taxes, Insurances - Preparation of Itineraries - Quotations and Tariffs, FITs and GITs, Rates and Comparisons, Costing, Routing.

UNIT-IV : **Components of Tourism:** 5A's – attractions, accommodation, accessibility, amenities and activities.

UNIT-V : **World, National and Regional Tourist organizations:** UNWTO, PATA, IATA, IATO, TAAI, ICAO, NTO, ITDC, TTDC, KTDC, PTDC, ATDC

Reference Books :

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **Dynamics of Tourism – A Triology**, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, **Successful Tourism Practices**, Vol.I., New Delhi, 1997.

NON MAJOR ELECTIVE – II
FOURTH SEMESTER
CULTURAL TOURISM

Objectives:

1. To know the various types of tourism
2. To study the significance of fairs and festivals performed by the people to the growth of tourism
3. To study the role and functions of tourism organisations

UNIT-I : Geography of Tourism – Cultural, historical, Sports and Adventure, Health and Relaxation – Scope for Business Tourism, Ethnic Tourism, Heritage tourism and Anthropological tourism and Eco Tourism

UNIT-II : Fairs, Festivals, Culinary Tradition, Craft melas, Emporia, Folklores and Traditions of the states of South, Eastern and central India – Classical Traditions of Music and Dance of India – Performing arts and yoga

UNIT-III : Emergence of Mass Tourism in India, Causes, History of Travel, Motivations for Travel – Role of Indian Government in promoting Tourism, Five Year Plans and Growth of tourist infrastructure

UNIT-IV : Tourism Organisations in India, role and significance of various agencies in promoting tourism education in India – Tourism centers for promoting culture – Sales promotion – Advertisement – Public relations – Tourism office

UNIT-V : Major tourist centres – Infrastructural facilities and attraction – Factors promoting and affecting Tourism – Future of Tourism

References

1. V.s. Agarwal, the Heritage of Indian Art, Publications Divisions, Govt. of India, New Delhi.
2. A.L. Basham, The Wonder That was India, 3rd edition, London.
3. A Cultural History of India, Oxford University Press, New Delhi.
4. Davision Rob, Tourism Pitman, London.
5. Seth Rran Nath, Fundamentals in Tourism, Sterling Publications, New Delhi.

SALES AND MARKETING MANAGEMENT

SEMESTER IV – PAPER I

INTRODUCTION TO MARKETING MANAGEMENT

UNIT I

Meaning of marketing Management – Functions of Marketing Management – Difference between Marketing Management and Sales Management

UNIT II

Marketing manager's responsibility – marketing planning – need, importance and process of planning

UNIT III

Marketing organization – types of organization – committee type, product type, line, staff and staff organization – marketing decision making

UNIT IV

Marketing control and marketing audit – types and methods of conducting marketing audit – marketing risks – methods of dealing with marketing risks.

UNIT V

Advertising management – Need – Importance – Advertising Strategy – Advertisement Copy – Media Planning – Effectiveness of Advertisement

TEXT BOOKS RECOMMENDED:

1. Dr. N. Rajan Nair – Marketing.
2. R. S. N. Pillai and Bagavathi – Modern marketing. – S. Chand.
3. V. S. Ramasamy – Marketing Management.
4. C. B. Memoria – Marketing Management.
5. M. Govindarajan – Marketing Management – PHI.
6. Arun Kumar & N. Meenakshi – Marketing Management – Vikas
7. R. S. Rudani – Sales and Advertising Management – S, Chand.
8. Myres – Advertising Management.
9. Rathor R S, - Advertising Management.

SEMESTER V - PAPER II

SALES MANAGEMENT

UNIT I

Sales Management - meaning and scope - functions of sales management – sales policy – selling process – responsibilities of sales manager

UNIT II

AIDA Formula- Need for sales force – recruitment and selection of sales force – training of salesman – qualities of a good salesman

UNIT III

Sales office functions – interviews – receiving of orders – handling mails – filing – record keeping – sales bulletin.

UNIT IV

Sales promotion – Dealer & Consumer sales promotion tools – Sales Planning – Budgeting & Evaluation

UNIT V

Distribution functions – distribution policy – components of physical distribution

TEXT BOOKS RECOMMENDED:

- 1.Salesmanship and Advertising – Davar.
- 2.Salesmanship – RSN Pillai and Bagavathi.
- 3.Salesmanship and Publicity – JSK Patel.
- 4.Sales Management – Richard R. Still.
- 5.Modern Marketing R.S.N. Pillai and Bagavathi – S.Chand.

SEMESTER V – PAPER III
RETAIL MANAGEMENT

UNIT I

Retail Management – Meaning – Characteristics of retailing – Retailing principles – Reasons for retail growth – Emerging trends in retailing.

UNIT II

Store Location – Importance – Urban vs Rural location – Consumer Behaviour – Determinants - Customer service strategies.

UNIT III

Stores layout and design – objectives – factors - display

UNIT IV

Inventory Management in Retailing - Material Handling – Principles and purpose of material handling – Symptoms of poor material handling

UNIT V

Retail formats – Store Based Retail format – Non store based retail format – other emerging retail formats.

TEXT BOOKS RECOMMENDED:

1. Retail Management – Dr.Harjit Singh – S,Chand & Co.
 2. Retail Management – Balraj Tuli Srivatsava.
 3. Retail Marketing – Dr.L.Natarajan –Marghum
- Retailing Management – Ansuya Angadi – S.chand & Co.



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- (vi) Principle centred leadership Stephen Covey
