



**PRIST**  
DEEMED TO BE  
**UNIVERSITY**  
NAAC ACCREDITED  
THANJAVUR – 613 403 - TAMIL NADU



**SCHOOL OF COMMERCE & MANAGEMENT**

**MANAGEMENT**

**BBA**

**(2020 REGULATION)**

**SYLLABUS**

## **Research Integrated Curriculum**

The relationship between teacher and learner is completely different in higher education from what it is in school. At the higher level, the teacher is not there for the sake of the student, both have their justification in the service of scholarship. For the students who are the professionals of the future, developing the ability to investigate problems, make judgments on the basis of sound evidences, take decisions on a rational basis and understand what they are doing and why is vital. Research and inquiry is not just for those who choose to pursue an academic career. It is central to professional life in the twenty-first century.

It is observed that the modern world is characterized by heightened levels of complexity and uncertainty. Fluidity, fuzziness, instability, fragility, unpredictability, indeterminacy, turbulence, and changeability, contestability: these are some of the terms that mark out the world of the twenty-first century. Teaching and research is correlated when they are co-related. Growing out of the research on teaching- research relations, the following framework has been developed and widely adopted to help individual staff, course teams and whole institutions analyse their curricula and consider ways of strengthening students understanding of and through research. Curricula can be:

### **Research – Led: Learning about current research in the discipline**

Here the curriculum focus is to ensure that what students learn clearly reflects current and ongoing research in their discipline. This may include research done by staff teaching them.

### **Research – Oriented: Developing research skills and techniques**

Here the focus is on developing student's knowledge of and ability to carry out the research methodologies and methods appropriate to their discipline(s)

### **Research – Based: Undertaking research and inquiry**

Here the curriculum focus is on ensuring that as much as possible the student learns in research and or inquiry mode (i.e. the students become producers of

knowledge not just consumers). The strongest curricula form of this is in those special undergraduate programmes for selected students, but such research and inquiry may also be mainstreamed for all or many students.

### **Research- Tutored: engaging in research discussions**

Here the focus is on students and staff critically discussing ongoing research in the discipline.

All four ways of engaging students with research and inquiry are valid and valuable and curricula can and should contain elements of them.

Moreover, the student participation in research may be classified as,

Level 1: Prescribed Research

Level 2: Bounded Research

Level 3: Societal Research

Level 4: Self actuated Research

Level 5: Open Research

Taking into consideration the above mentioned facts in respect of integrating research into the BBA 2020 Curriculum, the following Research Skill Based Courses are introduced in the BBA 2020 Curriculum.

<b>Semester</b>	<b>RSB Courses</b>	<b>Credits</b>
II	Research Led Seminar	1
III	Research Methodology	3
V	Participation Bounded Research	2
VI	Project Work	4

**Blueprint for assessment of student's performance in Research Led Seminar Course**

● <b>Internal Assessment:</b>	<b>40</b>
<b>Marks</b>	
● Seminar Report (UG)/Concept Note(PG)	: 5 X 4= 20 Marks
● Seminar Review Presentation	: 10 Marks
● Literature Survey	: 10 Marks
● <b>Semester Examination :</b>	<b>60</b>
<b>Marks</b>	

(Essay type Questions set by the concerned resource persons)

**Blueprint for assessment of student's performance in Research Methodology Courses**

<b>Continuous Internal Assessment:</b>	<b>20</b>
<b>Marks</b>	
● Research Tools( Lab) :	10
Marks	
● Tutorial:	10
Marks	
<b>Model Paper Writing:</b>	<b>40</b>
<b>Marks</b>	
● Abstract:	5
Marks	
● Introduction:	10
Marks	

## **BBA PROGRAMME EDUCATIONAL OBJECTIVES – PEO**

PEO 1 - Graduates will be expertise in the area of leadership, interpersonal skills, entrepreneurship, and marketing.

PEO 2 -Graduate will competent the global competitive world more professionally.

PEO 3 -Graduate be a responsible citizen and lead the business with moral and ethical value.

## **BBA PROGRAMME SPECIFIC OUTCOME-PSO**

PSO 1 -An Understanding of Business Functions

PSO 2 -Providing Global Perspectives

PSO 3 -Developing Critical and Analytical Thinking Abilities

PSO 4 -Interpersonal Skill Development

PSO 5 -Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices

PSO 6 -Demonstrate sensitivity to social, ethical and sustainability issues

PSO 7 -Developing Entrepreneurship Acumen

PSO 8 -Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts

PSO 9 Demonstrate Effectively Oral and Written Communication

## **BBA PROGRAMME OUTCOME-PO**

PO 1-Acquiring Conceptual Clarity of Various Functional Areas

PO 2- Ability to analyze various functional issues affecting the organization

PO 3- Demonstrating ability to evolve strategies for organizational benefits

PO 4-Analysis and interpretation of the data which is used in DecisionMaking

PO 5-Demonstrate Ability to work in Groups

PO 6 -Demonstrate understanding of social cues and contexts in social interaction

PO 7-Develop Ethical Practices and Imbibe Values for Better Corporate Governance.

PO 8-Understand ethical challenges and choices in a business setting.

PO 9 -Demonstrate understanding of sustainability related concerns in varied areas

PO 10 -Analyze Global Environment and its Impact on Business

PO 11-Understand the ecosystem of start up in the country

PO 12 -Demonstrate the ability to create business plans

## BBA COURSES OUTCOME – CO

Course Code	Semester	Course Title	Course Outcomes
20160SEC13	I	Principles of Management	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
20160SEC14		Managerial Economics	To educate the students to understand the fundamentals of economics. To understand the application of economics in business decisions. To familiarize the Students with economic tools for business analysis.
20160AEC15		Business Communication	Students will be able to communicate their ideas through different modes and mediums. They will be able to make memorable presentations professionally. Students will understand different strategies to adopt while communicating with different personalities with different goals. Students will be able to handle job opportunities successfully
20160AEC16		Business Mathematics and Statistics	To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data. To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, marketing, human resources, manufacturing and so on
201LSCIC		Indian Constitution	Democratic values and citizenship Training are gained. Awareness on Fundamental Rights are established. The functions of union Government and State Government are learnt. The power and functions of the Judiciary learnt thoroughly. Appreciation of Democratic Parliamentary Rule

			is learnt.
201LSCUV-		Universal Human Values	<p>Know about universal human values and understand the importance of values in individual, social circles, career path, and national life</p> <p>Learn from case studies of lives of great and successful people who followed and practiced human values and achieved self-actualisation.</p> <p>Become conscious practitioners of human values.</p> <p>Realize their potential as human beings and conduct themselves properly in the ways of the</p>
20160SEC23	II	Financial Accounting	<p>Show proficiency in basic accounting concepts, conventions and understanding of the accounting process.</p> <p>Understand the process and preparation of financial statements for Sole Proprietorship and Company and Departmental Business Organizations</p>
20160SEC24		Organizational Behaviour	<p>Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same It will provide hands on experience to work on industry assignments and gain practical knowledge Case Study discussions will provide simulations to think as an HR strategist and design an appropriate solution</p>
20160AEC25		Business Environment	<p>To understand the different environment in the business climate.</p> <p>To know the minor and major factors affecting the business in various streams.</p> <p>To know the different environment like, political, technological and economic</p>

			environment in the business. To acquire in-depth knowledge about legal environment
20160AEC26		Management Information System	To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems. To provide the theoretical models used in database management systems to answer business questions.
20160RLC27		Research Led Seminar	Exposure to various research domains. Acquaintance with languages of research. Development of research aptitude
201LSCCS		Communication Skills	By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.
201SSCBE		Basic Behavioral Etiquette	Gaining a perspective on importance of corporate etiquette Knowing about the ABC of etiquette Being able to form good impressions Understanding the way of reading body language Knowing the different etiquette in different cultures Learning to be confident in social settings Understanding to deal with etiquette dilemmas Being able to develop proper email, telephonic and behavioural etiquette
20160SEC33	III	Management Accounting	To help students understand the nature and scope of management accounting. Gain knowledge in the preparation of financial statement analysis, fund flow and Cash flow analysis. Utilize the management tools and techniques to take appropriate financial decisions.
20160SEC34		Marketing Management	To expose students to marketing concepts and



			<p>trends in the market.</p> <p>To promote the ability to relate consumer behavior and market trends.</p> <p>To make students realize the relationship between marketing channels and corresponding strategies</p>
20160AEC35		Business Law	<p>To enlighten the students on the basic principles and legal aspects of business laws.</p> <p>To promote the understanding of various legislations relating to business.</p> <p>To make them acquire knowledge on the legal aspects in the business environment.</p>
20160AEC36		Human Resource Management	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.
20160RMC37		Research Methodology	<p>Understanding research questions and tools.</p> <p>Experience in scientific writings. Practice in various aspects of scientific publications.</p> <p>Inculcation of research ethics</p>
201LSCOA		Office Automation	After completion of the course, students would be able to documents, spreadsheets, make small presentations and would be acquainted with the internet
20160SEC43		Total Quality Management	To learn the quality philosophies and tools in the managerial perspective.
20160SEC44		Cost Accounting	To enable students to conceptualize various methods and techniques of cost accounting and its application
20160AEC45		Retail Management	To gain in-depth knowledge about Retail management practices in Retail Industry.
20160AEC46		Industrial Relations and Labour Law	To enable students to conceptualize various laws regarding human relations and wellbeing for the society
201ENSTU47		Environmental Studies	Acquire skills to understand environment and its various components, related issues and problems.

			<p>Participate and actively involve at all levels in working towards the benefits of environment. Gain a variety of experiences and acquire knowledge to save the environment for future generations.</p> <p>Acquire an awareness of the environment as a whole and its allied problems and sensitivity.</p>
201LSCLS		Leadership and Management Skills	<p>Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision</p> <p>Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, team leadership, etc.</p> <p>Understand the basics of entrepreneurship and develop business plans</p> <p>Apply the design thinking approach to leadership</p> <p>Appreciate the importance of ethics and moral values for making of a balanced personality.</p>
201SSCAQ		General Aptitude and Quantitative Ability	<p>Understand and practice quantitative aptitude</p> <p>Understand and practice Logical reasoning</p> <p>Understand and practice verbal reasoning</p> <p>Understand different placement practice techniques</p>
20160SEC51	V	Financial Management	The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.
20160SEC52		Services Marketing	<p>To enable students know the various concepts of services marketing.</p> <p>To understand the strategies for managing and marketing of services and devise strategies for marketing services in the liberalized business environment.</p>
20160SEC53		Production and Operations Management	To enable students understand the nature and importance of production management comprehend the principles and areas of application of shop floor management and know the operations and skills needed for major decisions in material management
20160SEC54		Global Business Management	Understand the fundamental concepts of international trade. Comprehend basic principles of the MNCs

			Acquire broad knowledge on Global Liberalization and WTO Agreements.
20160DSC55A		Advertising and salesmanship	To improve the knowledge and competency of advertising and to have the knowledge of salesmanship
20160DSC55B		Investment Management	To enable the students to acquire knowledge of Investment management. On successful completion of this course, the students should have understood Investment avenues Security analysis
20160BRC55		Participation Bounded Research	Hands on exposure to problem solving tools in contemporary research. Evolution of research intuitiveness and orientation. Familiarity with cutting edge research trends
201ACLSPL		Professional Skills	Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax Participate in a simulated interview Actively participate in group discussions towards gainful employment Capture a self - interview simulation video regarding the job role concerned Enlist the common errors generally made by candidates in an interview Perform appropriately and effectively in group discussions Explore sources (online/offline) of career opportunities Identify career opportunities in consideration of their own potential and aspirations Use the necessary components required to prepare for a career in an identified occupation(as a case study).
20160SEC61	VI	Business Policy and Strategic Management	To provide students with the fundamentals of strategic management in a comprehensive fashion and relate its concepts and techniques to the Indian as well as International Context.
20160SEC62		Entrepreneurial Development	The students will be able to design successful Business Plan in order to set up a venture in future. The students will become more capable in self-employment.
20160SEC63		Logistics and Supply Chain Management	To explain basic theory and techniques of Logistics and Supply Chain and to examine the issues and problems faced in a changing and competitive Business Environment
20160DSC64A		Customer Relationship Management	Have an in depth understanding of CRM & its Contribution to Business growth Design appropriate CRM programs relevant to varied

			business sector To equip the students with the unique perspective of rural marketing which is endemic to Rural India.
20160DSC64B		Financial Services	To emphasize on application of theoretical knowledge and help managers in decision making. To familiarize the students with managerial financial decisions which are taking place in organizations. To appreciate the importance of financial information for decision making process.
20160PRW66		Project Work	Each student group shall undergo for industrial training of twelve weeks duration after the end of Sixth semester in an approved business/industrial/service organization Training Report to the head of the Institution
201SSCIM		Interview Skills Training and Mock Test	Use the STAR Method to describe relevant experiences in away that reflects knowledge of the job/internship position description and employer. Identify appropriate verbal and non-verbal communicationskills/techniques for an interview (e.g. eye contact, use of filler words, hand gestures, and verbapace). Demonstrate professional behavior(s) including preparedness,professional attire, and respectful presentation. Develop confidence in relationship to their interviewing skills.
201LSCCE		Community Engagement	Gain an understanding of rural life, culture and socialrealities  Develop a sense of empathy and the bonds of mutuality with the local community Appreciate significant contributions of local communities to Indian society and economy  Learn to value the local knowledge and wisdom of the community Identify opportunities for contributing to community'socio-economic improvements
201ENOEK		Journalism	Become a journalist Explore the different kinds of news

201MAOEC		Development of mathematical Skills	<p>By the end of this course, you should be able to</p> <p>know and demonstrate understanding of the concepts from the five branches of mathematics (Operations Research, Set Theory, statistics, Matrices and Business mathematics)</p> <p>use appropriate mathematical concepts and skills to solve problems in both familiar and unfamiliar situations including those in real-life contexts</p> <p>Select and apply general rules correctly to solve problems including those in real-life contexts.</p>
201PHOEC		<b>Instrumentation</b>	<p>Appreciate important practical aspects of theoretical knowledge: how important components work, when to impedance match, non-ideal behaviour of op-amps etc.</p> <p><b>Acquire a sound understanding of the role of noise in measurement systems and know how to apply noise reduction techniques.</b></p>
201CHOEC		<b>Food and Adulteration</b>	The students will have knowledge about different processing and preservation methods and principles involved.
201CSOEC		Web Technology	<p>Explore markup languages features and create interactive web pages using them</p> <p>Learn and design Client side validation using scripting languages</p>
201CAOEC		E - Learning	<p>Develop e – learning application on their own.</p> <p>Ability to develop contents for e-learning.</p> <p>To perform course management using tools.</p>
20160PEE		Programme Exit Examination	An exit examination tests students at the end of their program of study for attainment of the program's intended learning outcomes. They cover one or more program-level outcomes, not course-level outcomes. A set of questions is normally identified covering the fundamentals and highlighting key concepts in engineering in the past year course.

# BACHELOR OF BUSINESS ADMINISTRATION

## Course Structure-2020

Course Code	Course Title	L	T	P	C
<b>SEMESTER I</b>					
20110AEC11/ 20111AEC11/ 20132AEC11/ 20135AEC11	Tami – I/Advanced English-I/Hindi-I/ French - I	4	0	0	2
20111AEC12	English I	4	0	0	2
20160SEC13	Principles of Management	5	0	0	3
20160SEC14	Managerial Economics	5	0	0	3
20160AEC15	Business Communication	5	0	0	4
20160AEC16	Business Mathematics and Statistics	4	0	0	3
201LSCIC	Indian Constitution	-	-	-	2
<b>Total</b>		<b>27</b>	<b>0</b>	<b>0</b>	<b>20</b>
<b>AUDIT COURSE</b>					
201LSCUV	Universal Human Values	-	-	-	2
<b>SEMESTER II</b>					
20110AEC21/ 20131AEC21/ 20111AEC21	Tamil II / Hindi II/ Advanced English II	4	0	0	2
20111AEC22	English II	4	0	0	2
20160SEC23	Financial Accounting	5	0	0	3
20160SEC24	Organizational Behavior	5	0	0	3
20160AEC25	Business Environment	5	0	0	4
20160AEC26	Management Information System	4	0	0	3
<b>RESEARCH SKILL BASED COURSE</b>					
20160RLC27	Research Led Seminar	0	0	0	1
<b>Total</b>		<b>27</b>	<b>0</b>	<b>0</b>	<b>18</b>
<b>AUDIT COURSES</b>					
201LSCCS	Communication Skills	0	0	0	2
201SSCBE	Basic Behavioral Etiquette	0	0	0	2
<b>SEMESTER III</b>					
20110AEC31/ 20131AEC31/ 20111AEC31	Tamil III / Hindi III/ Advanced English III	4	0	0	2
20111AEC32	English III	4	0	0	2
20160SEC33	Management Accounting	4	0	0	3
20160SEC34	Marketing Management	4	0	0	3
20160AEC35	Business Law	5	0	0	4
20160AEC36	Human Resource Management	4	0	0	3
<b>RESEARCH SKILL BASED COURSE</b>					

20160RMC37	Research Methodology	2	0	0	2
	<b>Total</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>20</b>
<b>AUDIT COURSES</b>					
201LSCOA	Office Automation	0	0	0	2
<b>SEMESTER IV</b>					
20110AEC41/ 20131AEC41/ 20111AEC41	Tamil IV / Hindi IV/ Advanced English IV	4	0	0	2
20111AEC42	English IV	4	0	0	2
20160SEC43	Total Quality Management	5	0	0	3
20160SEC44	Cost Accounting	4	0	0	3
20160AEC45	Retail Management	4	0	0	4
20160AEC46	Industrial Relations and Labour Law	4	0	0	3
201ENSTU45	Environmental Studies	2	0	0	2
	<b>Total</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>20</b>
<b>AUDIT COURSE</b>					
201LSCLS	Leadership and Management Skills	0	0	0	2
201SSCAQ	General Aptitude and Quantitative Ability	0	0	0	2
<b>SEMESTER V</b>					
20160SEC51	Financial Management	6	0	0	5
20160SEC52	Services Marketing	5	0	0	3
20160SEC53	Production and Operations Management	5	0	0	3
20160SEC54	Global Business Management	6	0	0	4
20160DSC55	Discipline Specific Elective – I	5	0	0	3
<b>RESEARCH S KILL BASED COURSE</b>					
20160BRC56	Participation Bounded Research	0	0	0	1
	<b>Total</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>20</b>
<b>AUDIT COURSE</b>					
201ACLSPSL	Professional Skills	0	0	0	2
<b>SEMESTER VI</b>					
20160SEC61	Business Policy and Strategic Management	5	0	0	4
20160SEC62	Entrepreneurial Development	6	0	0	5
20160SEC63	Logistics and Supply Chain Management	5	0	0	4
20160DSC64	Discipline Specific Elective – II	5	0	0	3
201__OEC(2 Digit Course Name )	Open Elective	4	0	0	2
20160PRW66	Project Work	0	0	0	4
20160PEE	Programme Exit Exam	0	0	0	2
	<b>Total</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>24</b>
<b>AUDIT COURSE</b>					
201SSCIM	Interview Skills Training and Mock Test	0	0	0	2
201LSCCE	Community Engagement	0	0	0	1
<b>Total Credits -Programme</b>					<b>116</b>
<b>Total Credits - Audit Courses</b>					<b>20</b>

### Discipline Specific Elective Courses

Semester	Elective No	Course Code	Course Title
V	I	20160DSC55A	Advertising and salesmanship
		20160DSC55B	Investment Management
VI	II	20160DSC64A	Customer Relationship Management
		20160DSC64B	Financial Services

### Open Elective Courses

Semester	Course Code	Course Title	Department
VI	20111OEC	Journalism	English
	20114OEC	Food and Adulteration	Chemistry
	20116OEC	Wild life conservation	Microbiology
	20120OEC	E-Learning	Computer science
	20161OEC	Banking Services	Commerce

### Audit Courses&Audit Courses on Soft Skills

Semester	Elective No	Course Code	Course Title
I	I	201LSCIC	Indian Constitution
	II	201LSCUV	Universal Human Values
II	I	201LSCCS	Communication Skills
	II	201SSCBE	Basic Behavioral Etiquette
III	I	201LSCOA	Office automation
IV	I	201LSCLS	Leadership and Management Skills
	II	201SSCAQ	General Aptitude and Quantitative Ability
V	I	201ACLSPSL	Professional Skills
VI	I	201SSCIM	Interview Skills Training and Mock Test
	II	201LSCCE	Community Engagement



# SEMESTER I

Course Code	Course Title	L	T	P	C
20110AEC11	Tamil-I	4	0	0	2

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம்- வல்லம் தஞ்சாவூர்

தமிழ்

முகல் பருவம்

முதலாம் ஆண்டு -( BBA , BA, B.COM, CS ,Bsc )

இலக்கிய இலக்கியம் - செய்யுள், சிறுகதை , நாடகம், இலக்கிய வரலாறு

அலகு : 1.செய்யுள் :

1. தாயுமானவ கவாமிகள் - ஆதார புலனம் - சிதம்பர ரகசியம் - 40 அடிகள்
2. இராமலிங்க அடிகள் - திருவருட்பா - கருணை விண்ணப்பம் - 40 அடிகள்
3. கவிமணி தேசிக விநாயகம் பிள்ளை - மலரும் மாலையும் - 52 அடிகள்
4. பாரதியார் - புதுமைப்பெண் - 40 அடிகள்
5. பாரதிதாசன் - பாரதிதாசன் கவிதைகள் - தமிழ் இனிமை , தமிழ் உணர்வு

அலகு : 2. செய்யுள்:

6. நாமக்கல் கவிஞர் - தமிழ் தேன், தமிழ் வளர்ச்சி சபதம் செய்வோம் , 40 அடிகள்
7. ந.பிச்சமூர்த்தி - வழித்துணை - கவிதை சுருடன் , 42 அடிகள்
- 8.கரத்தா - தேன்மழை, கலப்பை , 22 அடிகள்
9. கண்ணதாசன் - இலக்கியம் , ஒரு பாணியின் கதை , 54 அடிகள்
10. அப்துல் ரகுமான் - சொந்த சிறுகுகள், குப்பையை கிளறும் சிறுகுகள், 80 அடிகள்

அலகு : 3. சிறுகதை :

11. க.சமுத்திரம் - வேரில் பழுத்த பலா

அலகு : 4. நாடகம் :

12. கு. வெ. பாலகம்பிரமணியன் , கௌதம புத்தர் (உரைநடை நாடகம்)

அலகு : 5. இலக்கிய வரலாறு

13. சிறுகதை , புதினம், நாடகம் உரைநடை , கவிதை , புதுக்கவிதை

Course Code	Course Title	L	T	P	C
20111AEC11	ADVANCED ENGLISH-I	4	0	0	2

**Aim:**

- To improve the knowledge of English

**Objective:**

- To familiarize with the glossary terms, figures of speech
- To improve vocabulary
- To learn how to edit and proof read
- To know the comparison and contrast and cause and effect forms
- To understand the impact of the speeches of famous people

**Outcome:**

- Develop vocabulary
- Read and comprehend literature

**UNIT –I**

Glossary of grammar terms  
Figures of speech

**UNIT –II**

Foreign words and phrases  
British and American Vocabulary

**UNIT –III**

Speeches of famous people:  
Mahatma Gandhi-Abraham Lincoln-Swami Vivekananda-John F. Kennedy

**UNIT –IV**

Editing

**UNIT –V**

Comparison and contrast Cause and effect Proof reading

**References:**

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Essentials of Business Communication	-Rajendra Pal &J.S Korlahalli
	Sultan Chand & Sons
English for writers and translators	-Robin Macpherson
Technical Communication	-Meenakshi Sharma & Sangeetha Sharma
The World's Great Speeches	- Sudhir Kumar Sharma Galaxy Publishers
English Work Book-I&II	-Jewelcy Jawahar

Course code	Course Title	L	T	P	C
20111AEC12	ENGLISH-I	4	0	0	2

**Aim:**

- To acquaint students with learning English through literature

**Objective:**

- To improve English delightfully through simple poems, essays
- To throw light on fiction
- To read and comprehend literature

**Outcome:**

- Read and comprehend literature

**UNIT –I**

The Art of Reading

- Lin Yutang

An Eco-Feminist Vision

-Aruna Gnanadason

**UNIT – II**

The Merchant of Death

-Nanda Kishore Mishra & John

Kennet

She Spoke for all Nature

-Young world ‘The Hindu’

**UNIT –III**

Because I could not Stop for Death

-Emily Dickinson

Stopping by Woods on a Snowy Evening

-Robert Frost

**UNIT –IV**

Enterprise

-Nissim Ezekiel

Love poem for a wife

-A.K Ramanujam

**UNIT –V**

Oliver Twist

-Charles Dickens

**References:-**

The Art of Reading/ Experiencing Poetry.

-S.Murugesan and Dr.K.Chellappan  
Emerald Publishers

Course Code	Course Title	L	T	P	C
20160SEC13	PRINCIPLES OF MANAGEMENT	5	0	0	5

**AIM:** To enhance production and productivity, decrease cost of production and maximize prosperity both for employer and employees having common interests.

**OBJECTIVE:** To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

**PREREQUISTE:** Introduction to the management process, emphasizing planning and strategy, and organizational behavior, direction and control including leadership, motivation, team building, management information systems.

#### **UNIT – I**

Organization - Management – Importance – concepts- Nature – functions- Role of managers- Management and administration – Evolution of management thought – Modern management approaches – MBO –Merits and Demerits.

#### **UNIT – II**

Nature and purpose of planning – Planning process - types of plans - strategies – Types of strategies – Decision Making- Types - Process- Rational decision making process.

#### **UNIT – III**

Nature and purpose of organizing - Organization structure – Process of organization – Departmentalization – Span of control – Delegation of authority, responsibility – Accountability – Centralization and decentralization - Selection and Recruitment.

#### **UNIT – IV**

Directing – Principles – Elements – Motivation, Theories of motivation: Maslow, Herzberg, Vroom models – Communication- Hurdles to effective communication

#### **UNIT – V**

Control – Controlling – Need for control – Control process – Control techniques. Leadership - leadership theories – Styles – Managerial grid. Co-ordination – meaning – need – types.

#### **References:**

- L.M. Prasad – Sultan Chand & Sons.
- T.M. Ramasamy – Himalaya Publishing House.
- P.C. Tripathi, P.N. Reddy – Tata McGraw – Hill Publishing House.

Course Code	Course Title	L	T	P	C
20160SEC14	MANAGERIAL ECONOMICS	5	0	0	5

**AIM:** Economics is inevitable to business and hence to teach basic of economics to students of Business Administration

#### **COURSE OBJECTIVES**

1. To educate the students to understand the fundamentals of economics
2. To understand the application of economics in business decisions
3. To familiarize the Students with economic tools for business analysis.

**PRE REQUISITE:** A minimum level knowledge to understand and applications of Economics

**UNIT I** Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics.

**UNIT II** Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

**UNIT III** Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

**UNIT IV** Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

**UNIT V** National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.

#### **TEXT BOOK**

1. Dr. Sankaran S., “Managerial Economics”, Margham Publications, 2099.

#### **References:**

1. Varshney & Maheswari, “Managerial Economics”, Sultan Chand & Sons, 2007.
2. Victor L. Mote & Samuel Paul, “Managerial economics”, Tata McGraw-Hill Education, 2077

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
20160AEC15	BUSINESS COMMUNICATION	4	0	0	4

### **UNIT I**

Introduction – Definition, Characteristics and need for communication – Importance of effective communication – Process, Principles of Communication - Barriers of communication.

### **UNIT II**

Means of communication – Oral and Written Communication – Flow of Communication – Types of Communication – Non Verbal Communication.

### **UNIT III**

Introduction to Business Correspondence – Structure Layout – Letters of Enquiries, Offers, Quotations and Tenders – Orders , its execution and Cancellation Letters – Sales Letters.

### **UNIT IV**

Bank Correspondence – Letter between banker and customer, Letter between Head office and Branch Office, Letter between Customer and banker. Insurance Correspondence – Fire, Marine, General and Life Insurance. Export and Import Correspondence.

### **UNIT V**

Reports - Structure and Layout – Business Report Writing – Reports by Individuals, Committees, Press Reports, Market Reports – Proposal Writing. Technology – Aided Business Communication – Internet, E-Mail, Web-based Communication, IT Trends in Communication.

### **References:**

- Managerial Communication – V.P. Michael – Himalaya Publishing House
- Business Communication - Homai Pradhan, D. S. Bhande – Himalaya Publishing house.
- Business Communication - K Sundar, A Kumara Raj - Vijay Nicole
- Business Communication - Kathiresan – Dr, Radha – Prasana Publishers.

Course Code	Course Title	L	T	P	C
20160AEC16	BUSINESS MATHEMATICS AND STATISTICS	2	2	0	4

**Aim:** To learn the concepts, applications and methods of mathematics and statistics useful for Business operations.

**Pre requisite:** The learner should have Elementary knowledge in mathematics and statistics.

#### **UNIT- I FUNDAMENTALS OF BUSINESS MATHEMATICS**

**Arithmetic** - Ratios and Proportions - Simple and Compound interest including application of Annuity- Set theory and simple application of Venn diagram- Mathematical reasoning – basic application

#### **UNIT – II INTRODUCTION TO STATISTICS**

Meaning and scope of statistics, uses of statistics in business, statistical data – primary and secondary – classification of data – frequency distribution – Diagrammatic presentation .

#### **UNIT – III MEASURES OF CENTRAL TENDENCY AND DISPERSION**

Mean, Median, Mode, Mean Deviation - Quartiles and Quartile Deviation - Standard Deviation - Co-efficient of Variation, Coefficient of Quartile Deviation

#### **UNIT – IV CORRELATION AND REGRESSION**

Scatter diagram - Karl Pearson's Coefficient of Correlation - Rank Correlation - Regression lines, Regression equations, Regression coefficients

#### **UNIT – V INDEX NUMBERS & TIME SERIES ANALYSIS**

Index Numbers - Uses of Index Numbers - Methods of construction of Index Numbers - Problems involved in construction of Index Numbers - **Time Series Analysis** – Components of Time series – Methods of computing time series - Moving Average Method - Method of Least Squares

#### **TEXT BOOKS**

- Statistical Methods – S.P.Gupta
- Fundamentals of Statistics – D.L. Elhance
- Business Mathematics and Statistics – N G Das and J K Das.

#### **References:**

- Economics and Business Statistics – M.Sivathanu pillai



- Elements of Statistics – B.N. Asthana
- Schaum's outline of Statistics – Murray R Spiegel and Larry J. Stephens

Course Code	Course Title	L	T	P	C
201LSCIC	Indian Constitution	-	-	-	2

### Course Objectives:

- To make the students understand about the democratic rule and parliamentary administration
- To appreciate the salient features of the Indian constitution
- To know the fundamental rights and constitutional remedies
- To make familiar with powers and positions of the union executive, union parliament and the supreme court
- To exercise the adult franchise of voting and appreciate the electoral system of Indian democracy.

### Course outcome:

1. Democratic values and citizenship training are gained
2. Awareness on fundamental rights are established
3. The function of union government and state government are learnt
4. The power and functions of the judiciary are learnt thoroughly
5. Appreciation of democratic parliamentary rule is learnt

**Unit I:** The making of Indian constitution The constitution assembly organization –character -work salient features of the constitution- written and detailed constitution -socialism –secularism-democracy and republic.

**Unit II:** Fundamental rights and fundamental duties of the citizens Right of equality -right of freedom- right against exploitation -right to freedom of religion- cultural and educational rights -right to constitutional remedies -fundamental duties .

**Unit III:** Directive principles of state policy Socialistic principles-Gandhi an principles-liberal and general principles -differences between fundamental rights and directive principles

**Unit IV:** The union executive, union parliament and Supreme Court Powers and positions of the president - qualification \_method of election of president and vice president -prime minister -Rajya Sabah -Lok Sabah .the supreme court -high court - functions and position of supreme court and high court

**Unit V:** State council -election system and parliamentary democracy in India State council of ministers -chief minister -election system in India-main features election commission-features of Indian democracy.

### References:

- 1) Palekar.s.a. Indian constitution government and politics, ABD publications, India
- 2) Aiyer, alladi krishnaswami, Constitution and fundamental rights 1955.
- 3) Markandan. k.c.directive Principles in the Indian constitution 1966.
- 4) Kashyap. Subash c, Our parliament ,National book trust , New Delhi 1989

**SEMESTER I**  
**UNIVERSAL HUMAN VALUES**

Course Code	Course Title	L	T	P	C
201LSCUV	Universal Human Values	-	-	-	2

**Aim:** This course aims at making learners conscious about universal human values in an integral manner, without ignoring other aspects that are needed for learner's personality development.

**Course Objectives :** The present course deals with meaning, purpose and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one's potentials.

**Course Outcomes :** By the end of the course the learners will be able to:

1. Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.
2. Learn from case studies of lives of great and successful people who followed and practiced human values and achieved self-actualization.
3. Become conscious practitioners of human values.
4. Realize their potential as human beings and conduct themselves properly in the ways of the world.

**Unit I**

- Introduction: What is love? Forms of love for self, parents, family, friend, spouse, community, nation, humanity and other beings, both for living and non-living
- Love and compassion and inter-relatedness
- Love, compassion, empathy, sympathy and non-violence
- Individuals who are remembered in history for practicing compassion and love.
- Narratives and anecdotes from history, literature including local folklore
- Practicing love and compassion: What will learners learn gain if they practice love and compassion? What will learners lose if they don't practice love and compassion?
- Sharing learner's individual and/or group experience(s)
- Simulated Situations
- Case studies

**Unit II**

- Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others)
- Individuals who are remembered in history for practicing this value
- Narratives and anecdotes from history, literature including local folklore
- Practicing Truth: What will learners learn/gain if they practice truth? What will

learners lose if they don't practice it?

- Learners' individual and/or group experience(s)
- Simulated situations
- Case studies

### **Unit III**

- Introduction: What is non-violence? Its need. Love, compassion, empathy, sympathy for others as pre-requisites for non-violence
- Ahimsa as non-violence and non-killing
- Individuals and organisations that are known for their commitment to non-violence
- Narratives and anecdotes about non-violence from history, and literature including local folklore
- Practicing non-violence: What will learners learn/gain if they practice non-violence? What will learners lose if they don't practice it?
- Sharing learner's individual and/or group experience(s) about non-violence
- Simulated situations
- Case studies

### **Unit IV**

- Introduction: What is righteousness?
- Righteousness and *dharma*, Righteousness and Propriety
- Individuals who are remembered in history for practicing righteousness
- Narratives and anecdotes from history, literature including local folklore
- Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it?
- Sharing learners' individual and/or group experience(s)
- Simulated situations
- Case studies

### **Unit V**

- Introduction: What is peace? Its need, relation with harmony and balance
- Individuals and organisations that are known for their commitment to peace
- Narratives and Anecdotes about peace from history, and literature including local folklore
- Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it?
- Sharing learner's individual and/or group experience(s) about peace
- Simulated situations
- Case studies

### **Unit VI**

- Introduction: What is service? Forms of service for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living, persons in distress or disaster.

- Individuals who are remembered in history for practicing this value.
- Narratives and anecdotes dealing with instances of service from history, literature including local folklore
- Practicing service: What will learners learn/gain if they practice service? What will learners lose if they don't practice it?
- Sharing learners' individual and/or group experience(s) regarding service
- Simulated situations
- Case studies

## **Unit VII**

- Introduction: What is renunciation? Renunciation and sacrifice. Self-restrain and Ways of overcoming greed. Renunciation with action as true renunciation
- Individuals who are remembered in history for practicing this value.
- Narratives and anecdotes from history and literature, including local folklore about individuals who are remembered for their sacrifice and renunciation.
- Practicing renunciation and sacrifice: What will learners learn/gain if they practice Renunciation and sacrifice? What will learners lose if they don't practice it?
- Sharing learners' individual and/or group experience(s)
- Simulated situations
- Case studies

# **SEMESTER II**

Course Code	Course Title	L	T	P	C
20110AEC21	Tamil-II	4	0	0	2

• பிரிஸ்ட் நிகரநிலைப் பல்கலைக்கழகம் வல்லம் தஞ்சாவூர்  
பாட குறியீடு :

தமிழ்  
இரண்டாம் பருவம்  
முதலாம் ஆண்டு - (BA , Bsc ,B.COM , BBA )  
செய்யுள் , சக்தி இலக்கியம் , சிற்றிலக்கியம் , இலக்கிய வரலாறு  
அலகு : 1. செய்யுள்:

1. திருஞானசம்பந்தர் தேவாரம் - கோளறு பதிகம்
2. திருநாவுக்கரசர் தேவாரம் - தனிக் குறுந்தொகை
3. சுந்தரர் தேவாரம் - திருநொடித் தான் மலை
4. மாணிக்கவாசகர் - திருவாசகம் - தருப்பபொன் ஊசல்

அலகு : 2. செய்யுள்:

5. குலசேகராழ்வார் - பெருமாள் திருமொழி
6. நம்மாழ்வார் திருவாய் மொழி - இரண்டாம் பத்து - உலகிற்கு உபதேசம்
7. ஆண்டாள் - நாச்சியார் திருமொழி - திருமணக்கனவை உரைத்தல்
8. திருமங்கை ஆழ்வார் - சிறிய திருமடல்

அலகு : 3. செய்யுள்:

9. தினமலர் - மூன்றாம் திருமுறை
10. குமரகுருபரர் - மீனாட்சியம்மைப் பிள்ளை - தமிழ் வருகைப் பருவம்
11. திரிசூடராசப்ப கவிராயர் - குற்றால குறவஞ்சி - குறத்தி நாட்டு வளங் கூறுதல்
12. வீரமாமுனிவர் - திருக்காவ லுரர்க் கலம்பகம்

அலகு : 4. புதினம்

13. கு.வெ. பாலசுப்ரமணியன் - காளவாய்

அலகு : 5. இலக்கிய வரலாறு

14. சைவ வைணவ இலக்கியங்கள் , சிற்றிலக்கியங்கள் , ( பள்ளு - பிள்ளைத்தமிழ் , - பரண

Course Code	Course Title	L	T	P	C
20111AEC21	ADVANCED ENGLISH-II	4	0	0	2

**Aim:**

- To improve the knowledge of English

**Objective:**

- To understand the format of e-mail, fax and memos
- To write itinerary, checklist, invitation, circular, instruction, recommendations
- To understand the impact of the biographies of famous people

**Outcome:**

- Develop writing skill
- Read and comprehend literature

**UNIT –I**

E-mail  
Fax  
Memos

**UNIT – II**

Itinerary  
Checklist

**UNIT – III**

Invitation  
Circular

**UNIT – IV**

Instruction  
Recommendations

**UNIT – V**

Biographies of famous people:  
Mother Teresa-Madam Curie-Charles Chaplin-Vikram Sarabhai

**References:**

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Technical Communication	-Meenakshi Sharma & Sangeetha Sharma
Inspiring Lives	-Maruthi Publishers
English Work Book-I&II	-Jewelcy Jawahar



Course Code	Course Title	L	T	P	C
20111AEC22	ENGLISH-II	4	0	0	2

**Aim:**

- To acquaint learners with different trends of writing

**Objective:**

- To empower students to acquire language skills through literature
- To enable the students to appreciate literature
- To develop the conversational skills through one act plays

**Outcome:**

- Read and comprehend literature

**UNIT – I**

Ecology	-A.K. Ramanujan
Gift	-Alice Walker
The First Meeting	-Sujata Bhatt

**UNIT –II**

Fueled	-Marcie Hans
Asleep	-Ernst Jandl
Buying and selling	-Khalil Gibran

**UNIT –III**

The End of living and The Beginning of Survival	- Chief Seattle
My Wood	- E.M.Forster
The Meeting of Races	- Rabindranath Tagore

**UNIT – IV**

The Refugee	-K.A. Abbas
I Have a Dream	-Martin Luther king
Those People Next Door	-A.G. Gardiner

**UNIT – V**

Marriage is a private Affair	-Chinua Achebe
The Fortune Teller	-Karel Capek
Proposal	-Anton Chekov

**References:-**

Gathered Wisdom	-GowriSivaraman
EmeraldPublishers	

Course Code	Course Title	L	T	P	C
20160SEC23	FINANCIAL ACCOUNTING	2	3	0	5

**AIM:** The Basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting, and utilization of financial accounting information for planning, decision-making and control.

**Pre Requisite:** The Learner should have introductory knowledge about accounting.

#### UNIT – I

Introduction to Financial Accounting – Definition, Meaning, Nature, Objectives and Uses of Accounting – Accounting Concepts, Principles and Conventions – Books of Accounts - Branches of Accounting – Differences between various branches of accounting

#### UNIT – II

Book Keeping – Single Entry System of Book Keeping – Double Entry System of Book Keeping – Recording of Transactions – Journal – Subsidiary books – Ledger – Trail Balance.

#### UNIT – III

Final Accounts – Manufacturing account – Trading account – Profit and Loss account and Balance Sheet

#### UNIT – IV

**Depreciation Accounting:** Introduction, Meaning of Depreciation, Causes for Depreciation, Need for Depreciation, Computation of the Amount of Depreciation, Depreciation on Additions to Fixed Assets, Methods of Depreciation, Calculation of Depreciation under various methods.

#### UNIT-V

Consignment- Meaning, features of consignment transaction, distinction between consignment and sale, Joint venture - Meaning, features, difference between joint venture and partnership, joint venture and consignment.

#### Text Book:

- Advance accounting – S. P. Jain and K. L. Narang – Kaliyani Publisher.
- Principles of Accounting – Finnerly H. A. Miller H E Prentice Hall
- Principles of Financial Accounting – S.N. Maheshwari

Course Code	Course Title	L	T	P	C
20160SEC24	ORGANIZATIONAL BEHAVIOUR	5	0	0	5

**AIM:** To provide basic knowledge on various models of organizational behavior, To expose them to the concepts of motivation and group dynamics, To help them acquire interpersonal skills.

**Pre Requisite:** The Learner should have basic interpersonal skill and Human behaviour

#### **UNIT - I**

Organizational Behaviour – Concept – Nature - Models - Other similar fields of study – Disciplines contributing to Organizational Behaviour - Individual Behaviour – Perception.

#### **UNIT - II**

Personality – Definition - Determinants - Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

#### **UNIT - III**

Leadership – Concept – Qualities of effective Leadership – Leadership Styles - Definition of Power – Types of Power - Sources of power – Power and Politics.

#### **UNIT - IV**

Definition of Authority – Characteristics – Types of Authority - Organizational conflict, source of conflicts – Types of conflicts – Job frustration and causes.

#### **UNIT - V**

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’s need hierarchy theory – Mc Gregor’s Theory X and Theory Y – Herzberg Two Factor Theory - Stress Management – Concept - Sources - Effects of stress - Management of Stress.

#### **TEXT BOOK:**

Organizational Behaviour – L.M. PRASAD

#### **References:**

- Organization Theory and Behaviour – V.S.P. RAO & D.S. Narayana
- Organizational Behaviour - Uma Sekaran
- Organizational Behaviour - K.Asawathappa
- Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
- Fred Luthans, Organisational Behavior, McGraw Hill, 11<sup>th</sup> Edition, 2001

Course Code	Course Title	L	T	P	C
20160AEC25	BUSINESS ENVIRONMENT	4	0	0	4

**AIM:** To enable the learner to understand the various business and economic environments in a changing business scenario.

#### **UNIT-I**

Business environment- concept- significance- factors- environmental influence on business.

#### **UNIT-II**

Social and cultural environment- demographic trend- Indian social structure- impact on business- interplay of various systems.

#### **UNIT-III**

Political environment- directive principles of state policy-centre- state relations- impact on business- economic environment- sectors of economy and their significance- agriculture, industry- service- multinational corporations- meaning- importance- advantages- weakness.

#### **UNIT-IV**

Technological environment- choice of technology- problems in selecting appropriate technology- importance to business- social responsibility- meaning- importance- responsibility towards various interest groups.

#### **UNIT-V**

Economic planning and development- government and planning- industrial policies and promotion schemes- government policy and SSI.

#### **References:**

- Francis Cherunilam- 'Business Environment'.
- Aswathappa k, 'Essentials of Business Environment'.
- Havg VK, 'Economic Environment of Business'.
- Amarchand D, Government and Business.

Course Code	Course Title	L	T	P	C
20160AEC26	MANAGEMENT INFORMATION SYSTEM	4	0	0	4

### MANAGEMENT INFORMATION SYSTEM

**AIM:** The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

**Pre Requisite:** The Learner should have elementary knowledge about information systems

#### UNIT-I

Management information System- An overview- concept- evolution and element of MIS- definition- characteristics and basic requirement of MIS- structure- computerized MIS- pre-requisites of an effective MIS.

#### UNIT-II

System analysis and design- An overview- System study- System design- development and implementation.

#### UNIT-III

Computers and its effect on MIS- Limitations- MIS and DSS- MIS and information resource management- executive information artificial intelligence and expert system- MIS in Indian organizations- recent developments in information technology.

#### UNIT-IV

Computers and communication- An overview- the information technology- concept of global village- communication channels- communication networks- local area networks- wide area networks- video conferencing.

#### UNIT-V

Client/ server computing communication servers- digital networks- ERP systems- inter-organizational information systems- value added networks- networking E-commerce and internet- application of internet and website management.

#### References:

- O' Brien, James A, Management Information Systems.
- Sadogopans, Management information System, PHI.
- Lucas, Management information System.
- Sen, Management information System

**SEMESTER II**  
**COMMUNICATION SKILLS**

Course Code	Course Title	L	T	P	C
201LSCCS	Communication Skills	-	-	-	2

**Course Objectives:**

This course has been developed with the following objectives:

1. Identify common communication problems that may be holding learners back
2. Identify what their non-verbal messages are communicating to others
3. Understand role of communication in teaching-learning process
4. Learning to communicate through the digital media
5. Understand the importance of empathetic listening
6. Explore communication beyond language.

**Course Outcome:**

By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities

**Unit I**

- Techniques of effective listening
- Listening and comprehension
- Probing questions
- Barriers to listening

**Unit II**

- Pronunciation
- Enunciation
- Vocabulary
- Fluency
- Common Errors

**Unit III**

- Techniques of effective reading
- Gathering ideas and information from a given text
  - i Identify the main claim of the text
  - ii Identify the purpose of the text
  - iii Identify the context of the text
  - iv Identify the concepts mentioned

- Evaluating these ideas and information
  - i Identify the arguments employed in the text
  - ii Identify the theories employed or assumed in the text
- Interpret the text
  - i To understand what a text says
  - ii To understand what a text does
  - iii To understand what a text means

#### **Unit IV**

- Clearly state the claims
- Avoid ambiguity, vagueness, unwanted generalizations and oversimplification of issues
- Provide background information
- Effectively argue the claim
- Provide evidence for the claims
- Use examples to explain concepts
- Follow convention
- Be properly sequenced
- Use proper signposting techniques
- Be well structured
  - i Well-knit logical sequence
  - ii Narrative sequence
  - iii Category groupings
- Different modes of Writing-
  - i E-mails
  - ii Proposal writing for Higher Studies
  - iii Recording the proceedings of meetings
  - iv Any other mode of writing relevant for learners

#### **Unit V**

- Role of Digital literacy in professional life
- Trends and opportunities in using digital technology in the workplace
- Internet Basics
- Introduction to MS Office tools
  - i Paint
  - ii Office
  - iii Excel
  - iv Power point

#### **Unit VI**

- Introduction to social media websites
- Advantages of social media
- Ethics and etiquettes of social media
- How to use Google search better
- Effective ways of using Social Media

- Introduction to I Marketing

#### **Unit VII**

- Meaning of non-verbal communication
- Introduction to modes of non-verbal communication
- Breaking the misbeliefs
- Open and Closed Body language
- Eye Contact and Facial Expression
- Hand Gestures
- Do's and Don'ts
- Learning from experts
- Activities-Based Learning

#### **Reference:**

- 1.Sen Madhucchanda (2010), *An Introduction to Critical Thinking*, Pearson,Delhi
- 2.Silvia P.J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC



# **SEMESTER III**

Course Code	Course Title	L	T	P	C
20110AEC31	Tamil-III	4	0	0	2

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம் வல்லம், தஞ்சாவூர்

பாட குறியீடு : 20110AET31

தமிழ்

மூன்றாம் பருவம்

முதலாம் ஆண்டு ( BA , Bsc , B.COM, BBA)

செய்யுள் , காப்பியங்கள் இலக்கிய வரலாறு

செய்யுள்

அலகு : 1

- 1 . சிலப்பதிகாரம் - மனையறம் படுத்த காதை
- 2 . மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை
- 3 . சுவக சிந்தாமணி - விமலையர் இலம்பகம்

அலகு : 2

- 4 . பெரியபுராணம் - இளையான் குடிமாற நாயனார் புராணம்
- 5 . சும்பராமாயணம் - கைகேயி சூழ்வினைப் படலம்

அலகு : 3

- 6 . சூறாப்புராணம் - நபி அவதாரப் படலம் - 24 வரிகள்
- 7 . தேம்பாவணி - வாமன் ஆட்சி படலம் - முதல் 5 பாடல்கள்

அலகு : 4

- 8 . நளவெண்பா - சுயம்வர காண்டம் (20 - 51)

அலகு . 5 : இலக்கிய வரலாறு

- 9 . காப்பியங்கள் , ஐஞ்சிறு காப்பியங்கள் , புராணங்கள் , இதிகாசங்கள்

Course Code	Course Title	L	T	P	C
20111AEC31	ADVANCED ENGLISH-III	4	0	0	2

**Aim:**

- To improve the knowledge of English

**Objective:**

- To familiarize with the organs of speech and the description and classification of speech sounds
- To understand consonant cluster, syllable, word accent and intonation.
- To know how to interpret graphics
- To write slogans and advertisements

**Outcome:**

- Understand Phonetics
- Develop writing skill

**UNIT –I**

The organs of speech  
Classification of speech sounds  
Vowels and Diphthongs

**UNIT –II**

Consonants  
Consonant cluster

**UNIT – III**

Syllable  
Word accent  
Intonation

**UNIT – IV**

Idiom  
Interpretation of graphics

**UNIT – V**

Slogan writing  
Writing advertisement

**References:**

English Grammar -Wren and Martin  
English Grammar and Composition -Radhakrishna Pillai  
Technical Communication -Meenakshi Sharma & Sangeetha Sharma  
A text book of Phonetics for Indian Students -T.B. Balasubramaniyan

Course Code	Course Title	L	T	P	C
20111AEC32	ENGLISH-III	4	0	0	2

**Aim:**

- To acquaint students with learning English through literature

**Objective:**

- To sensitize students to language use through prescribed text
- To develop the conversational skills through one act plays

**Outcome:**

- Read and comprehend literature

**UNIT – 1**

The Doctor's World	- R.K. Narayan
The Postmaster	- Rabindranath Tagore
Princess September	- E.Somerest Maugham

**UNIT – II**

The Price of Flowers	-Prabhat Kumar Mukhopadhyay
The Open Window	-Saki
The Model Millionaire	-Oscar Wilde

**UNIT –III**

My Brother My Brother	- Norah Burke
Uneasy Home Coming	- Will F. Jenkins
Resignation	- Premchand

**UNIT –IV**

The Referee	-W.H. Andrews & Geoffrey Dreamer
The Case of the Stolen Diamonds	-Farrell Mitchell

**UNIT – V**

The Dear Departed	-Stanley Houghton
The Princess and the Wood Cutter	-Alan Alexander Milne

**References:-**

Nine Short Stories	-Steuart H.King Blackie Books
One-Act plays of Today	-T.Prabhakar Emerald Publishers

Course Code	Course Title	L	T	P	C
20160SEC33	MANAGEMENT ACCOUNTING	2	3	0	5

**AIM:** To help students understand the nature and scope of management accounting. Gain knowledge in the preparation of financial statement analysis, fund flow and Cash flow analysis. Utilize the management tools and techniques to take appropriate financial decisions.

**Pre requisite:** The Learner Should have Elementary knowledge about financial accounting reports and statements.

#### UNIT – I

Management accounting – Meaning, Objectives, Nature and Scope of Management accounting – Utility and limitations of management accounting.

#### UNIT – II

Financial Statement Analysis – Comparative Statements – Common Size Statements  
Ratio Analysis – significance, Uses and limitations – Computation of various ratio – Profitability, Liquidity, Solvency and Turnover ratio.

#### UNIT – III

Fund flow analysis – concept of funds – sources and uses of funds –managerial uses of fund flow analysis - construction of fund flow statement.

#### UNIT – IV

Cash flow analysis – Distinct of Cash flow from fund flow - utility of Cash flow statement – Construction of Cash flow statement.

#### UNIT – V

**Marginal Costing:** Meaning, Features, Advantages, Limitations, Absorption costing  
**Cost – Volume – Profit Analysis:** Contribution, Break even analysis, Profit Volume Ratio, Margin of safety

##### References:

- Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
- Manmohan and SN. Gopal - Principle of Management Accounting
- Guthmann H. G. Analysis of Financial Statements, New Delhi.
- Anthony R. N. Management Accounting – Text and Cases.

Course Code	Course Title	L	T	P	C
20160SEC34	MARKETING MANAGEMENT	5	0	0	5

**AIM:** To expose students to marketing concepts and trends in the market. To promote the ability to relate consumer behaviour and market trends. To make students realize the relationship between marketing channels and corresponding strategies.

**Pre Requisite:** The learner should have elementary knowledge about market and marketing concepts.

**UNIT - I** Market and Marketing: Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance - Marketing Environment - Marketing Information System.

**UNIT - II** Market Segmentation: Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.

**UNIT - III** Marketing Mix - Product planning and development – Productmix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.

**UNIT - IV** Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

**UNIT - V** Promotion mix - Personal selling –Process - Advertising – Objectives – Types - Sales promotion – Objectives – Sales promotion methods, publicity and public relations.

**TEXT BOOK:**

1. Ramaswamy and Namakumari, Marketing Management 3/e Revised MacMillan I Ltd

**References:**

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler and Armstrong, Marketing Management
3. Saxena, Marketing Management, Tata McGraw Hill Pub
4. Pillai & Bhagavathi, Modern Marketing
5. Sherlekar, Marketing Management
6. Varshney RL and Gupta SL, Marketing Manageme

Course Code	Course Title	L	T	P	C
20160AEC35	BUSINESS LAW	4	0	0	4

#### **OBJECTIVES:**

- To enlighten the students on the basic principles and legal aspects of business laws.
- To promote the understanding of various legislations relating to business.
- To make them acquire knowledge on the legal aspects in the business environment.

#### **Prerequisite**

Students must have knowledge of Basic business legislations and concepts

#### **UNIT – I**

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

#### **UNIT - II**

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

#### **UNIT - III**

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent-Termination of Agency.

#### **UNIT - IV**

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

#### **UNIT - V**

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners -Types of partnership - Dissolution of partnership.

#### **References:**

- 1.Elements of Mercantile Law - N.D. KAPOOR.
2. Principles of Mercantile Law – B.N. TANDON.
3. Mercantile Law – DAVAR.
4. Business Law – PILLAI & BHAGAVATHI.





Course Code	Course Title	L	T	P	C
20160AEC36	HUMAN RESOURCE MANAGEMENT	4	0	0	4

**AIM:** To support programs for improving organizational effectiveness by developing policies in such areas a knowledge management, talent management and generally creating a great place to work.

**OBJECTIVE:** To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

#### **UNIT I**

Human Resource Management - Introduction and Importance - Evolution – objectives of Human resource management – role of Human resource management - Human resource policies.

#### **UNIT II**

Objectives - Importance of HRP- process of HRP – Job analysis-Job Description - Job Specification - Recruitment- Sources of Recruitment - Selection process – Retention of Employees

#### **UNIT III**

Training and Development - Training Process - Methods of Training - Need - Evaluation of Training programmes – Concept of Performance appraisal - methods of Performance Appraisal- Rating Errors - Grievances – causes and its functions – Career Planning- career management.

#### **UNIT IV**

Concepts and Components - Compensation plans – Rewards – Motivation – Theories of motivation – Employee Welfare - Kinds of Retirement.

**UNIT V** Factors influencing industrial relations - State Interventions and Legal Framework - Role of Trade unions - Collective Bargaining - Workers' participation in management- time management.

#### **References:**

1. Decenzo & Robbins, Personnel / Human Resource Management, 3rd ed., John Wiley & Sons (Pvt.) Ltd.
2. Personnel Management – C.B Mamoria.
3. Human Resources Management – Ashwathappa.

Course Code	Course Title	L	T	P	C
20160RMC37	RESEARCH METHODOLOGY	3	0	0	3

**AIM:** To create a basic appreciation towards research process and awareness of various research publication

**OBJECTIVES:**

- To understand the steps in research process and the suitable methods.
- To identify various research communications and their salient features
- To carry out basic literature survey using the common data-bases

**OUTCOME:** Ability to carry out independent literature survey corresponding to the specific publication type and assess basic computational frameworks used in mathematical researches.

**PREREQUISITES:** Basic computer skills for working in window-environment & Conceptual Knowledge on basic matrices

**UNIT I**

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research

**UNIT II**

Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.-Sampling and types of sampling

**UNIT III**

Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction.

**UNIT IV**

Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference- correlation and regression analysis,

**UNIT V**

Report writing and presentation –steps in Report writing - types of reports – Formats of Reports – Presentation of a Report.

**References:**

1. C.R.Kothari: Research Methodology, Wiley Eastern Ltd, New Delhi
2. P.Saravanavel, Research Methodology, Kitab Mahal, Allahabad.
- 3.O.R. Krishnaswami : Methodology of Research in Social Science
4. D.Amarchend : Research Methods in Commerce

### SEMESTER III

Course Code	Course Title	L	T	P	C
201LSCOA	OFFICE AUTOMATION	-	-	-	2

**Aim:****Course Objectives :**

To provide an in-depth training in the use of office automation, internet and internet tools. The course also helps the candidates to get acquainted with IT.

**Course Outcomes:**

After completion of the course, students would be able to documents, spreadsheets, make small presentations and would be acquainted with the internet.

**UNIT I**

Knowing the basics of Computers

**UNIT II**

Word Processing (MS word)

**UNIT III**

Spread Sheet (MS XL)

**UNIT IV**

Presentation (MS Power Point)

**UNIT V**

Communicating with Internet

**Reference:**

1. Fundamentals of computers - V.Rajaraman - Prentice- Hall of India
2. Microsoft Office 2007 Bible - John Walkenbach, Herb Tyson, Faithe Wempen, cary N. Prague, Michael R groh, Peter G.Aitken, and Lisa a.Bucki -Wiley India pvt. ltd.
3. Introduction to Information Technology - Alexis Leon, Mathews Leon, and Leena Leon, Vijay Nicole Imprints Pvt. Ltd., 2013.
4. Computer Fundamentals - P. K. Sinha Publisher: BPB Publications

5. <https://en.wikipedia.org>

6. <https://wiki.openoffice.org/wiki/Documentation>

7. <http://windows.microsoft.com/en-in/windows/windows-basics-all-topics>

# SEMESTER IV

Course Code	Course Title	L	T	P	C
20110AEC41	Tamil-IV	4	0	0	2

<p>• "நிலம்" திசைநிலை பல்கலைக்கழகம் வல்லம், குஞ்சாங்குடி பாட. குறியீடு : 20110AET41</p> <p>குறிப்பு நான்காம் பருவம் முதலாம் ஆண்டு (BA, BSC, B.COM, BBA) செய்யுள், சங்க இலக்கியம், அற இலக்கியம், செம்மொழி, இலக்கிய வரலாறு</p> <p>அலகு . 1 : பண்டைய இலக்கியம் - நற்றிணை;</p> <p>1. நெய்தல் - தோழி கூற்று - பாடல் எண் . 11 2. குறிஞ்சி - தலைவி கூற்று - பாடல் எண் . 64 3. முல்லை - தலைவன் கூற்று - பாடல் எண் . 142 4. பாலை - நற்றாய் கூற்று - பாடல் எண் . 29 5. மருதம் - தலைவி கூற்று - பாடல் எண் . 70</p> <p>குறந்தொகை</p> <p>1. குறிஞ்சி - தோழி கூற்று - பாடல் எண் . 1 2. முல்லை - செவிலித்தாய் கூற்று - பாடல் எண் . 167 3. மருதம் - தலைவி கூற்று - பாடல் எண் . 181 4. நெய்தல் - தலைவி கூற்று - பாடல் எண் . 290 5. பாலை - தலைவன் கூற்று - பாடல் எண் . 347</p> <p>ஐங்குறுநூறு</p> <p>1. மருதம் - கள்வன் பத்து - முதல் இரண்டு பாடல்கள் 2. நெய்தல் - தோழிக்கு அரைக்க பத்து - முதல் இரண்டு பாடல்கள் 3. குறிஞ்சி - குறவன் குறவன் பத்து - முதல் இரண்டு பாடல்கள் 4. பாலை - இளவேனிற்பத்து - முதல் இரண்டு பாடல்கள் 5. முல்லை - பாசறைப் பத்து - முதல் இரண்டு பாடல்கள்</p> <p>அலகு . 2 : கவிந்தொகை</p> <p>1. பாலை - பாடல் எண் . 2 2. குறிஞ்சி - பாடல் எண் . 37</p> <p>அகநானூறு</p> <p>1. பாலை - பாடல் எண் . 5 2. மருதம் - பாடல் எண் . 6</p> <p>புறநானூறு பாடல் எண் : 6, 121, 41, 153, 172, 191, 223, 246, 284, 358.</p> <p>பதிற்றுப்பத்து இரண்டாம் பத்து பாடல் எண் . 4 (நிலம் நாள் வளி விசம்பு)</p> <p>அலகு . 3 ;</p> <p>1. பட்டினப்பாலை - முதல் 105 வரிகள் 2. திருக்குறள் - 1. மருந்து 2. அக்கமுடைமை 3. அழவு</p> <p>அலகு . 4 : செம்மொழி வரலாறு ; ( மொழி - விளக்கம் , மொழிக்குடும்பங்கள் , உலகச் செம்மொழிகள் , இந்தியச் செம்மொழிகள் , செம்மொழித் தகுதிகள் , வரையறைகள் , வாழும் தமிழ் செம்மொழி , தொன்மை , தமிழின் சிறப்புகள் , தமிழ் செம்மொழி நூல்கள்)</p> <p>அலகு . 5 : இலக்கிய வரலாறு சங்க இலக்கியங்கள் , பதினெண்குழக்கணக்கு நூல்கள்.</p>
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Course Code	Course Title	L	T	P	C
20111SEC41	ADVANCED ENGLISH-IV	4	0	0	2

**Aim:**

- To improve the knowledge of English

**Objective:**

- To familiarize with the objectives and types of interview
- To know the types of questions and answering techniques
- To prepare reviews and proposals
- To learn the grammatical forms
- To understand the meaning of a poem and write the content
- To write for and against a topic
- To draw a flowchart
- To write definitions

**Outcome:**

- Develop communicative skill
- Read and comprehend literature

**UNIT –I**

Interviews Objectives, types, ten success factors, ten failure factors - Planning and preparation –Presentation– Type of questions – Answering techniques.

**UNIT – II**

Flowchart  
Proposals

**UNIT – III**

Discourse markers  
Review

**UNIT IV**

Grammatical forms  
Paraphrasing

**UNIT –V**

Definition  
Writing for and against a topic.

**References:**

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Essentials of Business Communication & Sons	-Rajendra Pal &J.S Korlahalli Sultan Chand
Technical Communication	-Meenakshi Sharma & Sangeetha Sharma
English for writers and translators	-Robin Macpherson
English Work Book-I&II	-Jewelcy Jawahar

Course Code	Course Title	L	T	P	C
20111AEC42	ENGLISH-IV	4	0	0	2

**Aim:**

- To acquaint students with learning English through literature

**Objective:**

- To introduce learners to the standard literary texts
- To impart wisdom through morally sound poems and essays
- To introduce Shakespeare to non-literature students

**Outcome:**

- Read and comprehend literature

**UNIT –I**

How to be a Doctor	-Stephen Leacock
My Visions for India	-A.P.J. Abdul Kalam
Woman, not the weaker sex	-M.K. Gandhi

**UNIT –II**

My Last Duchess	-Robert Browning
The Toys	-Coventry Patmore
I, too	-Langston Hughes

**UNIT –III**

The Best Investment I ever made	-A.J.Cronin
The Verger	-W.S Maugham
A Willing Slave	-R.K.Narayan

**UNIT –IV**

Macbeth  
As You Like It

**UNIT –V**

Henry IV  
Tempest

**References:**

English for Enrichment	-.Devaraj Emerald Publishers
Selected Scenes from Shakespeare Book I &II	-Emerald Publishers



Course Code	Course Title	L	T	P	C
20160SEC43	TOTAL QUALITY MANAGEMENT	5	0	0	5

**OBJECTIVE:** To learn the quality philosophies and tools in the managerial perspective.

#### **UNIT I**

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality - Cost of quality.

#### **UNIT II**

Overview of the contributions of Deming, Juran Crosby, Taguchi techniques – Introduction to loss function. Concepts of Quality circle, Japanese 5S principles and 8D methodology

#### **UNIT III**

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. – Six sigma - concepts of process capability. Total productive maintenance (TMP). Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

#### **UNIT IV**

Quality functions development (QFD) – Benefits, Voice of customer, House of quality (HOQ), QFD process. Failure mode effect analysis (FMEA) –FMEA stages, Process and documentation. Seven Tools (old & new) - Bench marking.

#### **UNIT V**

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture – quality council, motivation, recognition and reward. TQM framework, benefits, awareness and obstacles.

#### **References:**

- Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4 th Edition, Wiley India Pvt Limited, 2008.
- Poornima M.Charantimath, Total Quality Management, Pearson Education, First Indian Reprint 2003.
- Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

Course Code	Course Title	L	T	P	C
20160SEC44	COST ACCOUNTING	2	3	0	5

#### **UNIT – I**

Meaning and scope of cost account – Relationship of cost accounting and Financial account – cost analysis – concept and classification – element of cost method – preparation of cost sheet, tender and quotation.

#### **UNIT – II**

Purchasing of material - Procedure and documentation involved in purchasing – requisition for store – maximum stock level maximum level reorder level economic ordering quantity perpetual inventory – Bin card – ABC Analysis control over wages – scarp and spoilage. Inventory records method of valuing material.

#### **UNIT – III**

Overhead – Classification of overhead – allocation and absorption of overhead.

#### **UNIT – IV**

Process costing – Losses – normal process loss – abnormal loss – abnormal gain – Job casting – contract costing.

#### **UNIT – V**

Reconciliation of costs and Financial accounts –Budgetary control.

#### **References:**

Advance Cost Accounting – Jain and Narange – Kalyani Publishing.

Course Code	Course Title	L	T	P	C
20160AEC45	RETAIL MANAGEMENT	4	0	0	4

**Objectives:** To gain in-depth knowledge about Retail management practices in Retail Industry.

**Prerequisite:** Students should have mindset of setting Retail outlets. Students must have knowledge on basic retailing concepts

#### **Unit I:**

**Introduction to Retailing:** Concept of Retailing-Functions of Retailing-Terms and Definition of Retailing-Retailing Channels- Importance of Retailing-Retail industry in India

#### **Unit II:**

**Understanding the Retail consumer:** Retail consumer Behaviour-Factors influencing retail consumer-Customer decision making Process-Types of Decision Making.

#### **Unit III:**

**Retail Location Selection:** Retail Location-Importance- Types-Factors determining the location of retail outlets-Steps involved in choosing the retail locations

#### **Unit IV:**

**Retail Space Management and Marketing:** Retail Space Management-Store layout and design-Visual Merchandising-Promotions strategy-Relationship Marketing Strategies-CRM-POP displays

#### **Unit V:**

**Emerging Trends in Retailing:** Application of IT to Retailing-Retail Equity-Technology in Retailing-Retailing through the Internet

#### **References:**

- Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.
- Ramakrishnan and Y.R.Srinivasan, Indian Retailing Text and cases, Oxford University Press, 2008.
- Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3 rd Edition, 2009.
- Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
- Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
- Dr.Jaspreet Kaur , Customer Relationship Management, Kogent solution.

Course Code	Course Title	L	T	P	C
20160AEC46	INDUSTRIAL RELATIONS AND LABOUR LAWS	4	0	0	4

#### **UNIT – I**

Industrial Relations – Concept – Definition – Significance – Objectives – Scope – Approaches – Principles of good Industrial Relations – Role of state Employers and Unions – Labour and the constitution – Constitutional Framework.

#### **UNIT – II**

International Labour Movement – International Confederation of Free Trade Unions (ICFTU) – ILO – Origin, history, Objectives and Functions.

#### **UNIT - III**

Industrial Disputes – Meaning – Causes – Forms – Machinery – Joint Consultation – Works Committee – Conciliations – Employee Discipline – Grievance Handling workers participation in Management Collective Bargaining – Wage Administration – Wage Regulation Machinery.

#### **UNIT – IV**

Factories Act, 2048 – Objects – Provisions relating to health, Workers Compensation Act, 2023 – Objects – Employer’s Liability for compensation – Employee’s state Insurance Act, 2048 – Objects – Registration of Factories and establishments – The ESI corporation – Standing Committee – Offences and penalties – Miscellaneous Provisions.

#### **UNIT – V**

Industrial Disputes Act 2047 – Objects – Authorities for settlement – Lockouts – Lay-Off – Strikes – Retrenchment – Transfer and Closure – Trade Union Act, 2026 – Objects – Registration – Rights and Liabilities of Registered Trade Unions – Procedure – Penalties.

#### **References:**

- Kapoor N.D. – Industrial Laws
- Shukla M.C. – Industrial Laws

Course Code	Course Title	L	T	P	C
201ENVTSTU	ENVIRONMENTAL STUDIES	1	0	0	1

**UNIT – I:**

The Multidisciplinary Nature of Environmental Studies

**UNIT – II:**

Natural Resources: Renewable and Non-Renewable Resources

**UNIT – III:**

Ecosystems

**UNIT – IV:**

Biodiversity and its Conservation

**UNIT – V:**

Environmental Pollution

**UNIT – VI:**

Social Issues and the Environment

**UNIT – VII:**

Human Population and the Environment

**UNIT – VIII:**

Fieldwork

**References:**

Environmental Studies – K.Kumaraswamy, A.Alagappa Moses, M.Vasanthi  
(Bharathidasan University – Tiruchirappalli)

Course Code	Course Title	L	T	P	C
201LSCLS	Leadership and Management Skills	-	-	-	2

### **Aim:**

The aim of the course cultivating and nurturing the innate leadership skills of the Youth so that they may transform these challenges into opportunities and become torch bearers of the future by developing creative solutions.

### **Course Objective:**

The Module is designed to:

- Help students to develop essential skills to influence and motivate others
- Inculcate emotional and social intelligence, and integrative thinking for effective leadership
- Create and maintain an effective and motivated team to work for the society
- Nurture a creative and entrepreneurial mindset
- Make students understand the personal values and apply ethical principles in professional and social contexts.

### **Course Outcomes :**

Upon completion of the course, students will be able to:

1. Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision
2. Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, team leadership, etc.
3. Understand the basics of entrepreneurship and develop business plans
4. Apply the design thinking approach to leadership
5. Appreciate the importance of ethics and moral values for making of a balanced personality.

### **UNIT I-Leadership Skills**

#### **a. Understanding Leadership and its Importance**

- What is leadership?
- Why Leadership required?
- Whom do you consider as an ideal leader?

#### **b. Traits and Models of Leadership**

- Are leaders born or made?
- Key characteristics of an effective leader
- Leadership styles
- Perspectives of different leaders

#### **c. Basic Leadership Skills**

- Motivation
- Teamwork
- Negotiation

- Networking

## **UNIT II -Managerial Skills**

### **a. Basic Managerial Skills**

- Planning for effective management
- How to organize teams?
- Recruiting and retaining talent
- Delegation of tasks
- Learn to coordinate
- Conflict management

### **b. Self Management Skills**

- Understanding self concept
- Developing self-awareness
- Self-examination
- Self-regulation

## **UNIT III -Entrepreneurial Skills**

### **a. Basics of Entrepreneurship**

- Meaning of entrepreneurship
- Classification and types of entrepreneurship
- Traits and competencies of entrepreneur

### **b. Creating Business Plan**

- Problem identification and idea generation
- Idea validation
- Pitch making

## **UNIT IV - Innovative Leadership and Design Thinking**

### **a. Innovative Leadership**

- Concept of emotional and socialintelligence
- Synthesis of human and artificialintelligence
- Why does culture matter for today's globalleaders

### **b. DesignThinking**

- What is designthinking?
- Key elements of designthinking:
  - Discovery
  - Interpretation
  - Ideation
  - Experimentation
  - Evolution.
- How to transform challenges intoopportunities?
- How to develop human-centric solutions for creating socialgood?

## **UNIT V- EthicsandIntegrity**

### **a. Learning throughBiographies**

- What makes an individualgreat?
- Understanding the persona of a leader for deriving holisticinspiration
- Drawing insights forleadership
- How leaders sail through difficultsituations?

## **b. Ethics and Conduct**

- Importance of ethics
- Ethical decision making
- Personal and professional moral codes of conduct
- Creating a harmonious life

### **Bibliography and Suggested Readings : Books**

- Ashokan, M. S. (2015). *Karmayogi: A Biography of E. Sreedharan*. Penguin, UK.
- Brown, T. (2012). *Change by Design*. HarperBusiness
- Elkington, J., & Hartigan, P. (2008). *The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World*. Harvard Business Press.
- Goleman D. (1995). *Emotional Intelligence*. Bloomsbury Publishing India Private Limited
- Kalam A. A. (2003). *Ignited Minds: Unleashing the Power within India*. Penguin Books India
- Kelly T., Kelly D. (2014). *Creative Confidence: Unleashing the Creative Potential Within Us*. William Collins
- Kurien V., & Salve G. (2012). *I Too Had a Dream*. Roli Books Private Limited
- Livermore D. A. (2010). *Leading with cultural intelligence: The New Secret to Success*. New York: American Management Association
- McCormack M. H. (1986). *What They Don't Teach You at Harvard Business School: Notes From A Street-Smart Executive*. RHUS
- O'Toole J. (2019) *The Enlightened Capitalists: Cautionary Tales of Business Pioneers Who Tried to Do Well by Doing Good*. HarperCollins
- Sinek S. (2009). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Penguin
- Sternberg R. J., Sternberg R. J., & Baltes P. B. (Eds.). (2004). *International Handbook of Intelligence*. Cambridge University Press.
- Fries, K. (2019). 8 Essential Qualities That Define Great Leadership. *Forbes*. Retrieved 2019-02-15 from <https://www.forbes.com/sites/kimberlyfries/2018/02/08/8-essential-qualities-that-define-great-leadership/#452ecc963b63>.
- How to Build Your Creative Confidence, Ted Talk by David Kelly - [https://www.ted.com/talks/david\\_kelley\\_how\\_to\\_build\\_your\\_creative\\_confidence](https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence)
- India's Hidden Hot Beds of Invention Ted Talk by Anil Gupta - [https://www.ted.com/talks/anil\\_gupta\\_india\\_s\\_hidden\\_hotbeds\\_of\\_invention](https://www.ted.com/talks/anil_gupta_india_s_hidden_hotbeds_of_invention)



# **SEMESTER V**

Course Code	Course Title	L	T	P	C
20160SEC51	FINANCIAL MANAGEMENT	4	1	0	5

#### UNIT – I

**Concept of Finance**, Corporate Finance, Finance Functions and other functions. Structures of the Financial System. Financial Management – Meaning, functions and Objectives of Financial Management- Financial Planning and Forecasting of short term and long term

#### .UNIT – II

**Financing Decision** Sources of funds - Capital Structure - Theories of capital structure - Factors affecting capital structure - Leverage - Operating, Financial and combined leverage - Cost of capital - Costs of individual components of capital - Weighted Average cost of capital.

#### UNIT – III

**Investment Decision** Capital Budgeting Process - Techniques of investment appraisal: Payback period; Accounting Rate of Return - DCF Techniques - Net present value, Profitability Index and Internal Rate of Return

#### UNIT – IV

**Working Capital Decision** Meaning - Nature of working capital - Classification and significance of working capital - financing of Working capital - Component of working capital, Cash, Short-term marketable securities - Management of Cash and Receivables

#### UNIT – V

**Dividend Decision** Theories of Dividend - Determinants of dividend - Dividend Policy - Dividend policies in practice

#### References:

- M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
- 2. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.
- REFERENCES
- Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.

Course Code	Course Title	L	T	P	C
20160SEC52	SERVICES MARKETING	5	0	0	5

**OBJECTIVES:** To enable students know the various concepts of services marketing. To understand the strategies for managing and marketing of services and devise strategies for marketing services in the liberalized business environment.

**Prerequisites:** Students must have basic Marketing Knowledge and Mindset. Students should have skill of service attitude

#### UNIT – I

Introduction – Definition – Distinguishing feature of service – Service offer – Service encounter – Service buying process.

#### UNIT – II

Relationship marketing and customer loyalty – Managing knowledge – Service positioning and Targeting – Service quality.

#### UNIT – III

Marketing plans for services – Marketing planning process – Marketing strategy formulation – Resource allocation and monitoring – Marketing planning and services – customer focused services – service quality – Improving service quality – customer retention.

#### UNIT – IV

Pricing of service – promoting service – Internal Marketing – Managing – capacity – Managing the marketing effort – Marketing process - Position analysis.

#### UNIT – V

Marketing of services – Bank – Marketing – Insurance Marketing – Hospital Marketing – Telecommunication services – Education – Marketing.

#### References:

- Principles of Service Marketing – Adrian Palmar (McGraw Hill International)
- Marketing of service Strategies for growth – S.S.Vernekar, Sandeep Goel, B.P Bhardwaj ( Deep and Deep Publication)
- Advtan payne, Services Marketing Ravishshankar, Services Marketing
- Chiristopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
- Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

Course Code	Course Title	L	T	P	C
20160SEC53	PRODUCTION AND OPERATIONS MANAGEMENT	5	0	0	5

**OBJECTIVES:** To enable students understand the nature and importance of production management comprehend the principles and areas of application of shop floor management and know the operations and skills needed for major decisions in material management.

**Prerequisite:** Students must have interest and Knowledge of Production and sequence of operations. Students those who are having Industrial Knowledge

#### UNIT – I

Definition of production managements – Scope of production Managements – Functions and Responsibilities of production manager – Evolution of production management.

#### UNIT – II

Production planning and Control: Definition of planning – scope of planning – Production planning of control (PPC). Importance methods or Types of production – Continuous production systems (CPS) – Intermittent production system (IPS)

#### UNIT – III

Plant Location: Definition of Plant location, Steps, Factors affecting the location of a plant – various factors involved in the location

#### UNIT – IV

Plant Layout: Definition Plant Layout, Objective of plant layout – Types, Principles, Factors influencing plant layout.

#### UNIT – V

Material Handling: Definition of material handling – Importance – Objective – Principles – Types of material handling – Inventory control – Factor affecting inventory control

#### References:

- Operational Management – C. S. V. Murthy (Himalaya Publishing House
- Production and Operations Management – B.S. GOYEL.
- Production and Operations Management – PANNERSELVAM, Prentice Hall of India
- Material Management – M.M. VARMA.
- Production Management –Saravanavel sumathi

Course Code	Course Title	L	T	P	C
20160SEC54	GLOBAL BUSINESS MANAGEMENT	5	0	0	5

### OBJECTIVES:

To make students

- Understand the fundamental concepts of international trade
- Comprehend basic principles of t of MNCs and
- Acquire broad knowledge on Global Liberalization and WTO Agreements.

### UNIT- I

International Business: An overview – Types of International Business–Domestic and International Business – Economic and Political Environment - Cultural Environment - Recent World Trade and Foreign Investment Trends.

### UNIT - II

Indian Export Performance – Problems in export trade – Export promotion in India – Export promotion incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses -Trading Houses – Star Trading Houses – Super Star Trading Houses.

### UNIT - III

GATT – Uruguay Round Negotiation - WTO – GATS – TRIMS - TRIPS – Agreement - Dispute settlement under WTO – Tariff Barriers.

### UNIT – IV

MNC - Meaning – Dominance of MNCs – MNCs and International Trade - Models – MNCs in India.

### UNIT – V

Globalization of Business – Recent Trends - Implication and Impact – Policy Options - Liberalization and Integration with the Global Economy – Impact of Privatization in India.

### References:

1. Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004
2. (Chapters 5,9,20,24 & 26)
3. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
4. Victor Luis Anthuvan – Issues in Globalization.
5. International Business – By Donald A Ball and others, India Edition, TATA McGraw Hill.
6. International Business – S. Shajahan, Macmillan India Ltd., Chennai.
7. International Business – Justin Paul, PHI Learning Pvt. Ltd. New Delhi

Course Code	Course Title	L	T	P	C
20160DSE54A	ADVERTISING AND SALESMANSHIP	3	0	0	3

**Objective:** To improve the knowledge and competency of advertising and to have the knowledge of salesmanship

**Prerequisite:** Students must have knowledge of Marketing and sales process

#### UNIT – I

Advertising: Advertising and salesmanship – role of importance – Planning for advertisement communication process – Formal and Informal.

#### UNIT – II

AIDA's formulas - Advertising scope and function – need for Advertising classification – Advertisement planning and organization ethical issue in advertising.

#### UNIT – III

Advertising media – Role of Media – Types of Media – Merits and Demerits – Media research Evaluation and effectiveness of advertising.

#### UNIT – IV

The Advertising Budget - Advertising Agencies – Advertisement copy – Kinds - Advertising mix.

#### UNIT – V

Selling as a career-History of selling-Characteristics of a good salesman and sales

#### References:

- Advertising Principles problems and Cases – Charles. J. Dirkson.
- Advertising management Concept – Manendra Mohan
- Salesmanship-Sathyanarayanan
- Salesmanship and Publicity-J.S.K.Patel

Course Code	Course Title	L	T	P	C
20160DSE54B	INVESTMENT MANAGEMENT	3	0	0	3

**Objective:**

- To enable the students to acquire knowledge of Investment management
- On successful completion of this course, the students should have understood
- Investment avenues Security analysis

**UNIT I**

Concept of investment - importance. Features of Investment, Speculation - Forms of investment -Bank deposits, Post office schemes, Government Securities, Mutual fund schemes, Provident funds, Company deposits - Real estate, Gold & silver.

**UNIT II**

Investment Instruments-Capital market instruments, Money market instruments, Derivatives-Futures & Options. Shares –types & features. Debentures - nature & types. Primary market - Role of NIM, methods of floating new issues.

**UNIT III**

Secondary market-functions, Bombay Stock Exchange, National Stock Exchange – trading practices, security market indicators. Return - Risk – kinds. Role of SEBI.

**UNIT IV**

Security analysis- Fundamental analysis: economic, industry and company analysis. Technical Analysis, Dow Theory, types of Charts, important chart patterns.

**UNIT V**

Efficient Market theory. Random Walk Theory, weak form, semi strong form & strong form. Portfolio Analysis: Markowitz theory –Portfolio management.

**References:**

1. Preethi Singh- Investment Management
2. Bhalla G.S-. Investment Management
3. Francis Cherunilam- Investment Management
4. Dr. Avadhani-Investment Management

## SEMESTER V

Course Code	Course Title	L	T	P	C
201ACLSPSL	Professional Skills	-	-	-	2

### Course Objectives :

The Objectives of the course are to help students/candidates:

1. Acquire career skills and fully pursue to partake in a successful career path
2. Prepare a good resume, prepare for interviews and group discussions
3. Explore desired career opportunities in the employment market in consideration of an individual SWOT.

### Course Outcomes :

At the end of this course the students will be able to:

1. Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax
2. Participate in a simulated interview
3. Actively participate in group discussions towards gain full employment
4. Capture a self - interview simulation video regarding the job role concerned
5. Enlist the common errors generally made by candidates in an interview
6. Perform appropriately and effectively in group discussions
7. Explore sources (online/offline) of career opportunities
8. Identify career opportunities in consideration of their own potential and aspirations
9. Use the necessary components required to prepare for a career in an identified occupation (as a case study).

### Unit I:ResumeSkills

#### Resume Skills : Preparation and Presentation

- Introduction of resume and its importance
  - Difference between a CV, Resume and Biodata
  - Essential components of a good resume
- ii. Resume skills : common errors
- Common errors people generally make in preparing their resume
  - Prepare a good resume of her/his considering all essential components



## **Unit II: Interview Skills**

### **i. Interview Skills : Preparation and Presentation**

- Meaning and types of interview (F2F, telephonic, video, etc.)
- Dress Code, Background Research, Do's and Don'ts
- Situation, Task, Approach and Response (STAR Approach) or facing an interview
- Interview procedure (opening, listening skills, closure, etc.)
- Important questions generally asked in a job interview (open and closed ended questions)

### **ii. Interview Skills :Simulation**

- Observation of exemplary interviews
- Comment critically on simulated interviews

### **iii. Interview Skills : Common Errors**

- Discuss the common errors generally candidates make in interview
- Demonstrate an ideal interview

## **Unit III: Group Discussion Skills**

### **Meaning and methods of Group Discussion**

- Procedure of Group Discussion
- Group Discussion-Simulation
- Group Discussion – Common Errors

## **Unit IV: Exploring Career Opportunities**

### **Knowing yourself – personal characteristics**

- Knowledge about the world of work, requirements of jobs including self-employment.
- Sources of career information
- Preparing for a career based on their potentials and availability of opportunities

# **SEMESTER VI**

Course Code	Course Title	L	T	P	C
20160SEC61	BUSINESS POLICY AND STRATEGIC MANAGEMENT	5	0	0	5

**Objectives:** To create an awareness of the importance of strategic approach to managerial situations and issues in the context of globalization and liberalization trends

#### **UNIT – I**

The concept of strategy policy, planning, evolution strategy, philosophy of strategy.

#### **UNIT – II**

Strategy Alternatives: SWOT Analysis, Environment analysis – Strategy formulation – Environmental scanning and Industry Analysis, Social responsibility- Strategy formulation – Business Strategy - Corporate Strategy Diversion Strategy portfolio Analysis – BCG growth / Strategy choice – Development of policies.

#### **UNIT – III**

Strategy implementation – Organization design, Structure, relationships, Leadership – control process, performance. Organisational resource analysis, matching opportunities and resources strategy and values, social responsibilities of managements.

#### **UNIT – IV**

Stability strategy – Growth – Retrenchment – Turnaround Strategy – Diversification.

#### **UNIT – V**

Mergers and Acquisition – Amalgamation – Joint Venture – ERP – ERP Package.

#### **References:**

- P. Subba Rao – Himalaya Publishing House.
- V. P. Michael.
- AZHAR KAZMI – Tata McGraw - Hill
- K - Balasubramaniam, S. Usha Priya – GIGO Publication.

Course Code	Course Title	L	T	P	C
20160SEC62	ENTREPRENEURIAL DEVELOPMENT	5	0	0	5

**AIM:** To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

#### UNIT I

**ENTREPRENEURSHIP** Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

#### UNIT II

**ENTREPRENEURIAL ENVIRONMENT** Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

#### UNIT III

**BUSINESS PLAN PREPARATION** Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Feasibility Report Preparation and Evaluation Criteria.

#### UNIT IV

**FINANCING AND ACCOUNTING** Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.

#### UNIT V

**SUPPORT TO ENTREPRENEURS** Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting

#### References:

- Khanka. S.S., “Entrepreneurial Development” S.Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.
- Donald F Kuratko, “Entrepreneurship – Theory, Process and Practice”, 9th Edition, Cengage Learning 2014.
- Tendon ,C: Environment and Entrepreneur; Clugh Publications, Allahabad.
- Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
- Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.

Course Code	Course Title	L	T	P	C
20160SEC63	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	5	0	0	5

**Objectives:** To explain basic theory and techniques of Logistics and Supply Chain and to examine the issues and problems faced in a changing and competitive Business Environment

**Prerequisite:** Students should have transportation and operational process knowledge. Students must have basic documentation in Business.

#### UNIT I

**INTRODUCTION** - Defining logistics and supply chain management-Growth and Development-Components of supply chain- Importance of supply chain strategies-SCM Performance.

#### UNIT II

**LOGISTICS MANAGEMENT** - Logistics-Functions, Objectives-Management of Materials flow in supply chain-Warehouse and Materials storage-Material Handling-Benchmark in best practices

#### UNIT III

**CUSTOMER RELATIONSHIP MANAGEMENT** - Customer Relationship Management- outbound logistics resource planning and Management-Quick response system in Manufacturing.

#### UNIT IV

**LOGISTICS AND SUPPLY CHAIN PERFORMANCE** -Management of Inbound logistics-Supply chain cases, Role of a manager in supply chain –Supply chain performance drivers, Value of Supply chain and improvement

#### UNIT V

**CURRENT TRENDS** - Supply chain relationships – Supply chain cost analysis – Issues in Global Supply chain- E Logistics-E SCM-Reverse Logistics-Global Logistics

#### References:

1. Bowersox Donald J. Logistics Management- “The integrated supply Process” Tata Mc graw hill,2000.
2. R.P.Mohanty and S.G.Deshmukh, “Supply chain Management”,Biztantra,2005
3. Coyle et al., The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
4. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2005. 3. Bloomberg David J et al., Logistics, Prentice Hall India, 2005.
5. Pierre David, International Logistics, Biztantra, 2003.
6. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5 th Edition, 2007

Course Code	Course Title	L	T	P	C
20160DSC64A	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	0	3

**Objective:** To improve and enhance relationship with customer and Business. To inculcate the habit intimate relationship with target customer

**Prerequisite:** Students must have the attitude of customer is our business. Students should think that customer is job provider

#### **Unit I**

Introduction to Customer Support Product & Customer – Overview - Importance of a Customer - Consumer behaviour

#### **Unit II**

Customer support Methodology Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies for Customer Support

#### **Unit III**

Introduction to ERP Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies

#### **Unit IV**

CRM Basics CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM

#### **Unit V**

Implementation of CRM– A comprehensive model - Developing CRM vision and strategy Management support

#### **References:**

1. Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press
2. For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet
3. Kaushik Mukerjee – CRM – PHI.
4. M.Peeru Mohamed – CRM - Vikas

Course Code	Course Title	L	T	P	C
20160DSC64B	FINANCIA SERVICES	3	0	0	3

#### **UNIT – I**

Introduction – Financial Market – Meaning and significance – Functions of Financial services – Evolution – Regulating Authorities – Features – Constitutions.

#### **UNIT – II**

Merchant Banking – Meaning – Registration- scope- Functions – Issue Management – Cost of Public Issues – SEBI guidelines on Merchant Banking

#### **UNIT – III**

Mutual Fund – Evolution – Types – Financial Risk – Performance Measures – (Treynor, Sharpe, Jenson) – Organization – Advantages – Regulatory Aspects – Growth of Mutual Funds – UTL.

#### **UNIT – IV**

Leasing – Evaluation – Classification Accounting Treatment – Regulatory Authority – Advantages - Hire purchase – Features – Evolution – Sources of Law – Problems in Hire purchase Industry – Factoring – Meaning – Mechanism – Types – Financial Aspect – Advantages.

#### **UNIT – V**

Stock Markets – History – Organization and Management of Stock – exchanges – N.S.E – OTCEI – Share Market – indices – Investor protection – Credit Rating.

#### **References:**

1. D. Joseph Anbarasu – Financial Services
2. V.K.Boominathan – Financial Services
3. P. Manoharan – Financial Services
4. Gnanaraj – Financial Services

Course Code	Course Title	L	T	P
0114OEC	OPEN ELECTIVE : FOOD AND ADULTERATION	4	0	0

#### **UNIT-I INTRODUCTION TO FOOD CHEMISTRY**

Introduction to Food Chemistry- Water (Structure of water and ice, Physical constants of water, Types of water, Water activity) Composition of Food- Carbohydrates, Proteins, Lipids, Vitamins & Minerals.

#### **UNIT- II FOOD PIGMENTS**

Introduction- classification, types of food pigments- chlorophyll, Carotenoids, Anthocyanins, Flavanoids.

#### **UNIT – III FOOD PRESERVATION**

Introduction - Importance, principle and Types. High and low temperatures preservation  
- Pasteurization - Sterilization- Canning- Freezing- Refrigeration.

#### **UNIT – IV FOOD ADDITIVES**

introduction- antioxidants, sequestrants, preservatives, nutrient supplement, emulsifiers, stabilizers and thickening agents, bleaching and maturing agent, sweeteners, humectants and anti -caking agents, coloring and flavoring substance.

#### **UNIT-V FOOD ADULTERATION**

Types of adulterants- intentional and incidental adulterants, methods of detection. Detection of common food adulterants in Spices, Grains, Coffee, Tea, Oil fats, Food colours and Milk. Health hazards and risks.



## SEMESTER VI

Course Code	Course Title	L	T	P	C
201SSCIM	<b>Community Engagement</b>	-	-	-	1

### Course Objectives:

- To develop an appreciation of rural culture, life-style and wisdom amongst students
- To learn about the status of various agricultural and rural development programmes
- To understand causes for rural distress and poverty and explore solutions for the same
- To apply classroom knowledge of courses to field realities and there by improve quality of learning

### Course Outcomes:

After completing this course, students will be able to

- Gain an understanding of rural life, culture and social realities
- Develop a sense of empathy and the bonds of mutuality with the local community
- Appreciate significant contributions of local communities to Indian society and economy
- Learn to value the local knowledge and wisdom of the community
- Identify opportunities for contributing to community's socio-economic improvements

### UNIT I - Appreciation of Rural Society

Rural lifestyle, rural society, caste and gender relations, rural values with respect to community, nature and resources, elaboration of "soul of India lies in villages" (Gandhi), rural infrastructure.

### UNIT II-Understanding rural economy & livelihood

Agriculture, farming, land ownership, water management, animal husbandry, non-farm livelihoods and artisans, rural entrepreneurs, rural markets

### UNIT III Rural Institutions

Traditional rural organisations, Self-help Groups, Panchayati Raj institutions (Gram Sabha, Gram Panchayat, Standing Committees), local civil society, local administration

### UNIT IV Rural Development Programmes

History of rural development in India, current national programmes: Sarva Shiksha Abhiyan,

Beti Bachao, Beti Padhao, Ayushman Bharat, Swachh Bharat, PM Awas Yojana, Skill India,

Gram Panchayat Decentralised Planning, NRLM, MNREGA, etc.

## SEMESTER VI

Course Code	Course Title	L	T	P	C
201TERP9	TALLY ERP 9	0	0	0	2

### AIM

To develop the knowledge regarding the concepts of financial accounting in students that

is used for learning to maintain accounts.

### OBJECTIVES

To impart practical knowledge in TALLY and ensures that finance for the company is always in order and is correct at all given points of time.

### UNIT – I

TALLY – Introduction to Tally Prime –Difference between Tally Prime and Tally ERP 9

– New Features in Tally Prime

### UNIT – II

Company Creation – Chart of Accounts

### UNIT – III

Inventory Master and Inventory Vouchers in Tally

### UNIT – IV

Payroll Master in Tally

### UNIT –V

Reports in Tally

### OUTCOME

Students are able to get placements in different offices as well as companies in Accounts

departments.

### REFERENCE BOOKS

1. Learn Tally Prime – Gaurav Agarwal