
JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUTONOMOUS)

A Unit of the Sisters of St. Anne of Tiruchirappalli

Accredited with 'A' Grade (3rd Cycle) by NAAC

DST - FIST Supported College Since 2015

(Affiliated to Mother Teresa Women's University, Kodaikanal)

PERIYAKULAM – 625 601, THENI DT.

TAMIL NADU.



**B.COM. (C.A.)
2017 - 2020**

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

PROGRAMME OUTCOMES-U.G

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Think critically, evaluate analytically and apply the expertise of their discipline worldwide.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Express the cultural and environmental diversity that they have been exposed in various studies.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop higher-order thinking, problem solving and self-direction skills through effective use of technologies and other resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities.

PROGRAM SPECIFIC OUTCOMES-U.G

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1	Apply the contextual knowledge of commerce and computer applications to function effectively as an individual or a leader in multidisciplinary environments.	PO1
2	Solve the complex problems and acquire analytical skills using latest techniques, tools along with needed skills with an understanding of financial, management, cost accounting, taxation, marketing, auditing and computer languages	PO2 PO3
3	Apply the knowledge of computer applications to appreciate, develop and test the practical aspects for multimedia applications and android applications and to implement a webpage.	PO2 PO5
4	Acquire practical skills related with e-banking and E-Business using front end and backend Tools.	PO5
5	Enrich communication, ethical values, team work, professional and leadership skill sets of students and create ability to start entrepreneurial activities.	PO3 PO4

U.G. COURSE PATTERN (2017 - 2020)

Sem.	Part	Code	Title of the Paper	Hours	Credits
I	I	17GT1GS01/ 17GH1GS01	Tamil – I/ Hindi	5	3
	II	17GE1GSA1/ 17GE1GSB1	English-I	5	3
	III	17CC1MC01	Financial Accounting - I	5	4
		17CC1MC02	Introduction to Computers and Office Automation	3	2
		17CC1CP01	Office Automation - Lab	3	2
		17CC1AC01	Marketing	5	4
	IV	17VE1GS01	Value Education	2	2
		17AE1SK01	SBE-I Communication Skills	2	2
Total				30	22
II	I	17GT2GS02/ 17GH2GS02	Tamil-II/ Hindi	5	3
	II	17GE2GSA2/ 17GE2GSB2	English-II	6	3
	III	17CC2MC03	Financial Accounting - II	6	4
		17CC2MC04	C Programming	3	2
		17CC2CP02	C Programming - Lab	3	2
		17CC2AC02	Banking	5	4
	IV	17CC2SK02	SBE-II Financial Markets & Services	2	2
	Total				30
III	I	17GT3GS03/1 7GH3GS03	Tamil-III/ Hindi	5	3
	II	17GE3GSA3/ 17GE3GSB3	English-III	6	3
	III	17CC3MC05	Financial Management	5	4
		17CC3MC06	Web Technology	3	2
		17CC3CP03	Web Technology - Lab	2	2
		17CC3AC03	Statistical Methods	5	4
	IV	17ES3GS01	Environmental Studies	2	2
		17AE3SK03	SBE-III Desktop Publishing - Lab	2	2
Total				30	22
IV	I	17GT4GS04/1 7GH4GS04	Tamil-IV/ Hindi	5	4
	II	17GE4GSA4/ 17GE4GSB4	English- IV	6	4
	III	17CC4MC07	Financial Accounting - III	5	4
		17CC4CP04	Database Management System- Lab	3	2
		17CC4AC04	Business Mathematics	5	4
		17CC4CE1A/ 17CC4CE1B	Database Management System / Mobile Computing	4	3
	IV	17CC4SK04	SBE - IV Advertising and Salesmanship	2	2
	Total				30

Sem.	Part	Code	Title of the Paper	Hours	Credits
V	III	17CC5MC08	Corporate Accounting	6	5
		17CC5MC09	Cost Accounting	6	5
		17CC5MC10	Multimedia	3	3
		17CC5CP05	Multimedia - Lab	3	2
		17CC5MC11	Income Tax	6	5
		17CC5CE2A/ 17CC5CE2B/ 17CC5CE2C/ 17CC5CE2D	E-Commerce/ Data Mining/ Object Oriented Programming with C++/ Data Communication and Computer Networks	4	3
	IV	17AE5NE01/ 17NC5NE01	NME-I Aptitude Building - I/ Organization and Health Programme in NCC	2	2
		Total	30	25	
VI	III	17CC6MC12	Computerised Accounting-Lab	6	5
		17CC6MC13	Auditing	6	5
		17CC6MC14	Accounting for Managerial Decisions	6	5
		17CC6MC15	Android Programming	3	3
		17CC6CP06	Android Programming-Lab	3	2
		17CC6CE3A/ 17CC6CE3B/ 17CC6CE3C/ 17CC6CE3D	Services Marketing / Financial Markets and Services/ Entrepreneurship & Small Business Management/ Investment Management	4	3
	IV	17AE6NE02/ 17NC6NE02	NME-II Aptitude Building - II/ National Integration and Personality Development	2	2
	17CC6SS01/ 17CC6SS02	Self Study: Risk Management and Insurance/ Inplant Training	-	2*	
		Total	30	25	
I-IV	V	17NP4GS01	NSS/NCC/P. ED	-	1
IV-V		17EX5GS01	Extension	-	2
		Total	180	140+2*	

* Extra Credit

PART - I Tamil - தற்கால இலக்கியம்

பருவம்: ஒன்று

நேரம்: 5

குறியீடு: 17GT1GS01

புள்ளி: 3

நோக்கம்:

- ❖ தற்கால இலக்கியக் கவிஞர்களைப் பற்றி அறிந்து கொள்வர்.
- ❖ இலக்கிய வரலாற்றை அறிந்து கொள்வர்
- ❖ வாழ்க்கையில் ஏற்படும் துன்பங்களை அகற்றி, வெற்றி பெறும் வழிமுறைகளைத் தெரிந்து கொள்வர்.
- ❖ கட்டுரைகள் வழி பன்முகத் தகவல்களை அறிந்து கொள்வர்.
- ❖ எழுத்து இலக்கணங்களை அறிந்து கொள்வர்.

அலகு 1: மரபுக் கவிதை

1. பாரதியார் - செந்தமிழ் நாடு
2. பாரதிதாசன் - வாழ்வில் உயர்வு கொள்!
3. கவிமணி - ஒற்றுமையே உயிர் நிலை
4. நாமக்கல் கவிஞர் - தேறிய தெளிவு

அலகு 2: புதுக்கவிதை

1. நா.காமராசன் - கடல்
2. வைரமுத்து - நம்பிக்கை ஊன்றி நட
3. சிற்பி - மூல ஒலி
4. கோவை பழநிசாமி - பெண்மையே...

அலகு 3: உரைநடை

1. டாக்டர்.எம்.எஸ். உதயமூர்த்தி - வெற்றிக்கு முதல்படி

அலகு 4: கட்டுரைகள்

1. கண்டேன் கொள்ளிப் பிசாசை-பிலோ இருதயநாத்
2. சுய முன்னேற்றக் கட்டுரை-துளைகளில்லாப் புல்லாங்குழல்-வெ.இறையன்பு
3. அறிவியல் கட்டுரை-மருந்துகளிடம் எச்சரிக்கை-முனைவர் க. பூரணச்சந்திரன் (தொகுப்பாசிரியர்)
4. வரலாற்றுக் கட்டுரை-உழுதொழில் (ந.மு.வேங்கடசாமி நாட்டார்)
5. இலக்கியக் கட்டுரை-பாரதியார் போற்றும் புதுமைப் பெண் (நிர்மலா மோகன்)

அலகு 5: இலக்கணம், இலக்கிய வரலாறு

1. இலக்கணம்: - எழுத்தும், சொல்லும்
எழுத்து - முதலெழுத்து, சார்பெழுத்து
சொல் - பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல்
2. எம். ஆர். அடைக்கலச்சாமி - இலக்கிய வரலாறு:
(தற்கால இலக்கியம், மரபுக்கவிதை, புதுக்கவிதை, உரைநடை தொடர்பான இலக்கிய வரலாறு)

பாடநூல்கள்:

1. தொகுப்பாசிரியர் கவிஞர் பத்மதேவன் - 'பாரதியார் கவிதைகள் '
காளீஸ்வரி பதிப்பகம் சென்னை - 17
இரண்டாம் பதிப்பு 2009.
2. தொகுப்பு: கீர்த்தி - 'பாரதிதாசன் கவிதைகள்'
அருணா பப்ளிகேஷன்ஸ் சென்னை
முதல் பதிப்பு -2008.
3. கவிமணி - மலரும் மாலையும்
பூம்புகார் பதிப்பகம்,சென்னை.முதல்
பதிப்பு, 2002.
4. நாமக்கல் கவிஞர் - தமிழன் இதயம் கவிதைகள்'
முல்லை நிலையம்
சென்னை முதல் பதிப்பு - 2000
5. நா.காமராசன் - கருப்பு மலர்கள்,திருமகள் நிலையம்,
வெங்கட நாராயணா சாலை
தி.நகர்,சென்னை - 600 017
முதல் பதிப்பு - ஏப்ரல் - 1971
6. வைரமுத்து கவிதைகள் - 'திருமகள் நிலையம்',
16, வெங்கடநாராயணா சாலை,
சென்னை - 17.
பத்தாம் பதிப்பு - 2009.
7. சிற்பி - சிற்பி கவிதைகள்
நியூ செஞ்சுரி புக் ஹவுஸ்
சென்னை. முதல் பதிப்பு - 2011.
8. கோவை பழநிசாமி - விளக்குகள் எரியாத வீதி
மனோன்மணி பதிப்பகம்,கோவை.
முதல் பதிப்பு - 2006
9. டாக்டர்.எம்.எஸ்.உதயமூர்த்தி - வெற்றிக்கு முதல்படி
கங்கை புத்தக நிலையம்
சென்னை - 600041
முதல் பதிப்பு - 1993

10. வெ. இறையன்பு - 'உள்ளொளிப் பயணம்'
நியூசெஞ்சூரி புக் ஹவுஸ்
சென்னை - 98
மூன்றாம் பதிப்பு - 2007
11. பூரணச்சந்திரன் - அறிவியல் கட்டுரைகள்
அறிவுப் பதிப்பகம், சென்னை-600014
முதல் பதிப்பு - 2006
12. ந.மு.வேங்கடசாமிநாட்டார் - நாவலர் நாட்டார் தமிழ் உரைகள்
தமிழ் மண் பதிப்பகம், சென்னை-600017
முதல் பதிப்பு - 2007
13. முனைவர். நிர்மலா மோகன் - 'இலக்கிய மலர்கள்'
மீனாட்சி புத்தக நிலையம், மதுரை - 1
முதல் பதிப்பு - 2004.
14. எம். ஆர். அடைக்கலச்சாமி - 'இலக்கிய வரலாறு'
ராசி பதிப்பகம், சென்னை - 73.
41ஆம் பதிப்பு - 2011.

LANGUAGE THROUGH LITERATURE- I

STREAM -A

Semester: I

Hours: 5

Code : 17GE1GSA1

Credits: 3

COURSE OUTCOMES:

- ❖ Develop and integrate the use of four language skills i.e. Reading, Listening, Speaking and Writing
- ❖ Analyze and interpret texts written in English, evaluating and assessing the results in written or oral arguments using appropriate support.
- ❖ Develop critical thinking capabilities.
- ❖ Become proficient in English for global competency.
- ❖ Improve and extend the communication strategies in the language.

UNIT I: PROSE

2hours

- How to be a Doctor - Stephen Leacock
Fifteen Years - R.K.Narayan

UNIT II: POETRY

1 hour

- The Lotus - Toru Dutt
Solitude - Alexander Pope
Mending Wall - Robert Frost

UNIT III: SHORT STORY

1 hour

- The Model Millionaire - Oscar Wilde
Mrs. Packletide's Tiger - Saki

UNIT IV: ONE ACT PLAYS

- Monkey's Paws - W.W.Jacobs

UNIT V: COMPOSITION AND GRAMMAR

1 hour

- One Word Substitutes
Foreign Words and Phrases
Jumbled Sentences
Reading Comprehension
Tenses, Articles.

COURSE BOOK:

- 'Limelight-1', SSK Publishers and Distributors, Chennai, 2016
- Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage –An ideal Companion For Advanced Learners* . Chennai: New Century Book House (P) Ltd, 2016.Print.

LANGUAGE THROUGH LITERATURE - I - 17GE1GSA1

QUESTION PATTERN

STREAM – A

Time: 3 hours

Marks: 60

- | | | |
|------|--|---------|
| I. | Choose the best answer
(from units I & II) | 10x1=10 |
| II. | Answer any two of the following in a paragraph of 100 words each
(two out of 4 from units I & II) | 2x5=10 |
| III. | Answer any two of the following in an essay of 300 words each
(two out of 4 from units I, II, III & IV) | 2x10=20 |
| IV. | Rearrange the jumbled sentences
(from Unit V) | 5 |
| V. | Give one word substitutes / foreign words for the following
(from Unit V from the prescribed book) | 5 |
| VI. | Read the passage and answer the following questions.
(from Unit V) | 5 |
| VII. | Fill in the blanks with suitable tenses and articles
(from Unit V) | 5 |

LANGUAGE THROUGH LITERATURE-I

STREAM – B

Semester: I

Hours: 5

Code : 17GE1GSB1

Credits: 3

COURSE OUTCOMES

- ❖ Get exposed to a range of contexts where the language is used to meet a variety of real life communication needs.
- ❖ Learn good English to prosper in professional and personal lives
- ❖ Become proficient in English for global competency
- ❖ Enhance language through a task- based and learner- centric syllabus
- ❖ Carry out all the LSRW skills

UNIT I: PROSE

1 hour

Stephen Leacock	-	With the Photographer
Catherine Lim	-	Eggs
M.K.Gandhi	-	Voluntary Poverty

UNIT II: POETRY

1 hour

Alfred Noyes	-	The Highway Man
William Wordsworth	-	The Solitary Reaper
W.B.Yeats	-	The Ballad of Father Gilligan

UNIT III: SHORT STORY

1 hour

Guy de Maupassant	-	Simon's Papa
Lafcadio Hearn	-	The Living God

UNIT IV: COMMUNICATIVE EXPRESSIONS

1 hour

Greeting
Introducing
Seeking Permission
Expressing Gratitude

UNIT V: GRAMMAR & COMPOSITION

1 hour

Parts of speech (P.No. 1to6)
Articles (P.No. 67-71)
Letter Writing (Leave Application & Letter of Complaints)

BOOKS FOR REFERENCE:

- Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners* . Chennai: New Century Book House (P) Ltd, 2016. Print.
- G. Radhakrisna Pillai, and K.Rajeevan. *Spoken English forYou*. Chennai: Emerald Publishers, 2012. Print.

LANGUAGE THROUGH LITERATURE – I – 17GE1GSB1

QUESTION PATTERN

Stream – B

Time: 3 hours

Marks : 60

- | | | |
|------|--|---------|
| I. | Choose the best Answer
(from units I & II) | 10x1=10 |
| II. | Answer any two of the following in a paragraph of 100 words each
(two out of four from units I, II & III) | 2x5=10 |
| III. | Answer any two of the following in an essay of 300 words each
(two out of four from units I, II, & III) | 2x10=20 |
| IV. | Matching the expressions.
(from unit IV) | 5 |
| V. | 1. Fill in the blanks.
(from unit V - 5 marks for identification of Parts of Speech and 5 - marks for Articles) | 10x1=10 |
| | 2. Letter writing
(from unit V) | 5 |

FINANCIAL ACCOUNTING-I

Semester : I

Code : 17CC1MC01

Hours: 5

Credits: 4

COURSE OUTCOMES:

- ❖ Learn fundamental concept of Accounting.
- ❖ Prepare the financial statements in Accordance with generally accepted accounting principle for trading profit & loss accounts.
- ❖ Revise how errors can be identified & Rectify prepare BRS.
- ❖ Prepare accounts for non trading concerns.
- ❖ Compute average due data.

UNIT I

Accountancy Principles - Double Entry System - Accounting Standards Boards - composition - objective and functions of Accounting Standard Boards - Scope of Accounting Standards - Journal - ledger - Subsidiary Book - Cash Book (All types)

(15 Hours)

UNIT II

Trail Balance - Final Accounts - Preparation of Trading and Profit and Loss Account - Balance Sheet and Provisions relating to final accounts.

(15 Hours)

UNIT III

Errors - Types of Errors - Rectification of errors - Suspense Account - Bank reconciliation Statement - Overdraft model.

(15 Hours)

UNIT IV

Accounts of Non - Trading Concerns - Receipts and Payments Account, Income and Expenditure Account - Balance Sheet.

(15 Hours)

UNIT V

Account Current - Average Due date - Red Ink Interest - Forward and Backward Method - Daily balance Method.

(15 Hours)

NOTE: The percentage of marks for theory and problems is 20% and 80%

COURSE BOOK:

Dr. Sr. B.J. Queensly Jeyanthi, **Financial Accounting** - I, ACCA Printing Press, J.A College, Periyakulam.

BOOKS FOR REFERENCE:

1. Arulanandam and Raman, **Advanced Accounting**, Himalaya Publishing House, Mumbai, 1990.
2. R.L.Gupta and M. Radhaswamy, **Advanced Accounting - Volume I** Sultan & Chand Publications Delhi, 1990.
3. Jain and Narang, **Advanced Accounting** Kalyani Publishers, Delhi, 2003.
4. P.V. Rathanam, **Advanced Accounting** Himalaya Publishing House, Mumbai, 1990.

INTRODUCTION TO COMPUTERS AND OFFICE AUTOMATION

Semester: I

Hours: 3

Code : 17CC1MC02

Credits: 2

COURSE OUTCOMES:

- ❖ Explore the characteristics of computer system and working principles of computer.
- ❖ Analyze how the graphical data stored in memory and know about the Input/ Output and Storage Devices.
- ❖ Discuss about the features of MS-Word like spell Check, Insert Pictures and Objects.
- ❖ Help students to create a worksheet using MS-Excel
- ❖ Communicate in a business setting using spreadsheet vocabulary.

UNIT I

Introduction to Computer and Information Technology: History, Computer system concepts-Computer system characteristics- Capabilities and limitations - Types of computers - Generations. **Computer organization and working:** Introduction-The Control UNIT-ALU-Memory-Read only memory (ROM).

(9 Hours)

UNIT II

Input Devices: Introduction- Keyboards-Mouse-Joysticks-Optical Recognition input-Scanners-Bar coders-Digital camera-MICR-Card reader-Web Cameras-Light pens-Trackball-Touch screens-Touch pad-Digitizer-Voice input-Voice recognizers. **Output Devices:** Introduction-Monitors and Displays- Multimedia Projector-Printers-Graphics Output Devices-Plotters-Flatbed Plotters-Drum Plotters. **Storage Devices:** Introduction- Hard Disk Drives -CD-ROMs and DVDs - Magnetic tape -Erasable disks.

(9 Hours)

UNIT III

Microsoft Office 2007 and Word Processing: Introduction to Microsoft Office 2007 - Microsoft Word Screen. **Microsoft Word:** Working with Document in Word 2007 - Introduction -saving the file - Formatting, Alignment of text, Applying fonts-Spell checking- Borders and shading - Closing of the file, Editing document, Autocorrect-Auto format-Find and Replace, Page numbering, header and footer-Footnotes and endnotes-splitting panes-Tiling of the documents-using mail merge in Word 2007.

(9 Hours)

UNIT IV

Microsoft Office Excel 2007: Understanding Spreadsheets-Creating a Worksheet in Microsoft Excel 2007- Copying formula - Styles -functions in Excel - Using Auto calculate -References -Sum, Average functions.

(9 Hours)

UNIT V

Creating Charts in Excel 2007-Auditing a workbook - Comments Inserting - Function wizard-Goal seeking- Typing with Auto fill- Formatting numbers and Labels -changing the size of Rows and columns- Add or Remove a sheet - Protect a worksheet-Appling themes. **(9 Hours)**

COURSE BOOK:

Learning computer fundamentals, MS Office and Internet & Web Technology, Dinesh Maidasani, Firewall Media, Third Edition, 2014.

UNIT I : Section A-1, 2

UNIT II : Section A- 3, 4, 5

UNIT III : Section B- 2, 3

UNIT IV : Section B- 4 (up to Functions in Excel)

UNIT V : Section B- 4(From Creating Charts in Excel)

BOOKS FOR REFERENCE:

1. **A Beginners Guide to Computers** - Alexis Leon & Mathews Leon-Vikas Publishing House Pvt. Ltd., 2001.
2. **Fundamentals of Computers**, P. Mohan, Himalaya Publishing House, Revised Edition, 2010.
3. **Fundamentals of Computers**, V. Rajaraman, PHI Publication, Fifth Edition, 2010.

OFFICE AUTOMATION - LAB

Semester: I

Hours: 3

Code : 17CC1CP01

Credits: 2

COURSE OUTCOMES:

- ❖ To have working knowledge in MS-Word.
- ❖ To familiarize the use of excel for mark entry, bill preparation and salary calculation.
- ❖ To have a working knowledge in PowerPoint with effect and animation.
- ❖ To create a database for various applications.
- ❖ Demonstrate creating a database and adding tables.

WORD

Open a word document to prepare your **Resume** by performing the following operations.

- (a) Formatting the Text- Alignment & Font style
 - (b) Page setup (margin alignment, page height & width)
1. Create a student mark sheet using table, find out the total & average marks and display the result.
 2. Design an invitation of your course inauguration function using different fonts, font sizes, bullets and Word Art/ Clip Art
 3. Mail Merge Concept
 - (a) Prepare an invitation and to be sent to specific addresses in the data source.

EXCEL

1. Create suitable work sheet with student mark details and use Data sort to display results and make out a suitable chart.
2. Prepare salary bill in a worksheet showing Basic Pay, DA, HRA, Gross salary, PF, Tax and Net salary using suitable Excel Functions.

POWER POINT

1. Create a power point presentation to explain various aspects of your college using auto play.
2. Create a power point presentation to explain the sales performance of a company over a period of five years. Include slides covering the profile of the company, year wise sales and graph with gridlines, legends and titles for axes. Use Clip Art and animation features.

ACCESS

1. Create a table for storing marks of 10 students. The fields of the table are given below: Reg. No., Name, Mark1, and Mark2, Mark3, Test average (Best Two /2), Assignment, Seminar and Total marks (Test average + Assignment + Seminar) The fields 'Mark1', 'Mark2', 'Mark3' should not allow the user to enter a mark greater than 25 and should display proper message in such case. Similar constraint for the field 'Assignment' is 5 marks and for the field 'Seminar', it is 10 marks.
2. Create a table showing names of authors of at least 10 different books, title of books, the prices of these books, name of publishers and year of publication. Also create Select, Action and Cross-tab queries to display the records from this table meeting the criteria used in these queries.
 1. Create a form to enter the data directly into this form. The fields required are: Basic Pay, DA, HRA, Gross salary, PF, Income tax and Net salary.
 2. Create a report that displays the customer name, address, phone number, Item code, product quantity of the customers whose orders have been pending for over a month.

MARKETING

Semester: I

Hours: 5

Code : 17CC1AC01

Credits: 4

COURSE OUTCOMES:

- ❖ Explain the basic principles & practice of marketing.
- ❖ Apprehend awareness on the different stages of a product and its development and recognize the benefits and uses of brand loyalty and labeling.
- ❖ Identify the pricing process for a product and how it reflects on company's marketing.
- ❖ Discuss about channel members and their functions, basics of advertising, sales promotion and personal selling.
- ❖ Identify the different channels of distribution between the producer and consumer.

UNIT I

Marketing - Meaning - Definition - Marketing functions -Marketing Mix - Market Segmentation-Agricultural Marketing, Features and Problems. **(15 Hours)**

UNIT II

Product - Meaning - Features - Classification of Products, Product Planning and Development - Product Mix -Product life cycle - Branding, Brand Loyalty and Equity, Packaging, ISO Series and Agmark - CRM (customer Relationship Management). **(15 Hours)**

UNIT III

Pricing - Meaning - Pricing objectives - Factors affecting pricing decision - Procedure for Price Determination- Methods and Types of Pricing-Price as an indicator of quality. **(15 Hours)**

UNIT IV

Promotion and Sales promotion -Meaning -Need - Promotional Mix -Advertising -Advantages and Criticism-Advertisement copy-Personal selling -Meaning - Advantages and Limitations. **(15 Hours)**

UNIT V

Channels of Distribution - Meaning - Wholesalers and Retailer - Supply Chain Management - Retail Marketing - Meaning -Features -Total Quality Management - Quality Assurance - Quality circle - Measuring Quality - Features. **(15 Hours)**

COURSE BOOK:

R.S.N.Pillai and Bagavathi, (2014) **Modern Marketing, Principles and Practices**

S.Chand Pvt. Ltd, New Delhi (2014)

BOOKS FOR REFERENCE:

1. C.B.Gupta, **Marketing Management**, Sultan Chand & sons, 2003.
2. B.V.H.Kameswarastry, **Marketing Management**, J.V Publishing House, 2009.
3. S.M. Jha & L.P.Singh, **Marketing Management in Indian perspective**, Sultan Chand & Sons, 2003.
4. Rajan Nair, **Marketing Management**, Sultan Chand publications, 2005.

VALUE EDUCATION

Semester: I

Hours: 2

Code : 17VE1GS01

Credit: 2

COURSE OUTCOMES:

- ❖ Develop positive attitude towards life
- ❖ Internalize human values and sense one's personal identity and growth
- ❖ Face challenges in life positively with a knowledge on life coping skills
- ❖ Uphold the dignity of women
- ❖ Contribute more for women development and women empowerment

UNIT I

Values in Life- Personal, Social, Values in love and marriage, Spiritual and Professional - Life values - societal concerns and challenges. **(6 Hours)**

UNIT II

Life oriented skills - Self identity - self - esteem, self - concept, self - acceptance - Positive thinking - Positive attitude - Time management **(6 Hours)**

UNIT III

Motivation - Goal setting - Goal, its focus and importance - Success - obstacles to success - overcoming obstacles - Problem solving - Decision making - decision making process. **(6 Hours)**

UNIT IV

Women in society - Sex differences and sexual discrimination in society traditional bases of sexual identity - Actual Difference between the sexes - Social consequences of women's employment in modern society. **(6 Hours)**

UNIT V

Women in the Indian society - Status of women in independent India - problems of women in modern India - Rights and protection given to women by the constitution of India - Strategies for the Protection of women's rights and Rehabilitation of Women - Future Prospects **(6 Hours)**

COURSE BOOK:

- ❖ Value Education: Course Material Prepared by the Department of Foundation Courses. JAC

BOOKS FOR REFERENCE:

1. Dr. Xavier Alpphose S.J., "*We Shall Overcome*" - *A Text book on Life Coping Skills*, ICRDCE Publication, Chennai, 2011
2. அருள்நிதி ஆ.மு. தாமோதரன் முதுநிலை பேராசிரியர் - இயேசு காட்டும் யோகம். அன்பு நெறி வெளியீடு திண்டுக்கல்.
3. Dennis K. Kelly, "*Achieving Unlimited Success*", Indra Publishing House, Bhopal, 2009
4. Felix Koikara, SDB., "*Live Your Values*"-Teacher's Guide, Don Bosco Youth Animation Centre, Ennore, Madras, 1990
5. Elizabeth B. Hurlock, '*Personality Development*, TMH Publications, New Delhi, 2004.

CONTINUOUS INTERNAL ASSESSMENT

Components	Marks
Mid Semester	30
End Semester	30
Case Study Report	20
Book/Film Review	20
Total	100

QUESTION PATTERN (MID AND END SEMESTER EXAM)

Three essay type questions on any current issues or challenges facing society. [3x10=30]
{Issues and current trends related to women, national importance, societal, environment or value crisis among youth}

PORTIONS FOR INTERNAL TESTS:

I & II Units - Mid Semester

III, IV & V Units - End Semester

COMMUNICATION SKILLS

Semester: I

Hours: 2

Code : 17AE1SK01

Credits: 2

COURSE OUT COMES:

- ❖ Develop the four language skills
- ❖ Prepare, organize and deliver an effective oral presentation.
- ❖ Create suitable situations for role play, debate and group discussion.
- ❖ Practice in writing resume and letters.
- ❖ Utilize the concept, methodology and components of an Interview

UNIT I - PERSONAL COMMUNICATION

Intra-Personal Communication

Inter-Personal Communication

UNIT II - COMMUNICATION IN AN EDUCATIONAL ENVIRONMENT

Letter Writing

Situational Conversations

Group Discussion

UNIT III - COMMUNICATION FOR CAREER

Facing Interviews

Team Work

UNIT IV- COMMUNICATION IN A GATHERING

Presentation Skills

UNIT V - PUBLIC SPEECH

Welcome Speech

Vote of Thanks

Felicitations

Feedback

COMMUNICATION SKILLS -17AE1SK01

QUESTION PATTERN

Time: 1 Hour

Marks: 30

- | | |
|---|--------|
| I. Write short notes on any two of the following
(From Unit - I, III & IV) | 2x5=10 |
| II. Letter Writing. (From Unit-II) | 1x5=5 |
| III. Situational Conversation/Group Discussion.
(From Unit - II) | 1x5=5 |
| IV. Welcome Speech/Vote of Thanks. (From Unit - V) | 1x5=5 |
| V. Felicitations/Feedback. (From Unit - V) | 1x5=5 |

PART - I Tamil

இடைக்கால இலக்கியம்

பருவம்: இரண்டு

நேரம் : 5

குறியீடு: 17GT2GS02

புள்ளி : 3

நோக்கம்:

- ❖ சைவ, வைணவ அடியார்களின் பக்தியைப் பற்றி அறிந்து கொள்வர்.
- ❖ அடியார்களின் வழி இறைவனின் அருள் தன்மையைப் புரிந்து கொள்வர்.
- ❖ செய்யுள் எழுதும் முறையைக் கற்றுக் கொள்வர்.
- ❖ வெற்றிச்சிறப்பைப் போற்றும் முறையைத் தெரிந்து கொள்வர்.
- ❖ செய்யுள் வழி உரைநடையையும், புதின மரபையும் கற்றுக் கொள்வர்.

அலகு 1: சைவம்

1. திருஞானசம்பந்தர் - திருமாகறல்
 1. காலையொடுதுந்துபிகள் ...
 2. துஞ்சுநறு நீலமிருள்...
2. திருநாவுக்கரசர் - திருக்கொண்டீச்சரம்
 1. வரைகிலேன் புலன்கள் ...
 2. தொண்டனேன் பிறந்து ...
3. சுந்தரர் - திருக்காளத்தி
 1. நீறார் மேனியனே...
 2. தளிர் போல் மெல்லடியாள்...
4. மாணிக்கவாசகர் - திருவாசகம்
குயிற் பத்து

அலகு 2: வைணவம்:

1. மதுரகவியாழ்வார்- 'கண்ணினுண் சிறுத்தாம்பு' - 10 பாசுரங்கள்
2. குலசேகர ஆழ்வார் - பெருமாள் திருமொழி
வித்துவக்கோட்டு அம்மாளையே வேண்டி நின்றல் (688 முதல் 697 வரை)

அலகு 3: சிற்றிலக்கியங்கள்

1. கலிங்கத்துப்பரணி - போர் பாடியது
 1. அலைகடல் போல கிளம்பின படைகள். பா.எண். 405 - 407
 2. தம் நிழலைக் கண்டு தாமே பயந்து ஓடினர். பா.எண். 451 - 455
 3. கலிங்கம் வென்றான் கருணாகரன். பா.எண். 469 - 472
2. நந்திக் கலம்பகம்
 1. முரசு அழைக்கிறது. பா.எண்.9
 2. களிறைக் கண்டனர் கண்டபடி எண்ணினர். பா.எண். 18 - 20
 3. புருவமேறினால் புவியே பணியும். பா.எண். 30

அலகு 4: நாவல்

சொப்பன பூமியில் - திலகவதி

அலகு 5:

இலக்கணம்: யாப்பின் உறுப்புக்கள்

இலக்கிய வரலாறு - பக்தி இலக்கியம், சிற்றிலக்கியம் தொடர்பான பகுதிகள்
நாவலின் தோற்றமும் வளர்ச்சியும்.

பாடநூல்கள்:

1. தமிழ்த்துறை வெளியீடு - இடைக்கால இலக்கியம்,
ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி, பெரியகுளம்
2. எம்.ஆர்.அடைக்கலசாமி - தமிழ் இலக்கிய வரலாறு, ராசி பதிப்பகம்,
சென்னை - 73, 41 ஆம் பதிப்பு.
3. திலகவதி - சொப்பன பூமியில் , அம்ருதா பதிப்பகம், சக்தி நகர்,
போரூர், சென்னை - 116, மூன்றாம் பதிப்பு - 200

LANGUAGE THROUGH LITERATURE - II

STREAM – A

Semester: II

Hours: 6

Code : 17GE2GSA2

Credits: 3

COURSE OUTCOMES:

- ❖ Impart effective communication skills to the learners.
- ❖ Read and understand language and descriptions of topics from a variety of texts.
- ❖ Discuss and respond to the content of a text orally and in writing.
- ❖ Write effective and coherent paragraphs.
- ❖ Learn how to use the correct use of vocabulary.

UNIT I: PROSE

1 hour

- | | | |
|-------------------|---|---------------------------------|
| A.P.J Abdul Kalam | - | My Visions for India |
| A.J.Cronin | - | The Best Investment I Ever Made |

UNIT II: POETRY

1 hour

- | | | |
|---------------------|---|--------------------------------|
| Rabindranath Tagore | - | Where the Mind is Without Fear |
| George Herbert | - | The Pulley |

UNIT III: SHORT STORY

1 hour

- | | | |
|-------------------|---|-----------------------------|
| Guy de Maupassant | - | The Necklace |
| Leo Tolstoy | - | Little Girls Wiser than Men |
| R.K. Narayan | - | An Astrologer's Day |

UNIT IV: ONE ACT PLAYS

1 hour

- | | | |
|-----------------|---|---------------------------|
| Norman MckInnel | - | The Bishop's Candlesticks |
| G.B. Shaw | - | A Meeting in a Forest |

UNIT V: GRAMMAR & CREATIVE WRITING

2 hours

- Concord
- Active voice and Passive voice
- Question Tag
- Speech Writing
- Advertisement Writing
- Report Writing

COURSE BOOK::

- Limelight-2. SSK Publishers and Distributors, Chennai: 2016.
- Savarimuttu, J.S Rohan, G.Petricia Alphine Nirmala. English Grammar and usage – An ideal Companion For Advanced Learners .New Century Book House (P) Ltd, Chennai, 2016.

LANGUAGE THROUGH LITERATURE- II - 17GE2GSA2

QUESTION PATTERN

STREAM – A

Time: 3 hours

Marks : 60

- | | |
|--|---------|
| I. Choose the best answer
(from units I & II) | 10x1=10 |
| II. Answer any two of the following in a paragraph of 100 words each
(two out of four from units I & II) | 2x5=10 |
| III. Answer any two of the following in an essay of 300 words each
(two out of four from units I, II, III & IV) | 2x10=20 |
| IV. Fill in the blanks
(from Concord) | 2 |
| V. Rewrite the following sentences as directed
(from Voice) | 3 |
| V. Add Question Tags for the following | 5 |
| VI. Speech writing | 5 |
| VII. Advertisement writing (OR) Report writing | 5 |

LANGUAGE THROUGH LITERATURE - II

STREAM -B

Semester: II

Hours: 6

Code : 17GE2GSB2

Credits: 3

COURSE OUTCOMES

- ❖ Select texts, expose to a range of contexts where the language is used to meet a variety of real life and communication needs.
- ❖ equip the students in the relevant English language skills necessary for success in various competitive examination.
- ❖ train the students to use the language potentials in language skills
- ❖ Enhance language through a task- based and learner- centric syllabus
- ❖ Carry out all the LSRW skills

UNIT I: PROSE

2 hours

- Jawaharlal Nehru - The Ganga
- Bernard Shaw - How I became a public Speaker

UNIT II: POETRY

1 hour

- John Masefield - Laugh and be Merry
- Rupert Brooke - Menelaus and Helen

UNIT III: SHORT STORY

1 hour

- Oscar Wilde - The Selfish Giant
- H.H Munro (Saki) - The Story Teller

UNIT IV: COMMUNICATIVE EXPRESSIONS

1 hour

- Offering Help
- Apologizing
- Making Suggestions
- Expressing Likes and Dislikes

UNIT V: COMPOSITION AND GRAMMAR

1 hour

1. Comprehension
2. Tense
3. Concord

BOOKS FOR REFERENCE:

- Savarimuttu,J.S Rohan,G.Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion for Advanced Learners* .New Century Book House (P) Ltd, Chennai, 2016.

LANGUAGE THROUGH LITERATURE - II - 17GE2GSB2

QUESTION PATTERN

Stream-B

Time: 3 hours

Marks: 60

- I. Choose the best Answer. 10 x1=10
(from Units I & II)
- II. Answer any two of the following in a paragraph of 100 words each 2x5=10
(two out of four from Units I, II & III)
- III. Answer any two of the following in an essay of 300 words each 2x10=20
(two out of four from Units I, II & III)
- IV. Matching the expressions. 5
(from Unit IV)
- V. a) Read the passage and answer the following questions. 5
(from Unit V)
- b) Fill in the blanks with suitable tense. 10
(from Unit V)

FINANCIAL ACCOUNTING - II

Semester: II

Hours: 6

Code : 17CC2MC03

Credits: 4

COURSE OUTCOMES:

- ❖ Discuss the concept of consignment and learn the accounting treatment of the various aspects of consignment.
- ❖ Distinguish joint venture and partnership and to learn the methods of maintaining records joint venture.
- ❖ Apply the concept of hire purchase and installments system of accounting
- ❖ Prepare the profit or loss by using single entry systems
- ❖ Identify the difference between branch and department. Preparation of accounts for various departments and finding profit separately for departments.

UNIT I

Consignment Accounts-Normal Loss-Abnormal Loss-Calculation of unsold stock- Invoice price and selling price effects-goods returned-loading factors. **(15 Hours)**

UNIT II

Joint Venture - Methods - Individual venture's books - Memorandum method - Separate set of books method. **(15 Hours)**

UNIT III

Accounting for hire purchase and installments - Calculation of interest - Repossession of stock - Hire purchase trading account - stock and debtors system. **(15 Hours)**

UNIT IV

Single Entry Methods-Net worth method-Conversion of single entry into double entry- Missing information. **(15 Hours)**

UNIT V

Branch accounts excluding foreign branches - Dependent branches -Inter branch transactions - Departmental accounts- Allocation and non allocable expenses including inter department transfers. **(15 Hours)**

COURSE BOOK:

Dr. Sr. B.J. Queensly Jeyanthi, **Financial Accounting** - II, ACCA Printing Press, J.A College, Periyakulam.

BOOKS FOR REFERENCE

1. Arulanandam and Raman **Advanced Accounting**, Himalaya Publishing House, Mumbai, 1990.
2. R.L.Gupta and M. Radhaswamy **Advanced Accounting- Volume I** Sultan & Chand Publications Delhi, 1990.
3. Jain and Narang, **Advanced Accountancy** Kalyani Publishers, Delhi, 2003.
4. P.V. Rathanam, **B. Com. Accountancy** Himalaya Publishing House, Mumbai, 1990.

C PROGRAMMING

Semester: II

Hours: 3

Code : 17CC2MC04

Credits: 2

COURSE OUTCOMES:

- ❖ To provide knowledge in the fundamentals of C Programming and operators.
- ❖ To be familiar with Input and Output operations, looping with connecting statements for decision making.
- ❖ Create different operations on Arrays and Strings.
- ❖ To have knowledge on user-defined functions
- ❖ To help students to be familiar with file management in C.

UNIT I

Introduction to C: Character set-C Tokens-Keywords and Identifiers-Constants-Variables - Data Types - Declaration of variables. **Various types of operators:** Introduction-Arithmetic operators-Relational operators-Logical operators-Increment and Decrement operators-Conditional operator-Bitwise operators-Special operators. **(9 Hours)**

UNIT II

Managing Input and Output Operations: Introduction-Reading a character-Writing a character-Formatted Input-Formatted Output. **Decision Making and Branching and Looping:** Introduction-Decision Making with IF statement-Simple IF Statement-IF...ELSE Statement-Nesting of IF...ELSE Statement-ELSE IF Ladder-SWITCH Statement-GOTO Statement-WHILE Statement-Do Statement-For Statement. **(9 Hours)**

UNIT III

Arrays: Introduction- One dimensional arrays-Declaration of One dimensional arrays-Initialization of One dimensional arrays- Two dimensional arrays- Initialization of Two dimensional arrays- Multi-Dimensional Array. **String Handling Functions:** Introduction-strcat () Function-strcmp () Function-strcpy () Function-Strlen () Function and other String Function. **(9 Hours)**

UNIT IV

User Defined Functions: Introduction-Need for User defined Function-Multi function program-Elements of user defined function- Definition of Function-Return values and their types-Function calls-Function Declaration-Category of Functions. **(9 Hours)**

UNIT V

Structure: Introduction-Defining a structure-declaration structure variables-accessing structure members-Structure Initialization. **File Management in C:** Introduction-Defining and Opening a File-Closing a File-Input and Output Operations on Files-getw and putw Functions-fprintf and fscanf function. **(9 Hours)**

COURSE BOOK:

E. Balagurusamy, **Programming in ANSI C**, Tata McGraw-Hill Publishing Company Limited, 6th Edition, New Delhi, 2013.

Unit I Chapters : 2.1 to 2.8 and 3.1 to 3.9 pages (22 to 33 and 52 to 61)

Unit II Chapters : 4.1 to 5.7 and 5.9 to 6.4 pages (83 to 127 and 135 to 168)

Unit III Chapters : 7.1 to 7.7 and 8.8 pages (192 to 215 and 253 to 259)

Unit IV Chapters : 9.1 to 9.14 pages (270 to 293)

Unit V Chapters : 10.1 to 10.5 and 12.1 to 12.5 pages (324 to 330 and 395 to 404)

BOOKS FOR REFERENCE:

1. Y. Kanetkar, **Let us C**, BPB Publications, 6th Edition, New Delhi, 2002.
2. T. Jeyapoovan, **First Course in Programming with C**, Vikas Publication, New Delhi, 2002.

C PROGRAMMING - LAB

Semester: II

Hours: 3

Code : 17CC2CP02

Credits: 2

COURSE OUTCOMES:

- ❖ Design, implement, test, debug and document in C
 - ❖ Illustrate the basic structure of the C Programming, declaration and usage of variables
 - ❖ Develop conditional and iterative statement to write C programs
 - ❖ Create and use the common data structures typically found in C programs namely arrays and strings
 - ❖ Comprehend to write and use functions, function calls and parameter passing options
1. Write a C Program to find the sum of digits
 2. Write a C Program to check whether a given number is Prime or not
 3. Write a C Program to generate the Fibonacci series
 4. Write a C Program to arrange the given number in ascending order
 5. Write a C Program to find the grade of a student using else if ladder
 6. Write a C Program to implement the various string handling function using switch-case
 7. Write a C Program to calculate the commission.
 8. Write a C Program to find Simple Interest using C.
 9. Write a C Program to find Compound Interest Calculation-Yearly, Half-yearly and monthly compounding.
 10. Write a C Program to calculate Economic order Quantity (EOQ) and Optimal Time between orders (TBO).
 11. Write a C Program to calculate Control ratios-Activity ratio, Capacity Ratio and Efficiency ratio.
 12. Write a C Program to find Depreciation by three methods.
 13. Write a C Program to prepare of Pay Bill for Employees.
 14. Write a C Program to calculate Electricity Charge (Assume three types Consumers-Domestic, Office and Industry and Three levels of rating for each type).

BANKING

Semester: II

Hours: 5

Code : 17CC2AC02

Credits: 4

COURSE OUTCOMES:

- ❖ Discuss the concept of banking and gain knowledge about the commercial banks & RBI and to understand the relationship between banker and customer.
- ❖ Acquire the knowledge of opening and operating of bank accounts and learn about the various types of accounts & different types of customers
- ❖ Demonstrate the concepts and types of negotiable instruments.
- ❖ Discuss about the Rights, Responsibility and duties of paying & collecting bankers and to know about the recovery of money paid by mistake
- ❖ Updating the recent developments in E-Banking services.

UNIT I

Introduction to Banks- Bankers and Banking -Definitions - Meaning - Types of Banks in India - Functions of commercial banks - Banker and Customers - General and Special Relationship - RBI - RBI function. **(15 Hours)**

UNIT II

Opening and operations of Bank account - Types of Accounts - General precautions for opening account- Types of customer / Account holder - Classification of loans and advances - Principles of sound lending - Secured and Unsecured. **(15 Hours)**

UNIT III

Negotiable Instrument - Types - Cheques and E-Cheques - Features - Crossing - Types of Crossing - Endorsement - Kinds of Endorsement. **(15 Hours)**

UNIT IV

Paying and collecting bankers - Rights, Responsibility and duties of paying and collecting bankers - Precaution to be taken in paying and collection of cheques - Payment in due course, Holder in due course - recovery of money paid by mistake. **(15 Hours)**

UNIT V

EFT and RTGS -Types of Electronic delivery channel - EFT - RTGS - Scope and Benefits - Ombudsman scheme - Objects - Appointment of Ombudsman - Power and duties - Procedure for redressal of grievance settlement - Mobile banking - Online banking - Cell center banking - Benefits - ATMs - Plastics card - Smart card - Debit Card - Credit card. **(15 hours)**

COURSE BOOK:

E.Gordon and K.Natarajan, **Banking Theory law and practice**, Latest Edition Himalaya Publishing House, New Delhi. (For V Chapter study material will be provided).

BOOKS FOR REFERENCE:

1. K.P.Kandasami, S. Natarajan, R. Parameswaran,(2009), **Banking Law and Practice**, 4th revised edition, S.Chand Publication. New Delhi.
2. N.Subramani, M. Murugesan, D. Anbalagan, V. Ganesan, (2008), **E-BANKING and E- Commerce**, 1st Edition, J.K.Singh for Abhijeet, New Delhi.
3. R. Rajesh, T. Sivagnanasithi,(2009), **Banking Theory Law & Practice**,1st Edition, Tata Mc Graw- Hill Publishing , New Delhi.
4. Varshney.P.N. 1990 **Banking Law and Practice**, S.Chand & Co., New Delhi.
5. S.Gurusamy, **Banking theory law and Practice**, Latest Edition, Tata McGraw Education Private Ltd, New Delhi

FINANCIAL MARKETS AND SERVICES

Semester: II

Hours: 2

Code : 17CC2SK02

Credits: 2

COURSE OUTCOMES:

- ❖ Discuss about the financial system and its functions
- ❖ Acquire the knowledge of financial services
- ❖ Explain the concept of mutual fund and to know the procedures relating to the selection of mutual fund.
- ❖ Discuss the concepts of merchant banking and the services of merchant banks.
- ❖ Identify the concept of discounting and factoring.

UNIT I

The financial system - Its functions - financial concepts - financial assets - financial intermediaries-financial markets - capital market - importance of capital markets - financial rates of return - financial instruments. **(6 Hours)**

UNIT II

Financial services- meaning-scope of financial services - importance of financial services -challenges facing the financial services sector. **(6 Hours)**

UNIT III

Mutual funds - meaning-definition of Mutual fund - selection of a fund. **(6 Hours)**

UNIT IV

Merchant banking-meaning-services of merchant banks-qualities required of merchant Bankers. **(6 Hours)**

UNIT V

Discounting & factoring-meaning-terms and conditions-functions of factoring-types of factoring. **(6 Hours)**

COURSE BOOK:

E. Gorden and K. Natarajan, **Financial Markets and Services**, Himalaya Publishing House, 6th edition, 2010.

BOOKS FOR REFERENCE:

1. Prof. Shri Ram Khanna, **Financial Markets in India and Protection of Investors**, New century publications, 2004.
2. Dr.S. Maria John, **Financial Markets and Institutions**, Palani Paramount Publications, Palani, 2004.
3. Dr.S.Gurusamy, **Financial Markets and Institutions**, Tata McGraw-Well Publishing Company, New Delhi, 3rd edition, 2009.

பொதுத்தமிழ் - காப்பிய இலக்கியம்

பருவம்: மூன்று

நேரம்: 5

குறியீடு: 17GT3GS03

புள்ளி: 3

நோக்கம்:

- ❖ காப்பிய இலக்கியங்களின் சிறப்புக்களை அறிந்து கொள்வர்.
- ❖ ஐம்பெரும் காப்பியங்கள், பிறகாப்பியங்களின் பக்திச்சிறப்புக்களை உணர்ந்து கொள்வர்.
- ❖ அகப்புற இலக்கியச் செய்திகளை அறிந்து கொள்வர்.
- ❖ வணிகச் செய்திகளைத் தெரிந்து கொள்வர்.
- ❖ தமிழிலக்கியத்தில் காணலாகும் அறவியல், அறிவியல் செய்திகளைத் தெரிந்து கொள்வர்.

அலகு 1

- | | | |
|---------------|---|--|
| சிலப்பதிகாரம் | - | ஊர்கூழ் வரி |
| மணிமேகலை | - | உலக அறவி புக்க காதை |
| சீவகசிந்தாமணி | - | முக்தி இலம்பகம் (185 - 189) 11 பாடல்கள் சீலம், தானம் |

அலகு 2

- | | | |
|---------------|---|---|
| கம்பராமாயணம் | - | கிக்கிந்தா காண்டம் - ஆறு செல் படலம் 10 பாடல்கள் |
| தேம்பாவணி | - | மகவருள் படலம் - சூசை கைகளில் குழந்தைநாதன் |
| சீறாப்புராணம் | - | பாந்தள் வதைப் படலம் |

அலகு 3

- | | | |
|----------------|---|-----------------------------------|
| பொருளிலக்கணம் | - | அகத்திணை, புறத்திணை |
| இலக்கிய வரலாறு | - | காப்பியம் தொடர்பான இலக்கிய வரலாறு |

அலகு 4

- | | | |
|--------------------------|---|---|
| வணிகத் தமிழ் | - | சங்க இலக்கியங்கள் உணர்த்தும் வணிகச் செய்திகள் பக்.75-84 |
| வணிகக் கலைச் சொல்லாக்கம் | - | 50 சொற்கள் |

அலகு 5

- | | | |
|----------------|---|---------------------------------|
| அறிவியல் தமிழ் | - | தமிழில் அறிவியல் - பக். 27 - 40 |
|----------------|---|---------------------------------|

பாட நூல்:

தமிழ்த்துறை வெளியீடு, ஜெயராஜ் அன்னபாக்கியம் மகளிர் தன்னாட்சிக் கல்லூரி, பெரியகுளம்.

பார்வை நூல்கள்:

- 1 பா. சரவணன் (தொ.ஆ) - சிலப்பதிகாரம், சந்தியா பதிப்பகம், சென்னை-83, 2-ஆம் பதிப்பு - 1998.
- 2 இராம - லட்சுமணன் (தொ.ஆ) - மணிமேகலை, உமா பதிப்பகம், சென்னை-1, 2-ஆம் பதிப்பு - ஜனவரி - 1997.
- 3 திரு புலவர்.அரசு (உ.ஆ) - சீவகசிந்தாமணி, கழக வெளியீடு. 1967.
- 4 பேரா.அ.ச.ஞானசம்பந்தன் (ப.ஆ) - கம்பராமாயணம், நியூசெஞ்சரி புக் ஹவுஸ், சென்னை - 98.
- 5 ந.ம.மரியஅருட்பிரகாசம் (உ.ஆ) - தேம்பாவணி, மாவிகா அச்சகம், நொபிலி வளாகம், கோ.புதூர், மதுரை.
- 6 செய்குதம்பி பாவலர் (உ.ஆ) - சீறாப்புராணம், யுனிவர்சல் பிரிண்டர்ஸ், வடக்கு உஸ்மான் சாலை, சென்னை - 1. டிசம்பர் - 2014.
- 7 ச. திருஞானசம்பந்தம் (தொ.ஆ) - யாப்பருங்கலக்காரிகை, கதிர் பதிப்பகம், திருவையாறு, முதற் பதிப்பு. 2007
- 8 எம்.ஆர். அடைக்கலசாமி - இலக்கிய வரலாறு, ராசி பதிப்பகம், முதற்பதிப்பு. 1960. சென்னை- 73.
- 9 மணவை முஸ்தபா - காலம் தேடும் தமிழ், மீரா பதிப்பகம், சென்னை-40. 1993.
- 10 பொ. மா. பழனிச்சாமி - இலக்கியக் கதிர், நியூ செஞ்சரி புக்ஹவுஸ், சென்னை-40. முதற்பதிப்பு 2010.
- 11 நாராயண வேலுப் பிள்ளை - உரைநடைத் தமிழ் - ஐம்பெருங் காப்பியங்கள், நர்மதா பதிப்பகம், சென்னை - 1, முதற்பதிப்பு 1999.

LANGUAGE THROUGH LITERATURE - III

STREAM - A

Semester: III

Hours: 6

Code : 17GE3GSA3

Credits: 3

COURSE OUTCOMES:

- ❖ Enhance critical thinking and writing.
- ❖ understand and appreciate poetry as a literary art
- ❖ Impart effective communication skills to the learners.
- ❖ Be familiar with various writers of prose, poetry and one-act plays.
- ❖ Strengthen their writing skill.

UNIT I: PROSE

30 Hours

- | | | |
|----------------------------------|---|----------------------|
| Indian Women | - | Dr. S. Radhakrishnan |
| India Through a Traveller's Eyes | - | Pearl S. Buck |

UNIT II: POETRY

30 Hours

- | | | |
|------------------|---|---------------------|
| Lochinvar | - | Sir Walter Scott |
| On His Blindness | - | John Milton |
| Time and Love | - | William Shakespeare |

UNIT III: SHORT STORY

15 Hours

- | | | |
|-------------------------|---|----------------|
| After Twenty Years | - | O'Henry |
| The Tiger in the Tunnel | - | Ruskin Bond |
| Karma | - | Kushwant Singh |

UNIT IV: ONE ACT PLAYS

- | | | |
|--------|---|--------------|
| Hijack | - | Charles Well |
|--------|---|--------------|

UNIT V: COMPOSITION AND GRAMMAR

15 Hours

- Direct and Indirect Speech
- Degrees of Comparison
- Punctuation
- Interviewing
- Resume Writing
- E-mail Writing

COURSE BOOKS:

- 'Limelight-3', SSK Publishers and Distributors, Chennai, 2016.
- Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners*. Chennai: New Century Book House (P) Ltd, 2016. Print.

LANGUAGE THROUGH LITERATURE - III - 17GE3GSA3

QUESTION PATTERN

STREAM A

Time: 3 Hours

Marks: 60

- I. Choose the best answer 10x1=10
(From Unit I & II)
- II. Answer any two of the following in a paragraph of 100 words each 2x5=10
(Two out of 4 from Unit I & II)
- III. Answer any two of the following in an essay of 300 words each 2x10=20
(Two out of 4 from Unit I, II, III & IV)
- IV. Rewrite as directed (From Unit V)
- a) Direct/ Indirect speech. 2x1=2
- b) Degrees of Comparison 3x1=3
- V. Rewrite with right punctuation 5x1=5
(From Unit V)
- VI. Answer the following (From Unit V) 2x5=10
1. Resume writing
 2. Email writing

LANGUAGE THROUGH LITERATURE - III

STREAM B

Semester: III

Hours: 6

Code : 17GE3GSB3

Credits: 3

COURSE OUTCOMES:

- ❖ Use language for aesthetic effect.
- ❖ Arrange and apply activities to improve their skills.
- ❖ Develop a positive attitude towards language learning.
- ❖ Bring out oral practice effectively.
- ❖ Interact and facilitate language learning process.

UNIT I: PROSE

30 Hours

My Greatest Olympic Prize	-	Jesse Owens
When You Dread Failure	-	A. J. Cronin

UNIT II: POETRY

15 Hours

Good Bye Party To Miss Pushpa T.S	-	Nissim Ezekiel
A Bird Came Down the Walk	-	Emily Dickson

UNIT III: ONE - ACT PLAY

15 Hours

Bishop's Candle Sticks	-	Norman Mckinnel
Never Never Nest	-	Cedric Mount
The Pie and the Tart	-	Hugh Chesterton

UNIT IV: COMMUNICATION SKILLS

15 Hours

CONVERSATIONS:

1. At a bank
2. In the library
3. Reservation status
4. At the sweet shop
5. At the poly clinic
6. On the bus

UNIT V: COMPOSITION

15 Hours

1. Writing Advertisement
2. Story Completion

GRAMMAR

1. Question with answers 'Yes' or 'No'.
2. Active Voice & Passive Voice

BOOKS FOR REFERENCE:

1. Siva, Anthony, Dr. Gunasekaran. "Six One-Act Plays". Chennai: Pavai Publications, Royapettah, 2009.
2. Kaleem, Nafeesa. "Six One Act-Plays". Chennai: Anu Chitra Publications, West Mambalam, 1985.
3. Effective Communication in English. Board Of Editors, 2013.
4. Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners* . Chennai: New Century Book House (P) Ltd, 2016. Print.

LANGUAGE THROUGH LITERATURE - III - 17GE3GSB3

STREAM B

QUESTION PATTERN

Time: 3 Hours

Marks: 60

1. Choose the best answer (from Unit I & II) 10 x 1 = 10
 2. Match the following (from Unit I based on vocabulary) 5 x 1 = 5
 3. Answer any two of the following in a paragraph of 100 words each. 2 x 5 = 10
(Two out of 4 from unit I, II & III)
 4. Answer any two of the following in an essay of 300 words each 2 x 10 = 20
(Two out of 4 from unit I, II & III)
 5. Answer any one of the following questions. 5
(One out of 3 from unit IV)
 6. Answer any one of the following questions. (unit-V) 5
 - a) Writing Advertisement
- Or
- b) Story Completion
 7. Rewrite as directed: (unit-V)
 - a) Questions with answers 'Yes'/'No'. 3X1=3
 - b) Active Voice and Passive Voice. 2X1=2

FINANCIAL MANAGEMENT

Semester: III

Hours: 5

Code : 17CC3MC05

Credits: 4

COURSE OUTCOMES:

- ❖ Acquire in-depth knowledge in financial management.
- ❖ Apply cost of capital and financial leverage to form long-term financial policies for business.
- ❖ Identify the major source of long - term and short-term finance available to the business.
- ❖ Identify the legal issue related to financial decision
- ❖ Identify the common factors influencing dividend policy.

UNIT I

Financial Management - meaning - nature- scope - objectives - finance functions - profit maximization Vs wealth maximization - Role and responsibilities of a finance manager. **(15 Hours)**

UNIT II

Financing decisions - Capital structure - Determinants of capital structure - Optimum capital - Capitalization - Over and under capitalization. **(15 Hours)**

UNIT III

Investment decision - Capital budgeting Appraisal - Methods - Traditional - Payback period - Average rate of return - Discounted Methods - Net present Value - Internal rate of return - Profitability index - Cost of Capital - Significance of the Cost of Capital. **(15 Hours)**

UNIT IV

Working Capital - Meaning - Types - Concept - Need and influencing factors - Inventories and Receivable Management - Management of Cash. **(15 Hours)**

UNIT V

Dividend policy - Dividend policy decisions - Dividend theories - Modigliani Miller's Approach - Walter's Approach - Determinants of dividend policy. **(15 Hours)**

COURSE BOOK:

S.N. Maheswari, **Financial Management**, Sultan Chand & sons, New Delhi, 2017.

BOOKS FOR REFERENCE:

1. M.Y. Khan and P.K. Jain, **Financial Management**, TataMcGraw Hill, New Delhi, 2017.
2. I.M. Pandey, **Financial Management**, Vikas publication, Chennai, 2016.
3. C. Kuchal, **Financial Management**, Chaitanya Publication, 2015.
4. Prasanna Chandra, **Financial Management**, Tata McGraw Hill, New Delhi. 2017.

WEB TECHNOLOGY

Semester: III

Hours: 3

Code : 17CC3MC06

Credits: 2

COURSE OUTCOMES:

- ❖ Explain the concept HTML and creating simple static pages.
- ❖ Create well structured programs, easily maintained, standards - compliant CSS code to present HTML pages in different ways.
- ❖ Discuss about the concept of Java Script document object model and add dynamic Content to pages.
- ❖ Acquire knowledge of advantages and usage of loops in VB Script.
- ❖ Knowledge to develop a WebPages (Using HTML, CSS, Java Script, VB Script and JSP).

UNIT I: INTRODUCTION

History of the Internet - Services and Accessibility - uses, Protocols, Web Concepts - Internet Standards. **HTML**: Introduction - SGML - HTML document - Head section - Body section - HTML Forms. **(9 Hours)**

UNIT II: CASCADING STYLE SHEETS

Advantages of CSS - Properties of Tags - Property Values - Embedded Style Sheets - External Style Sheets - Grouping-Inheritance - Class as Selector - Pseudo Classes and Pseudo Elements - Positioning - Backgrounds - Element Dimensions. **(9 Hours)**

UNIT III: JAVA SCRIPT

Introduction - Language Elements - Objects of JavaScript - Other Objects - Arrays. **(9 Hours)**

UNIT IV: VB SCRIPT

Introduction - Embedding VBScript Code in an HTML Document - Comments - Variables - Operators - Procedures - Conditional Statements - Looping constructs - Objects and VBScript - Cookies. **(9 Hours)**

UNIT V: JAVA SERVER PAGES (JSP)

Introduction - Advantages of JSP - Developing First JSP - Components of JSP - Reading Request Information - Retrieving the Data Posted from a HTML File to a JSP File - JSP Sessions - Cookies - Disabling Sessions. **(9 Hours)**

COURSE BOOK:

N. P. Gopalan and J. Akilandeswari, **Web Technology - A Developer's Perspective**, Prentice-Hall of India Pvt. Ltd, New Delhi, 2008.

BOOKS FOR REFERENCE:

1. J. Jaworski, **Mastering Javascript**, BPB Publications, 1999.
2. Jason Hunter, **Java Servlet Programming** Shroff Publishers, New Delhi, 2nd Edition, 2001.
3. I. Bayross, **Web Enable Commercial Application Development Using HTML, DHTML, Javascript, Perl, CGI**, BPB Publications, 2000.

WEB TECHNOLOGY - LAB

Semester: III

Hours: 2

Code : 17CC3CP03

Credits: 2

COURSE OUTCOMES:

- ❖ Preparation of webpage and identify its elements and attributes.
 - ❖ Create a webpage using HTML and cascading style sheets.
 - ❖ Design dynamic webpage using java script and vb script
 - ❖ Use server side, java application called JSP to catch form data sent from client and store it an database.
 - ❖ Acquire the knowledge about the relationship of HTML, CSS and Scripting Languages
1. Write an HTML code to design a simple web page for Text formatting
 2. Write an HTML code to create a Home page having three links: About Us, Our Services and Contact Us. Create separate web pages for the three links.
 3. Write an HTML code to illustrate the usage of the following:
 - ❖ Ordered List
 - ❖ Unordered List
 - ❖ Definition List
 4. Write an HTML code to create a frameset having header, navigation and content sections.
 5. Write an HTML code to create a time table.
 6. Write an HTML code to design a CSS to create a menu bar.
 7. Write an HTML code to design a web page for Bio- Data using CSS.
 8. Write a JavaScript Program To Create Popup Window.
 9. Write a JavaScript Program To Valid An Email Address.
 10. Write a VB Script program to Generate Date and Time.
 11. Write a VB Script program to calculate the Statistical Operation.
 12. Write a JSP Program to design a Login form where we have two fields "username" and "password" with a submit button.
 13. Write a JSP program to calculate arithmetic operations using Radio Buttons.
 14. To create a College website using HTML, JSP, CSS.
 15. To create a website for Samsung company using HTML, JSP, CSS.

STATISTICAL METHODS

Semester: III

Hours: 5

Code : 17CC3AC03

Credits: 4

COURSE OUTCOMES:

- ❖ Understand the basic concepts and statistical methods
- ❖ Apply statistical methods like measures of central tendency and dispersion
- ❖ Develop knowledge and skills in theoretical, computational and application oriented statistics
- ❖ Prepare report after summarizing and interpret data
- ❖ Apply statistical methods for solving practical problems.

UNIT I

Meaning and definition of statistics - importance - functions - limitations - statistical survey and collection of data - sampling designs - classifications - Tabulations - diagrams - graphic representation (15 Hours)

UNIT II

Measures of Central tendency - meaning - Mean - Median - Mode - Geometric Mean - Harmonic mean - correction of wrong arithmetic mean - combining mean of two or more distributions. (15 Hours)

UNIT III

Measures of dispersion and variability - skewness, kurtosis and moments. (15 Hours)

UNIT IV

Correlation and Regression analysis - co-efficient of correlation and causation - types - methods - methods of regression analysis.(simple correlation and simple regression only). (15 Hours)

UNIT V

Time Series - Measurement of trend - measurement of seasonal variations - methods of simple average only - Association of attributes - association and independence - methods of studying association - co-efficient of colligation. (15 Hours)

COURSE BOOK:

Dr. M. Manoharan, **Statistical Methods**, Palani Paramount Publications, Palani, 2014.

BOOKS FOR REFERENCE:

1. R.S.N. Pillai & Bagavathi, **Statistical Theory and Practice**, S.Chand & Company Ltd, New Delhi, 2005.
2. K. Alagar, **Business Statistics**, TataMcGraw Hill Private Ltd, New Delhi, 2009.
3. S.P. Gupta, **Statistical Methods**, Sultan Chand & Sons, New Delhi, 2010.
4. Dr. M. Wilson, **Business Statistics**, Himalaya Publishing House, New Delhi, 2010.

Note: Part - A Multiple Choice Questions; Part - B & Part - C Only Problems.

ENVIRONMENTAL STUDIES

Semester: III

Hours: 2

Code : 17ES3GS01

Credits: 2

COURSE OUTCOMES:

- ❖ Recall the components of our planet earth.
- ❖ Elucidate and understand the importance of Natural resources.
- ❖ Summarise the energy status of the environment.
- ❖ Acquire knowledge on the conservation of our environment.
- ❖ Analyse the significance of water and climate towards sustainable development.

UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance - Need for public awareness **(2 Hours)**

UNIT II: NATURAL RESOURCES

Classification of Resources: Renewable and non - renewable resources - Forest resources, water resources, mineral resources, food resources, energy resources, Land resources - associated problems; Role of an individual in conservation of natural resources - Equitable use of sources for sustainable life styles. **(8 Hours)**

UNIT III: ECOSYSTEMS

Concept of an ecosystem - Structure and function of an ecosystem - producers, consumers and decomposers - Energy flow in the ecosystem - Food chains, food webs and ecological pyramids - Introduction, types, characteristic features, structure and function of the following Eco system: Forest, grass land, desert and aquatic. **(6 Hours)**

UNIT IV: ENVIRONMENTAL POLLUTION

Definition, Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste management, Role of an individual in prevention of pollution. **(8 Hours)**

UNIT V: SOCIAL ISSUES AND THE ENVIRONMENTS

From unsustainable to sustainable development - Urban problems related to energy Water conservation, rain water harvesting, water shed management, Resettlement and rehabilitation of people, its problem and concerns, case studies, Environmental ethics, Climate change, global warming, acid rain and ozone layer depletion, nuclear accidents and holocaust, case studies. Waste land reclamation. Environmental protection act, air act, water act, wild life protection act.

(6 Hours)

FIELD WORK

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

COURSE BOOK:

Murugesan, R., (2007). Environmental science and Engineering, Millenium publication, Madurai.

UNIT I : Section - 1.1 & 1.2

UNIT II : Section - 1.3 to 1.37

UNIT III : Section - 2.1 to 2.7 & 2.10 to 2.27

UNIT IV : Section - 3.1 to 3.37

UNIT V : Section - 4.1 to 4.17

Note: Tamil Version for Tamil Literature and History Tamil Medium Students.

DESKTOP PUBLISHING - LAB (Stream A)

Semester: III

Hours: 2

Code : 17AE3SK03

Credits: 2

COURSE OUTCOMES:

- ❖ Create documents with different formatting styles.
- ❖ Design an advertising page.
- ❖ Know the application of graphical actions, tools and effects.
- ❖ Design, Draw and Edit through Corel Draw.
- ❖ Acquire knowledge to create logos and various types of print designs.

PAGE MAKER

1. Page set up in page maker.
2. Design Company Advertisements.
3. Design an identity card.
4. Design a marriage invitation which contains the text both in English and Tamil.
5. Design a prospectus for your college.
6. Design visiting cards for sales promotion manager.
7. Design sales promotion pamphlet.
8. Design a catalogue for a furniture shop.

COREL DRAW

1. Design a Greeting Card in Corel Draw.
2. Design a Wedding Card in Corel Draw.
3. Design a Logo in Corel Draw.

பொதுத்தமிழ் - பழந்தமிழ் இலக்கியம்

பருவம்: நான்கு

குறியீடு: 17GT4GS04

நோக்கம்:

- ❖ பழந்தமிழ் இலக்கிய வளங்களை அறிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கியங்களின் சமூகநிலையைப் புரிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கியத்தின் தனித்தன்மையை அறிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கியத்தில் காணப்படும் நயங்களைத் தெரிந்து கொள்வர்.
- ❖ பழந்தமிழ் இலக்கிய ஆசிரியர்களை அடையாளம் காண்பர்.

அலகு 1: சங்க இலக்கியங்கள் - எட்டுத்தொகை

1. நற்றிணை (2 பாடல்கள்)

“சுரும்புண விரிந்த கருங்கால்...” - குறிஞ்சி

“தொல்கவின் தொலையத்...” - பாலை

2. குறுந்தொகை (4 பாடல்கள்)

“மாசறக் கழீஇய...” - குறிஞ்சி

“ஐயவி யன்ன சிறுவீ...” - மருதம்

“கடும்புனல் தொடுத்த...” - நெய்தல்

“முட்டு வேன்கொல்...” - பாலை

3. கலித்தொகை (1 பாடல்)

“வேங்கை தொலைத்த வெறிபொறி.....” - குறிஞ்சிக்கலி தோழிகூற்று

4. அகநானூறு (2 பாடல்கள்)

“வயங்கு வெள்.....” குறிஞ்சி

“கார்பயம் பொழிந்த.....” முல்லை

5. புறநானூறு (2 பாடல்கள்)

“கழிந்தது பொழிந்தென.....”

“பன்மீன் இமைக்கும்.....”

அலகு 2: பத்துப்பாட்டு

முல்லைப்பாட்டு முழுவதும்

அலகு 3: நீதி நூல்கள்

1. திருக்குறள் : அறத்துப்பால் - பொறையுடைமை, அழுக்காறாமை

2. நாலடியார் : அறத்துப்பால்

துறவு: “விளக்குப்புக.....”

ஈகை: “இல்லா விடத்தும்.....”

அலகு 4: இலக்கணம்

வல்லெழுத்து மிகும் இடம், மிகா இடம்

இலக்கிய வரலாறு

சங்க காலம், சங்கம் மருவிய காலம் தொடர்பான இலக்கிய வரலாறு.

நேரம்: 5

புள்ளி: 4

அலகு 5: வணிகத்தமிழ் -அறிவியல் தமிழ்

கடல் நாகரிகம் - கடல் வாணிபம் - பக்: 233-241

உடல் அறிவியல் - பக்: 75-88

பாடநூல் :

தமிழ்த்துறை வெளியீடு, ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி. பெரியகுளம்.

பார்வைநூல்கள்:

1. வ.த. இராமசுப்பிரமணியம் (உ.ஆ) - நற்றிணை, திருமகள் நிலையம், சென்னை-17.
முதற்பதிப்பு - 2009.
2. புலவர் துரைஇராசாராம் (உ.ஆ) - குறுந்தொகை,
முதற்பதிப்பு 2008.
திருமகள் நிலையம், சென்னை - 17.
3. முனைவர்.அ.விசுவநாதன் (உ.ஆ) - கலித்தொகை,
நியூசெஞ்சுரி புகழ்வுஷ், சென்னை - 98.
முதற்பதிப்பு 2007.
4. வ.த. இராமசுப்பிரமணியம் (உ.ஆ) - அகநானூறு,
திருமகள் நிலையம், சென்னை -17.
முதற்பதிப்பு 2009.
5. வ.த. இராமசுப்பிரமணியம் (உ.ஆ) - புறநானூறு,
திருமகள் நிலையம், சென்னை - 17.
முதற்பதிப்பு 2008.
6. முனைவர்.இரா.மோகன் (உ.ஆ) - பத்துப்பாட்டு,
பாவையிரிண்டர்ஸ், சென்னை 14,
முதற்பதிப்பு - 2004.
7. எஸ். கௌமாரீஸ்வரி (ப.ஆ) - திருக்குறள் பரிமேலழகர் உரை
சாரதா பதிப்பகம், சென்னை - 600 014,
முதற்பதிப்பு - 2002.
8. எஸ். கௌமாரீஸ்வரி (ப.ஆ) - பதினெண்கீழ்க்கணக்கு நூல்கள்
சாரதா பதிப்பகம், சென்னை - 14,
முதற்பதிப்பு - மார்ச் - 2009.
9. எம்மார். அடைக்கலசாமி - தமிழ் இலக்கிய வரலாறு
ராசிபதிப்பகம்,
சென்னை - 73, பதிப்பு 35. 2002.
10. மாத்தளை சோமு - வியக்கவைக்கும் தமிழர் அறிவியல்,
உதகம், திருச்சி
முதற்பதிப்பு 2005.
11. மணவை முஸ்தபா - காலம் தேடும் தமிழ்,
மீரா பதிப்பகம், சென்னை - 40, 1993.

LANGUAGE THROUGH LITERATURE - IV

STREAM A

Semester: IV

Hours: 6

Code : 17GE4GSA4

Credits: 3

COURSE OUTCOMES:

- ❖ Employ knowledge of literary traditions to produce imaginative writing
- ❖ Analyze and interpret literature
- ❖ Develop their English language skills continuously
- ❖ Develop their appreciation for the purpose and pleasure of poetry and drama
- ❖ Conduct self-evaluation about their own language learning processes

UNIT I: PROSE

30 Hours

1. Character is Destiny - S.Radhakrishnan
2. Why the Sea is Salt - Great Legends

UNIT II: POETRY

30 Hours

1. La Belle Dame Sans Merci - John Keats
2. The Last Ride Together - Robert Browning.
3. Goodbye Party for Miss. Puspha T.S - Nissim Ezekiel

UNIT III: SHORT STORY

15 Hours

1. Valiant Vicky - Flora Annie Steel
2. The Conjuror's Revenge - Stephen Leacock

UNIT IV: ONE ACT PLAYS

1. Mother's Day - J.B. Priestly
2. The Game of Chess - Kenneth Sawyer Goodman

UNIT V: WRITING SKILLS

15 Hours

1. Minutes Writing
2. Book Review
3. Essay Writing
4. Prepositions
5. Conjunction

COURSE BOOKS:

1. Limelight - 4 (An Anthology of Prose, Short Story and One Act Plays)
2. Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners*. Chennai: New Century Book House (P) Ltd, 2016.Print.

LANGUAGE THROUGH LITERATURE - IV-17GE4GSA4

STREAM A

QUESTION PATTERN

Time: 3 Hours

Marks: 60

- I. Choose the best answer 10X1=10
(From Unit I and II)
- II. Answer any two of the following in a Paragraph of 100 words each. 2X5=10
(Two out of four from Unit I, & II)
- III. Answer any two of the following in an essay of 300 words each. 2X10=20
(Two out of four from Unit I , II, III & IV)
- IV. Answer any two of the following questions from unit V 2x5=10
1. Minutes Writing
 2. Book Review
 3. Essay Writing
- V. Fill in the blanks.
1. Prepositions 5x1=5
 2. Conjunction 5x1=5

LANGUAGE THROUGH LITERATURE - IV

STREAM B

Semester: IV

Hours: 6

Code : 17GE4GSB4

Credits: 3

COURSE OUTCOMES:

- ❖ Read and understand language and description of topics from a variety of texts.
- ❖ Write describing impressions, feelings and experiences and to write about familiar topics.
- ❖ Understand familiar topics and be able to understand speech on a variety of subjects such as work, school, leisure and the main points when listening to current affairs.
- ❖ Talk about familiar topics and to give explanations and reasons for opinions, past actions and future plans.
- ❖ Understand and apply in everyday contexts, including the use of nouns, adjectives, verbs, prepositions, tenses, sentence structure and phrases.

UNIT I: PROSE

30 Hours

1. C. Rajagopalachari - First Anniversary of Gandhiji's Death
2. J.C. Hill - Good Manners
3. James Thurber - University Days

UNIT II: POETRY

15 Hours

1. Sarojini Naidu - Conquest
2. D.H. Lawrence - Money Madness
3. Robert Frost - Mending Wall

UNIT III: DRAMA

15 Hours

Select Scenes from "The Merchant of Venice" by William Shakespeare.

1. The Opening Scene
2. The Casket Scene
3. The Trial Scene

UNIT IV: GRAMMAR

15 Hours

1. Question Tag
2. Negative Sentences

UNIT V: COMMUNICATION SKILLS

15 Hours

Information Transfer and E Language Communication

COURSE BOOKS:

1. "Variety of English for Effective Communication" - Book IV - Ed. Dr. A. Shanmugakani, Madurai: Manimekala Publishing House, 2012.
2. Savarimuttu, J.S Rohan, and Petricia Alphine Nirmala. *English Grammar and usage – An ideal Companion For Advanced Learners*. Chennai: New Century Book House (P) Ltd, 2016. Print.

LANGUAGE THROUGH LITERATURE - IV - 17GE4GSB4

STREAM B

QUESTION PATTERN

Time: 3 Hours

Marks: 60

- I. Choose the best answer 10x1=10
(From Unit I and II)
- II. Match the Following 5x1=5
(Vocabulary items from Unit I)
- III. Answer any two of the following in a Paragraph of 100 words each. 2x5=10
(Two out of four from Unit I, II & III)
- IV. Answer any two of the following in an essay of 300 words each 2x10=20
(Two out of four from Unit I, II & III)
- V. Rewrite the following as directed. (From Unit IV)
1. Question Tag 2X1=2
2. Negative Sentences 3X1=3
- VI. Answer the following questions 2x5=10
(From unit V)
- a) Interpreting charts and making observations.
- b) Reading passage and putting the information in graphic form.

FINANCIAL ACCOUNTING - III

Semester: IV

Hours: 5

Code : 17CC4MC07

Credits: 4

COURSE OUTCOMES:

- ❖ Acquire thorough knowledge on accounting practice prevailing in partnership firms
- ❖ Differentiate between fixed and fluctuating capital
- ❖ Develop the understanding of valuation of goodwill by using different methods
- ❖ Understand the situation under which a partnership firm can be dissolved
- ❖ Develop the skill of calculation of deceased partner's share till the time of death

UNIT I

Partnership - meaning - Partnership deed - Types of partners - provision of partnership Act - Types of working capital. **(15 Hours)**

UNIT II

Admission of partner - Revaluation of assets and liabilities - Accumulated Profits and losses - Treatment and methods of valuation of goodwill - sacrificing Ratio - Capital adjustment. **(15 Hours)**

UNIT III

Retirement of a partner - gaining ratio - calculation of profit till the date of retirement - death of a Partner - settlement of amount due to legal representative - Life Policy accounts - Executors accounts. **(15 Hours)**

UNIT IV

Dissolution of firm - realisation account - Garner vs Murray case - Insolvency of all partners - Treatment of unrecorded assets and Liabilities - Piecemeal distribution of cash. **(15 Hours)**

UNIT V

Amalgamation of firms - Accounting procedure - Purchase consideration - Net Payment and Net asset method sale to Company. **(15 Hours)**

COURSE BOOK:

S.P. Jain and K.L. Narang, **Financial Accounting**, Kalayani Publishers, New Delhi, 2016.

BOOKS FOR REFERENCE:

1. R.S. N.Pillai & Bagavathi, **Advanced Accounting**, S. Chand & Co Ltd, New Delhi, 2013.
2. R.L. Gupta & Radhaswamy, **Advanced Accounting**, Sultan Chand & Sons, New Delhi, 2015.
3. M.A. Arulanandham & K.S. Raman, **Advanced accountancy**, Himalaya Publishing House, New Delhi, 2009.
4. T.S. Reddy & Dr. E. Moorthy, **Advanced Accountancy**, Margham Publications, Chennai, 2011.

Note: The percentage of marks for theory and problems is 20% and 80% respectively

DATABASE MANAGEMENT SYSTEM - LAB

Semester: IV

Hours: 3

Code : 17CC4CP04

Credits: 2

COURSE OUTCOMES:

- ❖ To have working knowledge in DBMS for various departments of the organization.
- ❖ Design and implement a database schema for a given problem domain
- ❖ Create a database query using SQL DML/ DDL/DCL commands
- ❖ Programming PL/SQL including stored procedures, character function, control structures, date and time functions.
- ❖ Solve database problems using SQL and PL/SQL

1. Write a query in SQL to create an employee table.

Employee (empno, ename, deptno, job, hiredate)

- a. To insert 10 records to the table
 - b. To alter the table to add two more columns as salary, designation to the employee table.
- c. To update the salary, designation fields to the employee table.
- d. To display the employee table.

2. Write a query in SQL to create a department table.

Department (deptno, dname, loc).

- a. To make deptno as primary key.
- b. To ensure dname and loc columns does not contain NULL values.

Enforce REFERENTIAL INTEGRITY and Declare deptno field of department table as a primary key and deptno field of employee table as a foreign key.

3. Insert the following values in employee table.

EMPNO	ENAME	JOB	MGR	HIREDATE	SAL	COMM	DEPTNO
7369	Smith	Clerk	7902	17-dec-80	8000	200	10
7499	Allen	Salesman	7698	20-feb-81	1600	300	30
7521	Ward	Salesman	7698	22-feb-81	1250	500	30
7566	Jones	Manager	8394	02-apr-81	2975	200	30
7654	Martin	Salesman	7698	28-sep-81	1250	1400	30

- a. Edit the commission of Jones to 1000.
- b. Retrieve all rows of employee table.
- c. Delete the row from employee table where deptno is 10.
- d. Delete all rows from employee table.
- e. Drop the employee table.

4. Write a SQL program using Aggregate Operations
 - a. Retrieve the details of employee whose salary is between 1000 and 2000 both inclusive?
 - b. To find the average salary of all the employees.
 - c. To find the average yearly compensation paid to Salesman.
 - d. To find the minimum salary of managers in various departments having salary greater than 2500.
 - e. To select all employees sorted department wise in ascending order.
 - f. To select all employees sorted department salary wise in descending order.
5. Write a SQL program using Subquery.
 - a. Get the details of all the books whose price is greater than the average price of the books.
 - b. Get the names of all the books for which an order has been placed.
 - c. Get the title and price of all the books whose price is less than the average price of the books.
6. Write a SQL Program using Character function.
7. Write a SQL Program using Date and Time function.
8. Write a PL/SQL program to check whether the given number is odd or even.
9. Write a PL/SQL program using Control Structure.
10. Write a PL/SQL program using procedure and function.

BUSINESS MATHEMATICS

Semester: IV

Hours: 5

Code : 17CC4AC04

Credits: 4

COURSE OUTCOMES:

- ❖ Acquire knowledge and skills in business mathematics
- ❖ Apply knowledge and skills in solving business problems
- ❖ Compute interest for consumer credit in day today life
- ❖ Develop problem skills and enhance reasoning thinking skill
- ❖ Clear competitive exams like Banking and Insurance.

UNIT I

Theory of sets - definition - description of sets - types of sets - number of subsets of a set - proper subsets - equality of sets - finite and infinite sets - universal set - venn diagram - set operations - laws of sets - De Morgan's law - number of elements in a finite set. **(15 Hours)**

UNIT II

Indices and surds - definition - laws of indices - positive indices - negative index - zero and unity index - fractional index - classification of surds - operation on similar surds - conjugate surds - square root of surd - square root of trinomial quadratic surd - Logarithms - functions - common logarithms - anti logarithms - application of common logarithm. **(15 Hours)**

UNIT III

Differential calculus (excluding trigonometric functions) - rules - sum rule - product rule - quotient rule - functions of a function rule - (simple problems only) maxima and minima (single variable cases) - methods of integral calculus - rule- (excluding integration by parts or fractions) simple problems only. **(15 Hours)**

UNIT IV

Commercial arithmetic - interest - simple, compound, nominal and effective rate, depreciation - present value - discounting of bills - face value of bills - banker's discount - banker's gain - normal due date - legal due date - calculation of period for banker's discount and true discount. **(15 Hours)**

UNIT V

Matrices and determinants - matrix - meaning - types of matrices - addition - multiplication - matrix inversion - simultaneous linear equations - rank of matrix - testing consistency equations. **(15 Hours)**

COURSE BOOK:

Dr. M. Manoharan, & Dr. K.L. Eswaran, **Business Mathematics**, Palani Paramount Publication, Palani, 2015.

BOOKS FOR REFERENCE:

1. D.C. Sancheti & V.K. Kapoor, **Business Mathematics**, Sultan Chand & Sons, New Delhi, 2013.
2. Dr. S.P. Raja Gopalan, Dr. R. Sattanathan, **Business Mathematics**, Vijay Nicole Imprints Private Ltd., Chennai, 2015.
3. P.N. Arora, S. Arora, C.A. Foundation Course, **Mathematics**, S. Chand & Company Ltd., New Delhi, 2015.
4. V. Sundaresan & Jeya Seelan, **An Introduction to Business Mathematics**, S. Chand & Company Private Ltd., New Delhi, 2015.

Note: Part - A Multiple Choice Questions; Part - B & Part - C Only Problems.

DATABASE MANAGEMENT SYSTEM

Semester: IV

Hours: 4

Code : 17CC4CE1A

Credits: 3

COURSE OUTCOMES:

- ❖ To be familiarizing with Data, Information and Information procession for database.
- ❖ Create the master sound design principles for logical design of databases, including the E-R Model.
- ❖ Demonstrate the relational algebra theory to write relational algebra expressions for queries.
- ❖ Mastering the basics of SQL and construct queries using SQL.
- ❖ Analyze database design by normalization and development of a database application system.

UNIT I: DATA, INFORMATION AND INFORMATION PROCESSING

Introduction - Definition of Information - Information Processing Cycle - **File Structures:** Introduction - Operations of File - Storage Media - Record Types.
DATABASE SYSTEMS: Organization of a Database- Database Management Systems - Functions of DBMS - Components of DBMS-Database Architecture - **Data Models:** Hierarchical Model - Network Model-Relational Model. **(12 Hours)**

UNIT II: E-R MODELING

Entity - Relationship - Introduction - E - R model - Components of an E - R model - ER Model symbols. **(12 Hours)**

UNIT III: RELATIONAL ALGEBRA

Fundamental operations, extended relational algebra operations and **Relational Calculus:** Tuple Relational Calculus - Domain relational calculus. **(12 Hours)**

UNIT IV: SQL

Create, drop, alter tables - describe table - simple select statements - order by, group by clauses - Sub queries - creating views - expanding the view - changing data with insert, update, merge and delete. **(12 Hours)**

UNIT V: DATA NORMALIZATION

Introduction - first normal form - second normal form - third normal form - Boyce - Codd's normal form. **(12 Hours)**

COURSE BOOK:

Silberschatez, Korth and Sudarshan, **Database system concepts**, McGraw Hill Publications, 4th edition, 2010.

BOOKS FOR REFERENCE:

1. Bipin c Desai, **An introduction to database systems**, Galgotia Publications Pvt. Ltd., 2005.
2. C.J.Date, **An introduction to Database System**, Pearson education Ltd, 2005.
3. Alexis Leon & Mathews Leon, **Database Management System**, Vikas publications House Private Ltd, Noida, 2002.

MOBILE COMPUTING

Semester: IV

Hours: 4

Code : 17CC4CE1B

Credits: 3

COURSE OUTCOMES:

- ❖ Analyze the specifications and functionalities of various protocol standards of mobile networks.
- ❖ Discuss the concept of architecture of TCP/IP and improvement in TCP performance.
- ❖ Demonstrate GSM, GPRS and UMTS.
- ❖ Introduce the concept of commercial mobile operating systems.
- ❖ Use of Mobile Applications.

UNIT I: INTRODUCTION

Mobile Computing - Mobile Computing vs. wireless Networking - Mobile Computing Applications - Characteristics of Mobile computing - Structure of Mobile Computing Application. MAC Protocols - Wireless MAC Issues - Fixed Assignment Schemes - Random Assignment Schemes - Reservation Based Schemes. (12 Hours)

UNIT II: MOBILE INTERNET PROTOCOL AND TRANSPORT LAYER

Overview of Mobile IP - Features of Mobile IP - Key Mechanism in Mobile IP - route Optimization. Overview of TCP/IP - Architecture of TCP/IP - Adaptation of TCP Window - Improvement in TCP Performance. (12 Hours)

UNIT III: MOBILE TELECOMMUNICATION SYSTEM

Global System for Mobile Communication (GSM) - General Packet Radio Service (GPRS) - Universal Mobile Telecommunication System (UMTS). (12 Hours)

UNIT IV: MOBILE PLATFORMS

Mobile Device Operating Systems - Special Constrains & Requirements - Commercial Mobile Operating Systems. (12 Hours)

UNIT V: MOBILE APPLICATIONS

Software Development Kit: IOS, Android, BlackBerry, and Windows Phone - M Commerce - Structure - Pros & Cons - Mobile Payment System - Security Issues. (12 Hours)

COURSE BOOK:

Prasant Kumar Pattnaik, Rajib Mall, **Fundamentals of Mobile Computing**, PHI Learning Pvt.Ltd, New Delhi, 2012.

Unit I : Chapters 2.5 - 2.5, 3.1 - 3.6

Unit II : Chapters 4.3 - 4.6, 5.1,5,3, 5, 7, 5.8

Unit III : Chapters 2.7 - 2.9

Unit IV, V : Chapters 9.2 - 9.4, 11.1 - 11.6

BOOKS FOR REFERENCE:

1. Jochen H. Schller, **Mobile Communications**, Pearson Education, New Delhi, Second Edition, 2007.
2. Dharma Prakash Agarval, Qing and An Zeng, **Introduction to Wireless and Mobile systems**, Thomson Asia Pvt Ltd, 2005.

ADVERTISING AND SALESMANSHIP

Semester: IV

Hours: 2

Code : 17CC4SK04

Credits: 2

COURSE OUTCOMES:

- ❖ Explain about advertising functions classification and social economy and ethical issues.
- ❖ Demonstrate the advertising process buying behavior, advertising plan and advertising copy.
- ❖ Discuss the advertising media selection decision and evaluating advertising effectiveness.
- ❖ Estimate a brief knowledge about sales promotion importance methods and effectively selling
- ❖ Outline the importance of salesmanship, recruitment, motivation and rewarding of sales personal.

UNIT I

Meaning of advertising - Characteristic Features of Advertising - Nature and Scope of Advertising - Benefits or Advantages of Advertising - Criticisms of Advertising - Is Advertising Economic Waste - Difference between Advertising and Salesmanship. **(6 Hours)**

UNIT II

Advertising Media - Indoor and Outdoor Advertising - Advertising agency - Role - Importance. **(6 Hours)**

UNIT III

Personal Selling - Definition - Salesmanship - Definition Features - Objectives - Benefits - Criticisms salesmanship. **(6 Hours)**

UNIT IV

Qualities of a successful salesman: Physical, Mental, Social and, Moral Qualities - Other requisites of a Salesman. **(6 Hours)**

UNIT V

Recruitment of Salesman - Sources - Remuneration of Salesman - Methods. **(6 Hours)**

COURSE BOOK:

P. Saravanavel & S. Sumathi, **Advertising and Salesmanship**, Margham Publications, 2014.

BOOKS FOR REFERENCE:

1. Daver, **Salesmanship Advertising**, Progressive Publishers, Bombay, 1980.
2. Mahendra Mohan, **Advertising Management**, Mc-Graw Hill Publishing, Delhi, 1996.
3. R.S.N. Pillai & Bagavathi, **Salesmanship**, Sultan chand Co Ltd, New Delhi, 2009.

CORPORATE ACCOUNTING

Semester: V

Code : 17CC5MC08

Hours: 6

Credits: 5

COURSE OUTCOMES:

- ❖ Acquire knowledge in corporate accounting and Indian accounting standards
- ❖ Develop problem solving skills required at professional level.
- ❖ Prepare financial statement for private and public companies
- ❖ Prepare statement of accounts for various situations like amalgamation, absorption and liquidation.
- ❖ Maintain accounts in the corporate sector.

UNIT I

Company accounts - introduction - shares - accounting procedure for issue of shares at par, at discount and at premium - pro - rata allotment - forfeiture - reissue of shares. **(18 Hours)**

UNIT II

Issue of preference shares - redemption of preference shares - Debentures - issue of debentures - provision for redemption of debentures - redemption - various methods of redemption - ex interest and cum interest quotations - own debentures. **(18 Hours)**

UNIT III

Financial statements - requirements and contents - preparation of financial statements - calculation of managerial remuneration - profit prior to incorporation. **(18 Hours)**

UNIT IV

Amalgamation - in the nature of merger - in the nature of purchase - accounting aspects of AS - 14 - purchase consideration - pooling of interests method - purchase method - absorption, internal reconstruction and external reconstruction of joint stock companies. (Simple problems only) **(18 Hours)**

UNIT V

Liquidation of companies - legal provisions - statement of affairs and deficiency / surplus Account - liquidator's final statement of accounts. **(18 Hours)**

COURSE BOOK:

R.L. Gupta & Radhaswamy, **Corporate accounting**, Sultan Chand & Sons, New Delhi, 2014.

BOOKS FOR REFERENCE:

1. M.C. Shukla & T. S. Grewel, **Advanced Accounts**, S. Chand & Co Ltd.
2. M. A. Arulanandam & K. S. Raman, **Advanced Accountancy**, Himalaya Publishing House, New Delhi, 2009.
3. T. S. Reddy & A. Murthy, **Corporate Accounting**, Margham Publishing House, Chennai, 2015.
4. R.S.N. Pillai & Bagavathi **Advanced Accounting**, S. Chand & Co Ltd., New Delhi, 2008.

Note: Part - A Multiple Choice Questions; Part - B & Part - C Only Problems.

COST ACCOUNTING

Semester: V

Hours: 6

Code : 17CC5MC09

Credits: 5

COURSE OUTCOMES:

- ❖ Apply the cost accounts concepts in decision making and performance evaluation
- ❖ Determine cost of products and services
- ❖ Analyse the profitability of the business
- ❖ Prepare a budget for small and medium enterprises and own life.
- ❖ Become cost and works accountant, if they opt for higher studies.

UNIT I

Introduction - cost accounting and financial Accounting - Cost Concepts - meaning - scope and objectives of cost accounting - cost classification - installation of costing system - limitations - operation of cost sheet - reconciliation of cost and financial accounts. **(18 Hours)**

UNIT II

Material Cost - purchase procedure - store keeping and inventory control and management - pricing issue of materials - FIFO - LIFO - Weighted Average Method - ABC Analysis - VED analysis - treatment of scrap, spoilage, defectives. **(18 Hours)**

UNIT III

Labour Cost - remuneration methods - monetary and non - monetary incentive schemes - pay roll procedures - labour analysis - idle time - measurement of labour efficiency - productivity - labour turnover and remedial measures - treatment of idle time and overtime. **(18 Hours)**

UNIT IV

Overheads - direct expenses - nature, collection and classification of direct expenses and treatment - production overheads - distribution, appropriation, absorption, use of predetermined recovery rates, treatment of under and over - absorption, administration, selling and distribution overheads. **(18 Hours)**

UNIT V

Job and Batch Costing - process costing - equivalent production - (excluding by - products and Joint products) **(18 Hours)**

COURSE BOOK:

S. P. Jain & K. L. Narang, **Advanced Cost Accounting**, Kalayani Publishers, New Delhi, 2017.

BOOKS FOR REFERENCE:

1. Banerjee. H, **Cost Accounting Theory and Practice**, PHI Learning Ltd., 2014.
2. Arora, **Cost and Management Accounting**, Himalaya Publishing House, New Delhi, 2013.
3. Maheshwari & Mittal, **Cost Accounting Theory and Problems**, Mahavir Publication, New Delhi, 2017.
4. S. P. Jain, K. L. Narang and Simmi Agarwal, **Advanced Cost Accounting**, Kalayani Publishers, New Delhi. 2013.

Note: The percentage of marks for theory and problems is 20% and 80%

MULTIMEDIA

Semester: V

Hours: 3

Code : ZCC5MC10

Credits: 3

COURSE OUTCOMES:

- ❖ Identify the current and future issues related to multimedia technology.
- ❖ Apply attributes of size and style to text to enhance documents.
- ❖ Utilize the Digital Audio and Video Components.
- ❖ Analyze the range of concepts, techniques and tools for creating and editing the interactive multimedia applications.
- ❖ Assess both theoretical and practical aspects in designing multimedia systems.

UNIT I: INTRODUCTION

Products and Evaluation, Hardware, Operating Systems and Software - Objectives - Brief History of Multimedia - The Multimedia market - Content and Copyright - Resources for Multimedia Developers - Types of products - Evaluation - Computer Architecture - Computer Architecture Standards - Operating Systems and Software - Multimedia Computer Architecture. **(9 Hours)**

UNIT II: TEXT AND GRAPHICS

Elements of Text - Text Data Files - Using Text in Multimedia Applications - Hypertext - Elements of Graphics - Images and Color Graphics File and Application Formats, Obtaining Images for Multimedia use - Using Graphics in Multimedia Applications. **(9 Hours)**

UNIT III: DIGITAL AUDIO & VIDEO

Characteristics of Sound and Digital Audio - Digital Audio File Formats - Using Audio in Multimedia Applications - Background on Video - Characteristics of Digital Video - Digital Video Data Sizing - Video Capture and Playback systems - Computer Animation - Using Digital Video in Multimedia Applications. **(9 Hours)**

UNIT IV: PRODUCT DESIGN & AUTHORING TOOLS

Building Block - Classes of Products - Content Organisational strategies - Storyboarding - Categories of Authoring Tools - Selecting the Right Authoring Paradigm. **(9 Hours)**

UNIT V: MULTIMEDIA AND INTERNET

The Internet - HTML and Web Authoring - Multimedia Considerations for the Internet - Design Considerations for Web Pages. **(9 Hours)**

COURSE BOOK:

David Hilman, **Multimedia Technology and Applications**, Galgotia Publications Private Ltd., New Delhi, First Edition, 1998.

BOOKS FOR REFERENCE:

1. Tay Vaughan, **Multimedia: Making it work** ,Tata McGraw - Hill Publishing Company Ltd., New Delhi, Fifth edition, 2001.
2. Ralf Steinmetz, Klara Nahrstedt, **Multimedia Computing Communications and Application**, Pearson Education Pvt. Ltd., Seventh Edition, 2001.
3. James, E Shuman, **Multimedia in Action**, Thomas Asia Pvt. Ltd., First Edition, 2002.

MULTIMEDIA - LAB

Semester: V

Hours: 3

Code : 17CC5CP05

Credits: 2

COURSE OUTCOMES:

- ❖ Work with image editing and graphic design features
- ❖ Use basic Photoshop skills and concepts to develop effective graphics for the print media
- ❖ Basic multimedia production using adobe flash
- ❖ Animation with both shape and motion tweening
- ❖ Design and develop computer graphic videos

PHOTOSHOP

1. Design an image by cutting the objects from 3 files and organize them in a single file and apply feather effects.
2. Design an image by applying mirror effect.
3. Design an image by extracting flower only from given photographic image
4. Design an image by applying Text and Transform Tool.
5. Design an image by using patch or healing brush tool to remove damaged parts of an image.
6. Design an image by applying Color Balance to change the color of an image.
7. Design an image by applying Lightning effect Filter.
8. Design an image by applying Blending options to make a text effect.
9. Design an image by applying rainbow effect.
10. Design an image by applying text masking effect.
11. Design a college id card using any tools.
12. Design a banner for your college with images and text.

FLASH

1. Develop a Flash application using motion tween.
2. Develop a Flash application using shape tween.
3. Develop a Flash application for ball bouncing using motion guide path.
4. Develop a Flash application for masking effect.
5. Develop a Flash application to represent the growing moon.

INCOME TAX

Semester: V

Hours: 6

Code : 17CC5MC11

Credits: 5

COURSE OUTCOMES:

- ❖ Understand the current taxation procedure.
- ❖ Develop sufficient confidence to solve practical questions in examinations.
- ❖ Bridge gap between theory and application of provisions of Indian Income Tax.
- ❖ Assess the income of different type of person who have income under different heads.
- ❖ Become income tax assessor and get placement in Chartered Accountant offices.

UNIT I

Basic concepts - capital and revenue receipts and capital and revenue expenditure, determination of residential status - residential status and incidence of tax - exempted income under sec. 10 **(18 Hours)**

UNIT II

Income from salary - meaning and forms of salary-forms and taxability of allowances - forms, valuation and taxability of perquisites - deductions from salary u/s 16 and u/s 80C - Computation of salary income. **(18 Hours)**

UNIT III

Income from house property - rent - meaning and types - types of house property - taxability of income from let out property - taxability of income from self - occupied property - tax treatment of unrealized rent - arrears of rent - vacancy allowance - computation of income from house property. **(18 Hours)**

UNIT IV

Income from business and profession - basic principles for computing business income - chargeable business incomes - deductions / allowances - specific deductions under the Act, specific disallowances under the Act, permissible methods of valuation of closing stock - computation of income from business or profession. **(18 Hours)**

UNIT V

Capital Gains - definition - exceptions - capital gains exempted from income tax - transfer - cost of acquisition and cost of improvement - long term and short term capital gains - income from other sources and its computation. **(18 Hours)**

COURSE BOOK:

V. P. Gaur and Narang, **Income Tax Law and Practice**, Kalyani Publishers, New Delhi, (current publication).

BOOKS FOR REFERENCE:

1. Bagavathi Prasad, **Income Tax Law and Practice**, Vishwa Prakashan, New Delhi (Latest Edition).
2. H. C. Mehrothra, **Income Tax Law and Practice**, Sahitya Bhavan Publications, Agra (Latest Edition).
3. C. S. Kaushal Kumar Agrawal, **Insight into Income tax**, Atlantic Publishers and Distributors Pvt. Ltd., New Delhi (Latest Edition).
4. Vinod. K.Singhania, Students **Guide to Income Tax**, Taxmann Publications Pvt. Ltd., New Delhi (Latest Edition).

E-COMMERCE

Semester: V

Hours: 4

Code : 17CC5CE2A

Credits: 3

COURSE OUTCOMES:

- ❖ Identify the foundations and importance of E-Commerce.
- ❖ To find out the ways and means of internet that helps the business to grow.
- ❖ Analyze the impact of E - Commerce on business models and strategy.
- ❖ Demonstrate and understand the concept of E-Payment systems.
- ❖ Discuss the innovative use of the M - Commerce.

UNIT I: INTRODUCTION TO E-COMMERCE

Meaning and the concept of e-commerce, History of e-commerce, traditional commerce vs. e-commerce, different types of e-commerce - B2B, B2C, C2C, B2E, G2C, Need and role of e-commerce, Advantages and disadvantages of e-commerce (to organisation, society and consumers), e-Business and e-Commerce, Value chain in e-business. **(12 Hours)**

UNIT II: E-COMMERCE TECHNOLOGIES

Internet, www, internet protocols, OSI model, TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP, Multimedia technology, ISDN, ATM, Cell relay, desk top, video conferencing, Information publishing technologies, HTML, URL, HTTP, Web server and client, Web service and web Mashup. **(12 Hours)**

UNIT III: E-COMMERCE STRATEGIES

Information and strategies, e-commerce strategy and knowledge management strategy, e-business strategy, data warehousing and data mining, Consumer oriented strategies for marketing, sales and e-CRM. **(12 Hours)**

UNIT IV: ELECTRONIC PAYMENT SYSTEM

Introduction to payment system, online payment system, prepaid e-payment service, post paid e-payment system, SET protocols, Operational system, credit and legal risk of e-payment system. **(12 Hours)**

UNIT V: MOBILE COMMERCE

Growth of mobile commerce, Mobile health services, wireless applications, Technologies for mobile commerce, Wireless datagram protocol (WDP) Mobile commerce and its future in India. **(12 Hours)**

COURSE BOOK:

Jaiswal S, **Electronic commerce for Business**, (Doing business on the internet E-Commerce) Galgotia Publisher, 2010.

BOOKS FOR REFERENCE:

1. David Whitely, **E-Commerce (strategy, technologies and applications)**, Tata McGraw Hill Publishing company Ltd., New Delhi, 2004.
2. S.Jaiswal, **E-Commerce (Electronic Communication for Business)**, Galgotia Publications Ltd., New Delhi, 2001.

DATA MINING

Semester: V

Hours: 4

Code : 17CC5CE2B

Credits: 3

COURSE OUTCOMES:

- ❖ Identify the concept Database technology and need for Data Mining and primitives to integrate a data mining systems.
- ❖ Apply preprocessing statistical methods for any given raw data.
- ❖ Select and apply proper data mining to build analytical applications.
- ❖ Evaluate interesting patterns from large amount of data to analyze and extract the required output quickly.
- ❖ Characterize and discriminate the cluster analysis.

UNIT I: INTRODUCTION

What is Data Mining? - Data Mining - On What Kind of Data? - Data Mining Functionalities - What Kinds of Patterns Can Be Mined? - Are All of the Patterns Interesting? - Classification of Data Mining Systems - Data Mining Task Primitives - Integration of a Data Mining System with a Database or Data Warehouse System - Major Issues in Data Mining. **(12 Hours)**

UNIT II: DATA PREPROCESSING

Why Preprocess the Data? Descriptive Data Summarization - Data Cleaning - Data Integration and Transformation - Data Reduction - Data Discretization and Concept Hierarchy Generation. **(12 Hours)**

UNIT III: FREQUENT PATTERNS, ASSOCIATIONS AND CORRELATIONS

Basic concepts and a Road Map - Efficient and scalable Frequent Item set Mining Methods - Mining various kinds of Association Rules - From Association Mining to Correlation Analysis - Constraint - Based Association Mining. **(12 Hours)**

UNIT IV: CLASSIFICATION AND PREDICTION

What Is Classification and Prediction? - Issues Regarding Classification by Decision Tree Induction - Rule-Based Classification - Classification by Back Propagation - Prediction. **(12 Hours)**

UNIT V: CLUSTER ANALYSIS

What is Cluster Analysis? - Types of Data in Cluster Analysis - A Categorization of Major Clustering Methods - Partitioning Methods - Hierarchical Methods - Density - Based Methods - Outlier Analysis. **(12 Hours)**

COURSE BOOK:

Jiawei Han and Micheline Kamber, **Data Mining Concepts and Techniques**, Elsevier India Pvt. Ltd., Second Edition, 2008.

Chapters -1, 2, 5, 6.1 - 6.3, 6.5, 6.6, 6.11, 7.1 - 7.6, 7.11.

BOOKS FOR REFERENCE:

1. G.K Gupta, **Introduction to Data Mining with Case Studies**, Prentice-Hall of India, Pvt. Ltd., First Edition, 2006.
2. David Hand, **Principles of Data Mining**, Prentice-Hall of India Pvt. Ltd., First Edition, 2007.

OBJECT ORIENTED PROGRAMMING WITH C++

Semester : V

Hours: 4

Code : 17CC5CE2C

Credits: 3

COURSE OUTCOMES:

- ❖ Explain the procedural and object oriented paradigm with concepts of tokens, Expressions and control structure.
- ❖ Discuss the concepts of function prototyping, default constant arguments, friend and virtual functions
- ❖ Identify the dynamic memory management techniques using pointers, constructors and destructors.
- ❖ Analyze the concept of function overloading, operator overloading, virtual functions and polymorphism.
- ❖ Gain the knowledge of inheritance and exception handling.

UNIT I

Principles of Object Oriented Programming: Procedure Oriented Programming - OOPs Paradigm-Basic concepts of OOP-Benefits of OOP-Object Oriented Language Applications of OOP. Beginning with C++, Tokens, Expressions and Control Structure. **(12 Hours)**

UNIT II

Functions in C++: Introduction-Main function prototyping-call by, return by reference inline functions-default, constant arguments-Function overloading-friend and virtual functions. **(12 Hours)**

UNIT III

Classes and Objects. Constructors and Destructors. Constructors-Parameterized, Multiple Constructors-constructors with default arguments-Dynamic initialization of objects-copy, dynamic constructors- destructors. **(12 Hours)**

UNIT IV

Operator overloading and Type Conversions, Inheritance: Extending classes. Pointers, virtual functions and polymorphism - C++ streams-C++ stream classes-Unformatted I/O Operations **(12 Hours)**

UNIT V

Working with files: classes for file stream operations-opening and closing afile - EOF-File modes-File pointers-sequential I/O Operations - Exception Handling. **(12 Hours)**

COURSE BOOK:

E. Balagurusamy, Object-Oriented Programming with C++, TATA Mc Graw - Hill publishing.

BOOKS FOR REFERENCE:

1. R. Rajaram, Object-Oriented Programming and C++, A New Age Publication.
2. Bjarne Stroustrup, "The C++ Programming Language", 4th Edition, Kindle Edition.
3. M.T. Somashekara, Programming in C++, Prentice-Hall of India Pvt.Ltd.

DATA COMMUNICATION AND COMPUTER NETWORKS

Semester: V

Hours: 4

Code : 17CC5CE2D

Credits: 3

COURSE OUTCOMES:

- ❖ Identify the concept of analog and digital communication
- ❖ Utilize data communication techniques with serial and parallel communication
- ❖ Discuss the data communication media with twisted pair and communication satellite
- ❖ Analyze the computer network basics, network architecture, TCP/IP and OSI reference models.
- ❖ Prepare routing and congestion in network layer with routing algorithms and classify IPV4 addressing scheme.

DATA COMMUNICATION

UNIT I

Concept of communication and communication channels - bandwidth consideration - Analog & digital communication - Noise impairments - multiplexing. Base band transmission **(12 Hours)**

UNIT II

Data communication techniques - serial and parallel communication asynchronous & synchronous communication. Communication system interface **(12 Hours)**

UNIT III

Data communication media: Twisted pair, Co-axial cable, optical fiber, Wave guide, communication satellite. Error detection and correction-parity - CRC backward and forward error correction data compression: Huffman coding - data security. **(12 Hours)**

COMPUTER NETWORKS

UNIT IV

Computer Network:- uses - topology - various type of network(LAN, WAN, MAN) - architecture - ISO - OSI reference model Physical layer - Basis of data communication - analog & digital transmission **(12 Hours)**

UNIT V

Network layer routing algorithms (distributed, centralized, isolated) Congestion control algorithm - internetworking - aloha protocols - satellite networks - packet radio network. Transport layer - flow control & buffering - multiplexing - crash recovery **(12 Hours)**

COURSE BOOKS:

1. William L Schebar, Data Communications and Networks, (McGraw Hill) Second Edition, 2002.
2. Andrew S Tanenbaum, Computer Network, Prentice-Hall of India Private Limited, Second Edition, 1999.

BOOKS FOR REFERENCE:

1. Sudakshina Kunda, Fundamentals of Computer Networks, Published by Ashoke K. Ghosh, PHI Learning, Private Limited, Second Edition, 2000.
2. Uyles Black, Computer Networks, Published by Asoke K. Ghosh, PHI Learning Private Limited, Second Edition, 2000.
3. Behrouz A. Forouzan, Local Area Network, Tata McGraw-Hill, First Edition, 2001.

APTITUDE BUILDING - I

Semester: V

Hours: 2

Code : 17AE5NE01

Credits: 2

COURSE OUTCOMES:

- ❖ Understand the basic concepts of numerical ability.
- ❖ Gain mastery over logical reasoning through concise thinking.
- ❖ Have command over English Language.
- ❖ Acquaint with general knowledge and current affairs.
- ❖ Develop sufficient confidence to face competitive exams and clear it.

UNIT I

Numerical Ability: Numbers - Highest common factor & Least common multiple of numbers - average - Problems on numbers - percentages - Problems on ages - Percentage - Profit and loss - ratio and proportion - Time & work.

UNIT II

Reasoning: Series completion - analogy - coding & decoding - puzzle test - direction sense test - alphabet test - alpha - numeric sequence puzzle - arithmetic reasoning - inserting missing character - logical sequence of words.

UNIT III

English Language: Spotting errors: Articles, Tenses, Nouns, Pronouns, Adjectives, adverbs, Prepositions - Selecting the most suitable word - Synonyms, Antonyms - Spell check - Double blanks in a sentence.

UNIT IV

General knowledge: Computer awareness: Classification, Elements of computing process, Programming languages, Computer memory, Software & Hardware, Operating systems - Banking awareness: Banking Regulation act, Reserve Bank of India, Commercial banks, e-banking, Currency system, Money Market, Banking and Finance, Indian Monetary Policy.

UNIT V

Current affairs: National & International Current Affairs: Economy, Sports, Science & Technology, Polity.

COURSE BOOK:

Course Material prepared by the Staff.

BOOKS FOR REFERENCE:

1. IBPS - VI, Institute of Banking Personnel Selection, Bank Po, Probationary officers/Management trainees Arihant Publications (India) Limited, 2015.
2. A.P. Bhardwaj, General English for Competitive Examinations, Dorling Kindersley (India) Pvt Ltd, New Delhi, 2013.
3. Dr. R.S. Aggarwal, Quantitative Aptitude, S.Chand & Company PVT.LTD, New Delhi, 2013.
4. Dr. R.S. Aggarwal, A Modern Approach to Verbal & Non - Verbal Reasoning, S. Chand & Company PVT.LTD, New Delhi, 2009.

COMPUTERISED ACCOUNTING - LAB

Semester: VI

Code : 17CC6MC12

Hours: 6

Credits: 5

COURSE OUTCOMES:

- ❖ Gain practical learning experience with advanced accounting
- ❖ Acquire the skill for recording financial and inventory transactions
- ❖ Retrieve various accounting and inventory statements using business software
- ❖ Work with TCS, TDS and GST
- ❖ Prepare payroll reports for service institution, small and medium level business.

1. Tally Introduction
2. Company Creation
3. Creation of groups, ledger, single and multiple
4. Creation of cost category and cost centers
5. Creation of vouchers
6. Preparation of trial balance
7. Preparation of final accounts with adjustments.
8. Creation of stock groups, stock category and stock items
9. Entering data in stock groups of a departmental store
10. Statement of stock summary
11. Bank reconciliation of statement
12. Creating purchase and sales orders
13. Pay roll
14. Tax deducted at source
15. Tax collected at source
16. Goods and service Act

COURSE BOOK:

Namrata Agarwal, **Tally 9**, Dreamtech Press, 2014.

BOOKS FOR REFERENCE:

A. K. Nandhani & K.K. Nandhani, **Implementing Tally**, BPB Publications, New Delhi, 2010.

TOTAL PRACTICAL HOURS WEEKLY: 4

TOTAL TEACHING CUM DEMONSTRATION HOURS WEEKLY: 2

Internal Components		External Components	
Internal I	20	Practical	50
Internal II	20		
Lab Record	5		
Lab Work	5		
Total	50	Total	50

AUDITING

Semester: VI

Hours: 6

Code : 17CC6MC13

Credits: 5

COURSE OUTCOMES:

- ❖ Gain knowledge in auditing in the modern economy
- ❖ Assess the financial performance of company by valuing assets and liabilities
- ❖ Make audit planning, testing, and evaluation decision
- ❖ Audit an accounts with the help of auditing techniques
- ❖ Prepare an audit programme using software

UNIT I

Origin of audit - definition - difference between book keeping, accountancy and auditing and investigation - qualities of an auditor - audit objectives and scope of audit - internal audit and statutory audit - kinds - internal check - internal audit - audit notebook - audit working papers - audit programme. **(18 Hours)**

UNIT II

Vouching - meaning importance - vouchers - vouching of cash transactions - teeming and lading method of frauds - vouching of trading transactions. **(18 Hours)**

UNIT III

Verification and valuation of assets and liabilities - meaning of verification - problems in valuation of assets - valuation of assets in inflationary period - fixed assets - auditor's position as regards valuation of assets - verification of liabilities - share capital, trade creditors, bill payable, outstand expenses and contingent liabilities. **(18 Hours)**

UNIT IV

Audit of joint stock companies, qualification of an auditor - disqualifications - appointment - rotation of - removal - remuneration and expenses - powers and duties - rights and powers - status - duties - audit of share capital - share transfer, unclaimed dividend - auditor's report - liabilities of an auditor under Companies Act under of Law of Agency - liabilities of an auditor to third parties. **(18 Hours)**

UNIT V

Auditing in an EDP environment - its need its problems - definition - control in EDP environment - application control - effects of EDP auditing control over processing audit approach in an EDP environment - computer assisted auditing techniques - Computer audit programmes. **(18 Hours)**

COURSE BOOK:

B. N. Tandon, **Practical Auditing**, S. Chand & Company Ltd., New Delhi, 2012.

BOOKS FOR REFERENCE:

1. Ravinder Kumar and Virender Sharma, **Auditing Principles and Practice**, PHI Learning Pvt. Ltd., New Delhi, 2015.
2. S. K. Basu, **Fundamentals of Auditing**, Dorling Kindersley (India) Pvt. Ltd., 2009.
3. Dinkar Pagae, **Principles and Practice of Auditing**, Sultan Chand & Sons, New Delhi, 2006.
4. Dr. L. Natarajan, **Practical Auditing**, Margham Publications, 2016.

ACCOUNTING FOR MANAGERIAL DECISIONS

Semester: VI

Hours: 6

Code : 17CC6MC14

Credits: 5

COURSE OUTCOMES:

- ❖ Acquire the conceptual knowledge of the management accounting
- ❖ Interpret the financial data.
- ❖ Gain expertise in preparation of statements like fund flow and cash flow.
- ❖ Take the financial decision in small and medium enterprises.
- ❖ Become management accountant in business concerns

UNIT I

Management Accounting - meaning - Functions - Objectives - Advantages and Limitations - Scope - Difference between Financial Accounting and Management Accounting, cost accounting and management accounting - significance - utility - methods of analysis of financial statements - comparative and common size statements - Trend Analysis - Ratio Analysis. **(18 Hours)**

UNIT II

Fund flow analysis - Concept of Fund - statement of changes in working capital - Sources and uses of funds - preparation of fund flow statement - Cash flow analysis - Meaning - difference between cash flow statement and fund flow statement - preparation of cash flow statement. **(18 Hours)**

UNIT III

Marginal costing - Basic concepts - Marginal and absorption costing - BEP analysis - CVP analysis - differential cost analysis - applications of marginal costing techniques for managerial decision making **(18 Hours)**

UNIT IV

Standard costing and variance analysis - Difference between estimated and standard cost steps for establishing standard costing system - Analysis of variances - Material variances - Labour variance - Overhead variance - Sales and profit variances. **(18 Hours)**

UNIT V

Budget and Budgetary control - different types of budgets - advantages - limitations - zero base budgeting - Responsibility accounting. **(18 Hours)**

COURSE BOOK:

T. S. Reddy & Y. Hari Prasad Reddy, **Management Accounting**, Margham Publications, 2016.

BOOKS FOR REFERENCE:

1. H.V. Jhamb, **Fundamentals of Management Accounting**, Books India, New Delhi, 2008.
2. S. N. Maheswari, **Management Accounting**, Sultan Chand & Sons, New Delhi, 2006.
3. Jain & Narang, **Cost Accounting**, Kalyani Publishers, New Delhi, 2008.
4. Shashik K.Gupta, R.K.Sharma, N. Gupta, **Management Accounting**, Kalyani publishers, New Delhi, 2017.

Note: The percentage of marks for theory and problems is 20% and 80%

ANDROID PROGRAMMING

Semester: VI

Hours: 3

Code : 17CC6MC15

Credits: 3

COURSE OUTCOMES:

- ❖ Describe Android platform, Architecture and features.
- ❖ Explore the Android studio features.
- ❖ Work with Real World Layouts.
- ❖ Demonstrate the advantages of using Object Oriented Programming for program development.
- ❖ Design Simple Android Applications.

UNIT I: HOW ANDROID AND JAVA WORK TOGETHER

What is exactly android? - The Development Environment - Android Resources -
Android Packages - Our First Android App. **(9 Hours)**

UNIT II: EXPLORING ANDROID STUDIO

The Console - More Console features - Transforming the editor into a design
studio - The Project folder and File Structure.

DESIGNING LAYOUTS: Configuring and using Widgets - Widget Properties -
Experimenting with Widgets - Containing widgets in layouts. **(9 Hours)**

UNIT III: REAL WORLD LAYOUTS

Creating a tablet emulator - detail layout with Scroll view and Linear Layout -
Designing a form with Relative Layout. **(9 Hours)**

UNIT IV: CODING IN JAVA

Variables - Decisions and Loops - Changing values in variables with operators -
Repeating code with Loops. **Object Oriented Programming:** What is oops? -
Encapsulation - Polymorphism - Inheritance - Class implementation - The basic
classes mini app. **(9 Hours)**

UNIT V: ANDROID ELEMENTS

Using buttons - Text view Widgets from layouts - Exploring Android UI objects -
Exploring the palette. **(9 Hours)**

COURSE BOOK:

John Horton, **Android Programming for Beginners**, Packt Publishing Ltd.,

December 2015.

UNIT I : Chapter -1

UNIT II : Chapter - 3, 4

UNIT III : Chapter - 5

UNIT IV : Chapter - 7, 9

UNIT V : Chapter 11

BOOKS FOR REFERENCE:

1. Mark.L.Murphy, **The Busy Coders Guide to Android Development**, Commonsware LLC, 2016.
2. Wallace Jackson, **Android Apps for Absolute Beginners**, A press Publishing, 2014.

ANDROID PROGRAMMING - LAB

Semester: VI

Hours: 3

Code : 17CC6CP06

Credits: 2

COURSE OUTCOMES:

- ❖ Install and configure android application development tools.
 - ❖ Design and develop user interfaces for android Platforms.
 - ❖ Create various android application related to layouts and rich user interactive interfaces.
 - ❖ Be exposed to technology and business trends impacting of mobile applications
 - ❖ Be competent with developing mobile applications
1. To Build a Simple Android Application
 2. To Perform all Operations using Calculators
 3. To Change the Image Displayed on the Screen
 4. To Demonstrate the Sound Button Application
 5. To Demonstrate the use of Scroll View
 6. To Demonstrate Radio Group Application
 7. To Demonstrate Alert Dialog Box
 8. To Demonstrate the Menu Application
 9. To Demonstrate List View Activity
 10. To Draw on a Canvas
 11. To Animate a Bitmap
 12. To Demonstrate a Match Filter
 13. To Demonstrate a Transform Filter
 14. To Demonstrate Tip Calculator
 15. To Demonstrate a Simple Video View

SERVICES MARKETING

Semester: VI

Hours: 4

Code : 17CC6CE3A

Credits: 3

COURSE OUTCOMES:

- ❖ Prepare reports to determine potential sale of service
- ❖ Recommend service to customers based on their needs and interests.
- ❖ Identify and discuss characteristics and challenges of managing service firm in the modern world.
- ❖ Pursue position as market analyst, market researcher and the like
- ❖ Develop professional business writing skills

UNIT I

Services Marketing - introduction - growth of the service sector - the concept of services - definition of the services - nature of the services - characteristics of services - classification of services - need for services marketing - obstacles in service marketing - role of services in an economy.

(12 Hours)

UNIT II

Consumers in service industry - buyer characteristics - buyer decision making process - individual consumer and organizational consumer - Service marketing mix - the seven Ps: product decision, pricing - strategies and tactics, promotion of services and placing of distribution methods for services - additional dimension in service marketing - people - physical evidence and process.

(12 Hours)

UNIT III

Pricing in services - steps involved in pricing decisions - factors affecting pricing decisions - methods in pricing - pricing strategies - service promotion - promotion mix for services - advertising - steps in advertising process - direct marketing.

(12 Hours)

UNIT IV

Globalization of services in international market - introduction - challenges to global service marketers - successful global service marketing - typical international services - launching of services in the international market - strategic implications of international services marketing - global brand dominance in the service industries - globalization and corporate culture.

(12 Hours)

UNIT V

Bank marketing - tourism marketing - hospital marketing - airline marketing.

(12 Hours)

COURSE BOOK:

Vasanthi Venugopal & Raghu, **Services Marketing**, Margham Publications, Chennai, 2009.

BOOKS FOR REFERENCE:

1. Christopher Tovelock, Johan Writz, Jayant Chatterjee, **Service Marketing People, Technology, Strategy**, Pearson Publication, New Delhi, 2010.
2. Rajendra Nargundkar, **Service Marketing - Text & Cases**, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2010.
3. Dr. L. Natarajan, **Services Marketing**, Margham Publications, Chennai, 2009.
4. Dr. S. Shajahan & P.K. Sinha & S. C. Sahoo - **Text & Cases**, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2010.

FINANCIAL MARKETS AND SERVICES

Semester: VI

Hours: 4

Code : 17CC6CE3B

Credits: 3

COURSE OUTCOMES:

- ❖ Understand the basic concepts of financial institutions and financial services.
- ❖ Analyze new financial product and services
- ❖ Identify the different types of risk associated with capital investment
- ❖ Compute commission and identify the problems of merchant bankers and factoring
- ❖ Identify the sources of long and short term funds

UNIT I

The financial system - its functions - financial concepts - financial assets - financial intermediaries - financial markets - classification - capital market - industrial securities market - Government securities markets - Long term loan market - importance of capital markets - financial rates of return - financial instruments.

(12 Hours)

UNIT II

Financial services - meaning - scope - features - importance - causes for financial innovation - the new product and services - innovative financial instruments.

(12 Hours)

UNIT III

Mutual funds - meaning - definition - fund unit vs. share - types of funds - organisation of the fund - net asset value calculation - selection of a fund - commercial banks & mutual funds.

(12 Hours)

UNIT IV

Merchant banking - meaning-services of merchant banks - qualities required of merchant bankers - guidelines of SEBI for merchant bankers.

(12 Hours)

UNIT V

Factoring - meaning - terms and conditions - functions - types of factoring - cost of factoring - benefits - factoring in India.

(12 Hours)

COURSE BOOK:

E. Gorden & K. Natarajan, **Financial Markets and Services**, Himalaya Publishing House, 2016.

BOOKS FOR REFERENCE:

1. Prof. Shri Ram Khanna, **Financial Markets in India and Protection of Investors**, New Century Publications, 2004.
2. G. Ramesh Babu, **Financial Markets and Institutions**, 2006.
3. Dr. S. Maria John, **Financial Markets and Institutions**, Palani Paramount Publications, Palani, 2004.
4. Dr. S. Gurusamy, **Financial Markets and Institutions**, Tata McGraw-Well Publishing Company, New Delhi, 2009.

ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Semester: VI

Hours: 4

Code : 17CC6CE3C

Credits: 3

COURSE OUTCOMES:

- ❖ Identify the key element of a good business plan.
- ❖ Prepare the project proposal for small and medium enterprises.
- ❖ Gain the knowledge on legal aspect and government policy relating to entrepreneurship.
- ❖ Identify the source of finance available to entrepreneur
- ❖ Face challenges in starting a new business

UNIT I

Entrepreneur - Definitions - Characteristics -Functions-Types/classification of entrepreneurs- Entrepreneurship-meaning-importance- Role of entrepreneurs in the economic development of a country-Entrepreneurship as a career. **(12 Hours)**

UNIT II

Start a small scale industry-Business idea-identifying business opportunity-forms of ownership-preparation of detailed project report-location-procurement of land/shed-registration-term loan and working capital- subsidy-Order for machinery-power connection-insurance-government clearances-raw material-establish product diversification network-trial runs-commencement of commercial production. Incentives for small scale UNITS. -Meaning-objectives-Subsidy- tax concession-marketing export and technical assistance. **(12 Hours)**

UNIT III

Project Report and appraisal-meaning and importance- components of project report-Reasons for failure of project report- model project report - Project appraisal-market, technical, financial and economic-managerial - social feasibility analysis **(12 Hours)**

UNIT IV

Women Entrepreneurship-concept - Factors influencing women entrepreneurs - Types of women entrepreneurs- Rural & Urban Women entrepreneurs in India - support and assistance - problems and remedial measures- sickness in small scale industry. Definition- Signal and symptoms - Causes-Measures to prevent sickness in small UNITS. **(12 Hours)**

UNIT V

Institutional and financial support - Institutional support-DIC, ITCOT, SIDCO, NSIC, SISI- NPC-NRDC - Finance to entrepreneur-TIIC, SIDBI, Commercial Banks - Micro - credit system. **(12 Hours)**

COURSE BOOK:

Dr. Vasanth Desai, Entrepreneurship Development, Potential beyond Boundaries, Himalaya Publisher, New Delhi, 2013.

BOOKS FOR REFERENCE:

1. S. Anil Anand, S. C. Poornima, Mini K. Abraham, Entrepreneurship Development, Jeya shree , New Age Internal Publishers P(v) ltd, New Delhi, 2009.
2. Dr. V. Balu, Entrepreneurship and Management of Small Scale Business, Sri Venkateswara Publicities, Chennai, 2011.
3. G.P. Gupta, N.P. Srinivasan, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2009.
4. Jeyashree, Suresh, Entrepreneurial Development, Margham Publications, Chennai, 2014.

INVESTMENT MANAGEMENT

Semester: VI

Code : 17CC6CE3D

Hours: 4

Credits: 3

COURSE OUTCOMES:

- ❖ Assess portfolio performance
- ❖ Evaluate cross border investment opportunities
- ❖ Discuss various currency exchange rates
- ❖ Describe the general structure of various financial markets.
- ❖ Understand and apply ethical standards in the investment profession

UNIT I

Introduction to Investment and Securities-investment-speculation-gambling and investment-investment objectives-the investment process- investment policy-security analysis-valuation-construction of portfolio-different types of securities-Investment alternatives-negotiable securities- non-negotiable securities-schemes of LIC- Mutual funds-other classification-basis for selection-real assets-real estate.

(12 Hours)

UNIT II

Primary market and Secondary market - listing of securities-merits of listing-demerits-obligations of listing-listing of right shares-recent developments in listing. Bombay stock exchange-the trading system-securities traded-surveillance system-check on the BOLT terminals- protection against default- national stock exchange - membership - capital market segment-types of order - volume conditions advantages of NSE-inter connected stock exchange-the recent trends-National securities depository limit.

(12 Hours)

UNIT III

Stock market indices-computation of stock index-differences between the indices - the BSE sensitive index-NSE-50 index (Nifty) Selection criteria. The Securities of Exchange Board of India-objectives-functions-organisation-its role in primary market, secondary market, mutual funds and FIIs.

(12 Hours)

UNIT IV

Risk-definition-systematic risk-unsystematic risk-minimising risk exposure-risk measurement-stock return and valuation-the anticipated return-present value of the return- multiple year holding period- constant growth model only. **(12 Hours)**

UNIT V

Fundamental analysis-economic, industry, company analysis. Earnings of the company- financial analysis- growth in earnings-options and futures- meaning-factors affecting the value of call option-futures- forward and futures- selection of index for the futures. **(12 Hours)**

COURSE BOOK:

Punithavathy Pandian, **Security Analysis and Portfolio Management** Himalaya publishers ,New Delhi.

BOOKS FOR REFERENCE:

1. Preeti Singh, **Investment Management** ,sultan Chand & Sons, New Delhi, 2012.
2. Prasanna Chandra, **Investment Management**, PHI Learning Pvt.Ltd, New Delhi.
3. Gursamy, **Portfolio Management**, Sultan Chand & Sons, New Delhi, 2012.

APTITUDE BUILDING - II

Semester: VI

Hours: 2

Code : 17AE6NE02

Credits: 2

COURSE OUTCOMES:

- ❖ Understand the concepts of numerical ability other than basic.
- ❖ Gain mastery over logical reasoning through concise thinking to advanced level.
- ❖ Have good command over English Language.
- ❖ Acquaint with general knowledge and current affairs with complete framework.
- ❖ Develop sufficient confidence to face advanced level competitive exams and clear it.

UNIT I

Numerical Ability: Time and distance - problems on trains - simple interest - compound interest - area - probability - true discount - bankers' discount - data interpretation - tabulation - bar charts - pie charts.

UNIT II

Reasoning: Logic - statements & arguments, statement & assumptions, statement & course of action - statement & conclusions - deriving conclusions from passage.

UNIT III

English Language: Choosing the appropriate filler - Phrase substitution - Ordering of jumbled sentences - Cloze test / Passages - Comprehension passages.

UNIT IV

General knowledge: Educational institutions - National days & awards - Indian freedom struggle - Books & Authors - Who's Who.

UNIT V

Current affairs: National & International affairs: Economy, Sports, Science & Technology, Polity.

COURSE BOOK:

- ❖ Course Material prepared by the Staff.

BOOKS FOR REFERENCE:

1. IBPS - VI, Institute of Banking Personnel Selection, Bank Po, Probationary officers / Management trainees Arihant Publications (India) Limited, 2015.
2. A.P. Bhardwaj, General English for Competitive Examinations, Dorling Kindersley (India) Pvt. Ltd, New Delhi, 2013.
3. Dr. R.S. Aggarwal, Quantitative Aptitude, S. Chand & Company PVT. LTD, New Delhi, 2013.
4. Dr. R.S. Aggarwal, A Modern Approach to Verbal & Non - Verbal Reasoning, S. Chand & Company PVT. LTD, New Delhi, 2009.

RISK MANAGEMENT AND INSURANCE

Semester: VI

Credits: 2

Code : 17CC6SS01

COURSE OUTCOMES:

- ❖ Discuss about the handling and preventions of risk management
- ❖ Demonstrate risk management approach through risk identification and risk measurement.
- ❖ Explain about the insurance importance and principles.
- ❖ Identify of assignment life policies of India.
- ❖ Acquire the details assurance of general insurance.

UNIT I: INTRODUCTION

Nature and scope of risk management - Methods of handling risks -Prevention of risk.

UNIT II: AVOIDING RISKS

Reduction of risks - Shifting of risks - Acceptance of risks - Spreading of risks.

UNIT III: INSURANCE

Meaning - Definition - Characteristics of insurance contract - Functions - Importance - Uses - Classification of insurance - Principles of insurance contract.

UNIT IV: LIFE INSURANCE

Essentials - Classification - Assignment of life policies - LIC of India.

UNIT V: GENERAL INSURANCE

Fire - marine - Accidents - Health - Property - Vehicle -Bank assurance.

COURSE BOOK:

Course Material prepared by the Department of Commerce.

BOOKS FOR REFERENCE:

1. B. D. Bhargava, **Principles of Insurance**, Pearl Books, New Delhi, 2009.
2. M. N.Mishra & S. B. Mishra, **Insurance Principles & Practice**, S. Chand, New Delhi, 2010.
3. Dr. E. Dharmaraj, **Elements of Insurance**, Simres Publications, 2009.
4. Dr. N. R. Nagarajan, **Principles and Practice of Insurance**, M.M. Publishers, 2002
5. Dr. P. Periasamy, **Principles & Practice of Insurance**, Himalya publishing House, New Delhi, 2009.

INPLANT TRAINING

Semester: VI

Code : 17CC6SS02

Credits: 2

COURSE OUTCOMES:

- ❖ Identify career paths taking into account their individual strengths and aptitude and Prepare a report about the work experience in industry
- ❖ Enhancing the employability skills and start-up skills to increase his ability to engage in, life-long learning,
- ❖ To provide learners hands on practice within a real job situation.
- ❖ Capability and enthusiasm for self-improvement through continuous professional development and life-long learning
- ❖ Become updated with all the latest changes in technological world.

Two weeks (15 days) practical training may be arranged during the winter vacation after V Semester. The training shall be in manufacturing companies which covering all the functional areas of management such as production, marketing, finance, purchase and sales department. After the completion of the training the students have to produce a certificate from concerned institutions and have to submit the training report. The project report has to be submitted at the end of the VI semester.

QUESTION PATTERN (UG)
TWO TYPES OF QUESTION PATTERN

Type-1

The following pattern is applicable to all theory oriented papers or theory & Problem oriented papers, where percentage of marks of theory and problem is **not specified**.

Blue print of the question paper (External)

Marks: 60

Section	Type of Question	No. of Questions	No. of Questions to be answered	Marks for each question	Total
A Q.No (1-10)	Objective type - two questions from each unit	10	10	1	10
B Q.No (11-15)	Five either/or question - one set of question from each unit	5	5	4	20
C Q.No(16-20)	Open Choice -One question from each unit	5	3	10	30
Total					60

QUESTION PATTERN (UG)

Type-2

The following pattern is applicable to Problem oriented papers, where percentage of marks of theory and problem is **specified** as 20:80.

Blue print of the question paper (External)

Marks: 60

Section	Type of Question	No. of Questions	No. of Questions to be answered	Marks for each question	Total
A Q.No (1-10)	Objective type - two questions from each unit	10	10	1	10
B Q.No (11-17)	Open Choice -One question should be from each of the five units and the additional two questions from any two of the five units	7	5	4	20
C Q.No(18-22)	Open Choice -One question from each unit	5	3	10	30
Total					60

CONTINUOUS INTERNAL ASSESSMENT FOR SKILL BASED ELECTIVES - THEORY

Components	Marks
Internal - I	30
Internal - II	30
Quiz	10
Assignment	10
Power Point Presentation	10
Collection of Materials on Recent Trends	10
Total	100

**CONTINUOUS INTERNAL ASSESSMENT FOR SKILL BASED ELECTIVES -
PRACTICAL**

Components	Marks
Practical Test - I	30
Practical Test - II	30
Quiz	10
Assignment	10
Lab Performance	10
Lab Record	10
Total	100

Pattern of the Question Paper- Self Study Paper (External)**Time: 3 Hours****Max. Marks: 100****PART-A**

Answer ANY Five out of Eight Questions

5X20=100

CERTIFICATE COURSE ON CUSTOMER RELATIONSHIP MANAGEMENT

This Certificate Course is offered by the Department of Commerce with Computer Applications to all U.G Students in both semesters for 60 hours, 2 hours per week.

Internal = 40 Marks.

External = 60 Marks.

External Semester Exam will be conducted at the end of the Academic year.

Passing Minimum=40 Marks is the aggregate of CIA and Semester Exam.

INTERNAL

Continuous Internal Assessment (Theory)

Continuous Assessment will be carried out by the Course Teachers.

The components of CIA are as follows.

Test 1	35
Test 2	35
Assignment	10
Total	80

The total internal marks obtained for 80 will be converted into 40 marks.

EXTERNAL QUESTION PATTERN

Time: Three hours

Max marks: 60

PART - A

Answer any four out of eight of the following in 500 words.

4X15=60

INTERNAL QUESTION PATTERN

Time: Two hours

Max marks: 35

PART - A

Answer any three out of five questions.

3X5=15

PART - B

Answer any two out of three questions.

2X10=20

CERTIFICATE COURSE

CUSTOMER RELATIONSHIP MANAGEMENT

Code: CCCACR01

Hours: 2

Credits: 2

COURSE OUTCOMES:

- ❖ Discuss the objectives, ingredients and various types of Customer relationship Management.
- ❖ Explain about the customer relationships and relationship Management Theories.
- ❖ Identify the 21st Century customers and acquire the details of customer life cycle & types of customers.
- ❖ Understand the phases of customer development and strategies for customer acquisition & retention.
- ❖ Assess the emerging trends in CRM

UNIT I: INTRODUCTION TO CRM

Meaning - Definition - Ingredients of CRM- Objectives of CRM - **Types of CRM:**
Strategic CRM - Operational CRM - Analytical CRM - Collaborative CRM. **(6 Hours)**

UNIT II: CUSTOMER RELATIONSHIPS

Meaning - Evolution of Customer - Supplier Relationship - **Relationship Management Theories:** IMP Group - Nordic School - Anglo Australian School - North American School- Asian School. **(6 Hours)**

UNIT III: 21st CENTURY CUSTOMERS

Empowered Customer - Customer Life Cycle - Consumer vs. Customer - Types of Customers - Customer Orientation - Customer Management Strategies - Customer Acquisition. **(6 Hours)**

UNIT IV: MANAGING THE CUSTOMERS

New Customers - Strategies for Customer Acquisition - Phases of Customer Development - Strategies for Customer Retention-Strategies for Terminating Customer Relationship. **(6 Hours)**

UNIT V: EMERGING TRENDS IN CRM

ECRM - Features of ECRM - Difference between CRM and ECRM - Future CRM Trends. **(6 Hours)**

COURSE BOOK:

Course Material will be provided by the Department.

BOOKS FOR REFERENCE:

1. Sheth J. N., Parvatiyar A. and Shainesh G. **Customer Relationship Management: Emerging Concepts, Tools & Applications**, Tata McGraw- Hill Education.
2. Alok Kumar Rai, **Customer Relationship Management: Concepts and Cases**, Second Edition, PHI Learning.

QUESTION PATTERN (UG)**TWO TYPES OF QUESTION PATTERN****Type-1**

The following pattern is applicable to all theory oriented papers or theory & Problem oriented papers, where percentage of marks of theory and problem is **not specified**.

Blue print of the question paper (External)

Marks: 60

Section	Type of Question	No. of Questions	No. of Questions to be answered	Marks for each question	Total
A Q.No (1-10)	Objective type - two questions from each unit	10	10	1	10
B Q.No (11-15)	Five either/or question -one question from each unit	5	5	4	20
C Q.No(16-20)	Open Choice - One question from each unit	5	3	10	30
Total					60

QUESTION PATTERN (UG)

Type-2

The following pattern is applicable to Problem oriented papers, where percentage of marks of theory and problem **is specified** as 20:80.

Blue print of the question paper (External)

Marks: 60

Section	Type of Question	No. of Questions	No. of Questions to be answered	Marks for each question	Total
A Q.No (1-10)	Objective type - two questions from each unit	10	10	1	10
B Q.No (11-17)	Open Choice - One question should be from each of the five units and the additional two questions from any two of the five units	7	5	4	20
C Q.No(18-22)	Open Choice - One question from each unit	5	3	10	30
Total					60

CONTINUOUS INTERNAL ASSESSMENT FOR SKILL BASED ELECTIVE

COMPONENTS	MARKS
Test I	30
Test II	30
Group Discussion	10
Open book test	10
Collection of materials related to latest trends	10
Quiz	10
Total	100

INTERNAL QUESTION PATTERN

Skill Based Elective (Financial Markets and Services)

Maximum: 30 marks

PART-A

(Answer all questions) 1-5

5X1=5

PART-B

(Answer any three questions out of five) 6-10

3X3=9

PART-C

(Answer any two out of three) 11-13

2X8=16

PART I - HINDI - COURSE PATTERN (2017- 2020)

Part	Sem.	Code	Title of the Paper	Hours	Credits
I	I	17GH1GS01	Paper - I - Prose, Short Story and Grammar- I	5	3
	II	17GH2GS02	Paper - II - Novel, One act Play, and Grammar - II	5	3
	III	17GH3GS03	Paper - III Poetry and History of Hindi Literature, Alankar	5	3
	IV	17GH4GS04	Paper IV - General Essay, Technical Hindi, Translation, and Letter Writing	5	3
		Total		20	12

TESTING AND EVALUATION

Course	Continuous Internal Assessment	Semester Examination
Hindi	40%	60%

Continuous Internal Assessment

Continuous Assessment will be carried out by the Course Teachers. The components of CIA are as follows:

Components	Marks
Test -I	30
Test -II	30
Seminar/Quiz	10
Assignment	05
Attendance	05
Total	*80

* The total internal marks obtained for 80 will be converted into marks obtained for 40.

HINDI - EXTERNAL QUESTION PATTERN

Time: 3 Hours

Marls: 60

Section A: (One Word / Sentence)

10 x 1 = 10 Marks

Section B: (Paragraph / Annotation)

4 x 5 = 20 Marks

Section C: (Essay)

3x 10 = 30 Marks

PAPER I - PROSE, SHORT STORY AND GRAMMAR - I

Semester: I

Hours: 5

Code : 17GH1GS01

Credits: 3

COURSE OUTCOMES:

- ❖ Develop the reading and writing skill in Hindi.
- ❖ Learn the concept of “Bhakthi” through Hindi Poems.
- ❖ Inculcate the Value and Morals through short stories in Hindi
- ❖ Improve the grammatical knowledge and enable the students to communicate effectively.
- ❖ Appreciate the literary contribution of various writers through short stories and poems.

- 1. Prose** : Naveen Hindi Patamala Part-3
Published by Dakshina Bharathi Hindi Prachar Sabha,
Thyagaraya Nagar, Chennai - 600 017.
The following Lessons have been prescribed
- a) Shiraj Ki Gurubhakthi
 - b) Shri Krishn
 - c) Gupth Rupya
 - d) Karmaveer Kamaraj
- 2. Short Story** : Kahani Manjari
Edited by : Dakshin Bharath Hindi Prachar Sabha,
Thyagaraya Nagar, Chennai - 600 017.
The following short stories have been prescribed
- a) Badegar kee beti - Premchand
 - b) Thayee - Vishwamranava
Shrama Kaushik
 - c) Paanch minute - Mohanlalji Mahato yogi
 - d) Usne Kaha tha - Chandra dharshama
Guleri
- 3. Grammar I** : Vyakaran Pradeep Published by Ramdev, Hindi Bhaan,
63, Tagore Nagarm Allahabad -2
The following topics have been prescribed
- a) Noun
 - b) Gender and Number
 - c) Pronoun
 - d) Adjectives

PAPER II - NOVEL, ONE ACT PLAY AND GRAMMAR - II

Semester: II

Hours: 5

Code : 17GH2GS02

Credits: 3

COURSE OUTCOMES:

- ❖ Analyse the impact of social references among women through the novel of 'Nirmala'.
- ❖ Demonstrate the creative skill through one Act play.
- ❖ Inculcate the values of patriotism among students through the one Act play of Doorshra Din.
- ❖ Formulate the approach of Hindi linguistic and grammar
- ❖ Analyse on literary criticism in Hindi literature.

1. Novel : Nirmala (Abridged version)

by Premchand, Hamsa Prakashan Allahabad

2. One Act Play : Aadarsh Ekanki

Published by Dakshina Bharath Hindi Prachar Sabha,

Thyagaraya Nagar, Chennai - 600 017.

The following Ekankies have been prescribed

- a) Doosra din - Kanchanlatha sabbarval
- b) Rajpoothri Ka badla - Divjendralal Rai

3. Grammar : Ramdev, Published by Hindi Bhavan,

63 Tagore Nagar, Allahabad - 2

The following topics have been prescribed

- a) Verb
- b) Tense and Voice
- c) Adverb
- d) Prepositions
- e) Conjunctions
- f) Interjunctions

PAPER III - POETRY AND HISTORY OF HINDI LITERATURE, ALANKAR

Semester: III

Hours: 5

Code : 17GH3GS03

Credits: 3

COURSE OUTCOMES:

- ❖ Understand the spiritual and social values through Dona of Kabir, Tulasi, Rahim and Bihari.
- ❖ Analyse the literary approach of various Hindi Poems.
- ❖ Analyse the history of Hindi Literature.
- ❖ Develop the knowledge regarding Alankkar in Hindi Literature.
- ❖ Apply Alankkar to enhance the beauty of literature.

1. POETRY:

Kavya Saurab Published by Dakshina Bharatha Hindi Prachar Sabha, T. Nagar, Chennai - 600 017.

The following poems have been prescribed

1. Sachche Devtha - Ayodhya Singh Upadhyay Harioudh
2. Murjhaphool
3. Vivshtha
4. Badal - Sumitranandan Panth
5. Vasanth Aayaa
6. Deep Koi jal raha hai
7. Kabir Ke Dohe - 5 numbers
8. Tulasi Ke Dohe - 5 numbers
9. Raheem Ke Dohe - 5 numbers
10. Bihari Ke Dohe - 5 numbers

2. HISTORY OF HINDI LITERATURE:

Hindi Sahitya Ka Ithas by Rajanath Sharma Vinod Pushhak Mandir, Agra - 2

The following topics have been prescribed Salient features of Aadikl Bakthikal (Gyan marg, Premmag, Rambakthi, Krishnabakthi and Reethika.

Short Notes from Adunikkal: Chayavad, Pragathivad, Mythili Sharan, Gupta, Dinkar Premchand Pant Prasad, Ramachandra Shukla

3. ALANKAR:

Ras chand Alankar Chandrika Karnataka Mahila Hindi Seva Samithi, Chamarajpet, Bangalore - 560 008. The following Alankars have been prescribed Anupras, Yamak, Vakrokthi, Upama, Virodabhas.

**PAPER - IV - GENERAL ESSAY, TECHNICAL HINDI, TRANSLATION AND
LETTER WRITING**

Semester: IV

Hours: 5

Code : 17GH4GS04

Credits: 3

COURSE OUTCOMES:

- ❖ Write argumentative essay using appropriate style, structure and voice.
- ❖ Harness the critical thinking abilities by reading essay.
- ❖ Improve the proficiency in Hindi and English translation.
- ❖ Imbibe the knowledge of technical terms in Hindi and its application in daily life.
- ❖ Learn the forms and convention of different types of letter.

1. General Essay:

Nibandh Praveshika, Dakshin Bharath Hindi Prachar Sabha T.Nagar,
Chennai - 600 017

The following Sahityotar (General) essay have been prescribed

- a. Anushashan
- b. Parishram Ka Mahatva
- c. Paropkar
- d. Bharat Ki Kalatmak Ekta
- e. Nari Ka Karthavye Aur Adhikaar

2. Translation:

Anuvad Abyas - III (1-5 Lessons) English to Hindi, Hindi to
English Published by Dakshina Bharath Hindi Prachar Sabha
T.Nagar, Chennai - 600 017.

3. Technical Hindi:

Karyalaya Sahayika, Kendriya Sachivalaya
Hindi Parishad NewDelhi, Hindi Vathayan
Dr. K. Chandra Mohan, Viswa Vidyalaya Prakashan
Varanashi

Banking Terms	:	50 only
Nemikaryalaya Tippani	:	50 only
Name of the Ministries	:	33 only

4. Letter Writing:

Pramanik Alekan Aur Tippan Prof Viraj M.A. Kashmirgate,
Delhi - 110 006

PaariVarik Patra, Avedan Patra, Sampathak ke naam Patra,
Padhadhikariyon ke naam Patra.

NATIONAL CADET CORPS

NON MAJOR ELECTIVE

Sem.	Part	Code	Title of Paper	Hours	Credits
V	IV	17NC5NE01	Organization and health programme in NCC	2	2
VI	IV	17NC6NE02	National integration and personality development	2	2

INTERNAL COMPONENTS

Internal - I	:	30 marks
Internal - II	:	30 marks
Component - I	:	10 marks
Component - II	:	10 marks
Component - III	:	10 marks
Component - IV	:	10 marks
Total	:	100 marks

ORGANIZATION AND HEALTH PROGRAMME IN NCC

Semester: V

Hours: 2

Code : 17NC5NE01

Credits: 2

UNIT I: INDIAN MILITARY AND NCC ORGANIZATION

History of Indian Military - Paramilitary forces - BSF- CRPF and CISF - NCC Organization and History - Aims and Objectives of NCC - Motto of NCC - DG's Four Cardinal Principles of NCC - NCC Song- Ranks in Army, Air force and Navy - Certificate Examination in NCC- Honours and Awards. **(6 Hours)**

UNIT II: MAP READING

Map and its features - kinds of north - Service protractor and Compass-bearing - Conversion of bearings - Conventional signs - Setting of map - Finding own position - Map to ground - Ground to map - Night March chart. **(6 Hours)**

UNIT III: HYGIENE AND SANITATION

Personal Hygiene - Sanitation - Methods of purification of drinking water -Latrine types - Urinal Types. **(6 Hours)**

UNIT IV: TYPES OF DISEASE AND POLLUTION

Define Health - Types of Health - Communicable and Non communicable Disease - Pollution and its type. **(6 Hours)**

UNIT V: FIRST AID

Aims of First Aid - Principle of First Aid - Motto of First Aid - List of items in First aid Box - Types of Bandages - Types of Fracture - Dislocation - Types of Wounds - Burns and Scalds - Sprain - Strain - Asphyxia - Drowning - Poison - Shock - Snake bite - Sun and Heat Stroke - Insect bite - Dog bite - Hanging - Artificial Respiration - Haemorrhage. **(6 Hours)**

BOOK FOR REFERENCE:

Mishra R.C., **A Handbook of NCC**, Kanti Prakashan, Etawah, 2000.

NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT

Semester: VI

Hours: 2

Code : 17NC6NE02

Credits: 2

UNIT I: NATIONAL INTEGRATION

Motto of National Integration - Importance of National Integration Culture and heritage of Tamil Nadu. **(6 Hours)**

UNIT II: CIVIL AFFAIRS

Aim of aid to civil authority - Role of NCC Cadets during natural calamities - Types of disaster - Essential services during natural calamities **(6 Hours)**

UNIT III: CIVIL DEFENCE AND SELF DEFENCE

Civil Defence - Organization - Aims and services - Aid to Civil authorities in emergency - Self Defence -Aims of Self Defence - Women and Self Defence **(6 Hours)**

UNI IV: LEADERSHIP AND PERSONALITY DEVELOPMENT

Leadership - Types and traits - Man Management in NCC - Duties of a Good Citizen - Role of Youth in Nation Building - Morale - Factors which affect morale - Factors which develop high morale Personality Development - Factor influencing Personality-Time Management . **(6 Hours)**

UNIT V: SOFT SKILLS

Soft skills - interview skill - influencing skill - social skill - communication skill - self motivation - self esteem - body language. **(6 Hours)**

BOOK FOR REFERENCE:

Mishra R.C., **A Handbook of NCC**, Kanti Prakashan, Etawah, 2000.

INTERNAL QUESTION PATTERN

Time: 2 hours

Marks: 30

PART - A

Answer Any 4 out of five

4 x 2 = 8

PART- B

Two either or questions (one from each)

2 x 4 = 8

PART - C

Two either or questions (one from each)

2 x 7 = 14

PHYSICAL EDUCATION
COURSE PATTERN (2017 - 2020)

(PART V)

Sem.	Code	Title of the Paper	Hours	Credits
I & II	17NP4GS01	Yoga and Rhythmic Activities	120	-
III & IV		Fundamentals of Physical Education	120	1
		Total	240	1

YOGA AND RHYTHMIC ACTIVITIES

Semester: I & II

Hours: 120

Code : 17NP4GS01

COURSE OUTCOMES:

- ❖ Recall the principle of Asnas
- ❖ Classify Pranayama for different needs
- ❖ Appraise the application and effects of Suryanamaskar for human wellness
- ❖ Execute the techniques in Free Hand Exercise
- ❖ Construct Pyramids based on the underlying principles

UNIT I: ASNAS

Sitting Postures - Standing Posture - Prone Posture - Supine Postures.

(24 hours)

UNIT II: PRANAYAMA

Pranayama - Suga Pranayama - Chandra bethana - Nadi Sudhi - Ujjayee - Seethali - Seethakari - Brahmari.

(24 hours)

UNIT III: SURYANAMASKAR

Suryanamaskar: 12 Postures - 12 Postures & Breathe consioius - 12 Postures With manthra - Relaxation Techniques.

(24 hours)

UNIT IV: CALLISTHENICS (FREE HAND EXERCISE)

Standing series - Bending series - Sitting series - Twisting series - Dumb - bells - Indian Clubs - Lezium - Hoops.

(24 hours)

UNIT V: AEROBICS & PYRAMIDS

Aerobics: Aerobic Basics - Aerobic Movements - Aerobic With Rhythm - Aerobic Programme

Pyramids: Basics of Pyramids - Types of Pyramids.

(24 hours)

BOOKS FOR REFERENCE:

1. Wuest Jeborah,A and Charles A. Bucher (1987), 'Foundation of Physical Education, B.I Publication Pvt.Ltd., New Delhi.
2. Elangovan.R, (2002), 'Utarkalvi Oru Arimugam', Ashwin Publication, Triunelveli.
3. Chandrasekaran.K, (1999), 'Sound Health through Yoga, Prem Kalyan Publication, Sedapatti.
4. Iyengar, B.K.S,'Lights on Yoga', Unwin Hyman Company, London

FUNDAMENTALS OF PHYSICAL EDUCATION

Semester: III & IV

Hours: 120

Code : 17NP4GS01

Credits: 1

COURSE OUTCOMES:

- ❖ Familiarize the fundamentals of Physical Education
- ❖ Illustrate different rules for different games and athletic events
- ❖ Examines the need for good nutrition
- ❖ Synthesis the relation between hygiene and health
- ❖ Apply the first aid techniques

UNIT I: PHYSICAL EDUCATION

Definition, need, scope, aims and objectives of physical education. **(24 hours)**

UNIT II: GAMES AND ATHLETEIC EVENTS

History of Games: Basketball, Volley Ball, Kho-Kho, Kabaddi, Badminton and Ball Badminton - Rules and regulation of the Games and Athletic Events. **(24 hours)**

UNIT III: NUTRITION

Balanced Diet, Daily Energy Requirement, Nutrient Balance, Nutrition Intake, Diet and Competition, Nutritional Tips, Your Ideal Weight. **(24 hours)**

UNIT IV: HEALTH EDUCATION

Meaning of health education, Definition of health education, Personal Hygiene, Communicable Diseases **(24 hours)**

UNIT V: FIRST AID

First Aid: Injuries to bones and Muscles, Sprain, Strain, Muscle Cramp and joints Dislocation and Fractures Snake-bite, Dog bite Poisoning, Artificial Respiration, (Drowning) **(24 hours)**

BOOKS FOR REFERENCE:

1. Sathyanesan, R.C., 'Hand Broken Physical Education, 'Gheena Publishers, Madurai.
2. Thirunarayanan,C and Hariharan,s, 'Analytical History of physical Education 'South India Press, Karaikudi.
3. St. John Ambulance Association, 'First Aid to the Injured' New Delhi.
4. Prabhakar Eric, (1995), 'The way to Atheletic Gold', Affiliated East West Pvt. Ltd., New Delhi.

SCHEME OF EVALUATION

1.	Summative Examination (2 hours)	:	40 marks
2.	Continuous Internal Assessment	:	60 marks
	Total	:	100 marks

SCHEME OF EVALUATION FOR CONTINUOUS INTERNAL ASSESSMENT

1.	Attendance (240 hrs)		
	❖ Theory Class	:	120 hrs
	❖ Games	:	60 hrs
	❖ Field Work	:	60 hrs
		:	20 marks
2.	Performance in any one Game	:	10 marks
3.	Performance in any one of Athletic event	:	10 marks
4.	Performance in Yoga / Rhythmic activities	:	10 marks
5.	Assignment	:	10 marks
	Total	:	60 marks

QUESTION PATTERN FOR SUMMATIVE EXAMINATION

Total marks: 40

Time: 2 hours

SECTION - A

Answer All Questions (5x1=5)
(Choose the best Answer)

SECTION - B

Answer any four questions (4x2=8)
(Four question out of six)

SECTION - C

Answer any Four out of Six questions (4x5=20)
(Four question out of six)

SECTION - D

Answer any one question (1x7=7)
(One question out of two)