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# **JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUTONOMOUS)**

**A Unit of the Sisters of St. Anne of Tiruchirappalli**

**Accredited with 'A' Grade (3<sup>rd</sup> 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.**

## **2017 - 2020**

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**DEPARTMENT OF COMMERCE**  
**PROGRAMME OUTCOMES - U.G.**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
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.

**PROGRAMME SPECIFIC OUTCOMES - U.G.**

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1.	Gain knowledge on multi disciplines, namely, accounting, finance, marketing, statistics, business mathematics, business law, Indian Taxation, banking and insurance, computer application in business, accounting software and the like.	PO-1
2.	Apply appropriate problem-solving techniques in emerging business areas.	PO-5
3.	Become business professional by equipping with managerial skills.	PO-6
4.	Explore comprehensive knowledge on all subjects to pursue higher education/ write competitive exams.	PO-2
5.	Become a creative and innovative entrepreneur in the present competitive scenario.	PO-4

**UG 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	17CO1MC01	Financial Accounting-I	6	4
		17CO1MC02	Secretarial Practice	5	4
		17CO1AC01	Introduction to Indian Economy	5	4
	IV	17VE1GS01	Value Education	2	2
		17AE1SK01	SBE -I Communication Skill	2	2
<b>Total</b>				<b>30</b>	<b>22</b>
II	I	17GT2GS02/ 17GH2GS02	Tamil-II/ Hindi	5	3
	II	17GE2GSA2/ 17GE2GSB2	English - II	6	3
	III	17CO2MC03	Financial Accounting-II	6	4
		17CO2MC04	Marketing Management	6	4
		17CO2AC02	Managerial Economics	5	4
	IV	17CO2SK02	SBE - II Ms Excel (Lab)	2	2
	<b>Total</b>				<b>30</b>
III	I	17GT3GS03/ 17GH3GS03	Tamil-III/ Hindi	5	3
	II	17GE3GSA3/ 17GE3GSB3	English- III	6	3
	III	17CO3MC05	Banking Theory and practices	5	4
		17CO3MC06	Financial Management	5	4
		17CO3AC03	Statistical Methods	5	4
	IV	17ES3GS01	Environmental Studies	2	2
		17AE3SK03	SBE-III Desktop Publishing( Lab)	2	2
<b>Total</b>				<b>30</b>	<b>22</b>
IV	I	17GT4GS04/ 17GH4GS04	Tamil-IV/ Hindi	5	4
	II	17GE4GSA4/ 17GE4GSB4	English -IV	6	4
	III	17CO4MC07	Financial Accounting -III	5	4
		17CO4MC08	Financial Accounting -IV	3	2
		17CO4AC04	Business Mathematics	5	4
		17CO4CE1A/ 17CO4CE1B	International Business / Retail Marketing	4	3
	IV	17CO4SK04	SBE-IV Basics of Accounting	2	2
<b>Total</b>				<b>30</b>	<b>23</b>

Sem.	Part	Code	Title of the paper	Hours	Credits	
V	III	17CO5MC09	Business Law	6	5	
		17CO5MC10	Income Tax	6	5	
		17CO5MC11	Corporate Accounting	6	5	
		17CO5MC12	Cost Accounting	6	5	
		17CO5CE2A/ 17CO5CE2B/ 17CO5CE2C/ 17CO5CE2D	Corporate Communication/ Corporate Management/ Logistics Management/ Strategic Management	4	3	
		IV	17AE5NE01/ 17NC5NE01	NME -1 Aptitude Building - I/Organization and Health Programme in NCC	2	2
			<b>Total</b>			<b>30</b>
	VI	III	17CO6MC13	Company Law	6	5
			17CO6MC14	Accounting for Managerial Decisions	6	5
17CO6MC15			Auditing	6	5	
17CO6MC16			Computerised Accounting (Lab)	6	5	
17CO6CE3A/ 17CO6CE3B/ 17CO6CE3C/ 17CO6CE3D			Financial Markets and Services/ Services Marketing Entrepreneurship & Small Business Management/ Investment Management	4	3	
IV		17AE6NE02/ 17NC6NE02	NME - II Aptitude Building - II/National Integration and Personality Development	2	2	
		17CO6SS01	Self Study: E-Commerce	-	2*	
<b>Total</b>			<b>30</b>	<b>25</b>		
I-IV	V	17NP4GS01	NSS/NCC/P.ED	--	<b>1</b>	
IV-V		17EX5GS01	Extension		<b>2</b>	
<b>Total</b>			<b>180</b>	<b>140+2*</b>		

**\*Extra Credit**

## QUESTION PATTERN

### Type I

The following pattern is applicable to all theory papers & Income Tax

#### Blue Print of the Question Paper

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
<b>Total</b>					<b>60</b>

### Type II

(The following pattern is applicable to problem oriented papers)

#### 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
<b>Total</b>					<b>60</b>

#### Continuous Internal Assessment for Non - Major Electives & Skill Based Electives - Theory

Components	Marks
Internal - I	30
Internal - II	30
Quiz	10
Assignment	10
Problem Solving - I	10
Problem Solving - II	10
<b>Total</b>	<b>100</b>

**Continuous Internal Assessment for Non -Major Electives & Skill Based Electives-  
Practical**

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

**Continuous Internal Assessment for Certificate Course - Lab**

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

## 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<br>(from units I & II)  | 10x1=10 |
| II.  | Answer any two of the following in a paragraph of 100 words each<br>(two out of 4 from units I & II)       | 2x5=10  |
| III. | Answer any two of the following in an essay of 300 words each<br>(two out of 4 from units I, II, III & IV) | 2x10=20 |
| IV.  | Rearrange the jumbled sentences<br>(from Unit V)   | 5       |
| V.   | Give one word substitutes / foreign words for the following<br>(from Unit V from the prescribed book)      | 5       |
| VI.  | Read the passage and answer the following questions.<br>(from Unit V)                                      | 5       |
| VII. | Fill in the blanks with suitable tenses and articles<br>(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.Radhakrishna 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<br>(from units I & II )   | 10x1=10 |
| II.  | Answer any two of the following in a paragraph of 100 words each<br>(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<br>(two out of four from units I, II, & III)       | 2x10=20 |
| IV.  | Matching the expressions.<br>(from unit IV )   | 5       |
| V.   | 1. Fill in the blanks.<br>(from unit V -5 marks for identification of Parts of Speech and 5- marks for Articles) | 10x1=10 |
|      | 2. Letter writing<br>(from unit V)   | 5       |

## **FINANCIAL ACCOUNTING- I**

**Semester: I**

**Hours: 6**

**Code : 17CO1MC01**

**Credits: 4**

### **COURSE OUTCOMES:**

- ❖ Understand the basic concepts and accounting standards
- ❖ Acquire basic accounting skills
- ❖ Develop sufficient confidence in solving practical questions in examinations
- ❖ Manage the maintenance of basic accounting records in small and medium size business
- ❖ Prepare financial statements at the year end in small and medium size business

### **UNIT I**

Meaning and Scope of Accounting - Basic Accounting Principles, Concepts and Conventions - Objectives of Accounting - Double Entry System - Journal, Ledger, Trial Balance - Preparation of Trading, Profit & Loss account and Balance Sheet- Cash Book. **(16 Hours)**

### **UNIT II**

Errors - Types of errors - Rectification of Errors -- Suspense Account -Bank Reconciliation Statement. **(12 Hours)**

### **UNIT III**

Accounts of Non-Trading Concerns- Receipts and Payments account, Income and Expenditure account- Balance Sheet. **(18 Hours)**

### **UNIT IV**

Average due date - Account Current - Red ink interest- Forward and Backward method - Daily balance method. **(16 Hours)**

### **UNIT V**

Bill of Exchange - Trade Bills & Accommodation bills. **(18 Hours)**

### **COURSE BOOK:**

- T.S. Reddy & Dr. E. Moorthy, Advanced Accountancy, Vol I, Margham Publications, Chennai 2011.

### **BOOKS FOR REFERENCES:**

1. R.S.N. Pillai & Bagavathi, Advanced Accounting-Volume-I, S. Chand & Company Ltd., New Delhi, 2009.
2. R.L.Gupta & M.Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi, 2005.
3. M.C.Shukla, T.S. Grewal, Advanced Accounts, S.C. Gupta, S. Chand & Company Ltd., New Delhi, 2009.
4. Dr. M.A. Arulanandam, Dr. K.S. Raman, Advanced Accounting, Himalaya Publishing House, Bombay, 2009.
5. Jain and Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2010.

**Theory 20%(Part - A only) Problems 80%**

## **SECRETARIAL PRACTICE**

**Semester: I**

**Hours: 5**

**Code : 17CO1MC02**

**Credit: 4**

### **COURSE OUTCOMES:**

- ❖ Understand the concept of a joint stock company and its inherent characteristics that makes it different from other forms of organization structure.
- ❖ Analyze the different legal aspects of company law and its application to specific situation.
- ❖ Draft agenda and minutes for board meetings.
- ❖ Apply statutory requirements and good practice with respect to shareholder related communications.
- ❖ Become a company secretary.

### **UNIT I**

Secretary -Definition- Status - Types of Secretaries - Appointment of a Company Secretary - Duties and Functions - Rights and Powers - Liabilities - Qualifications.

**(12 Hours)**

### **UNIT II**

The Companies Act 1956 - applicability of the act - Special features -amendments to the Companies Act 1956 - machinery for the administration of the Companies Act 1956- company law board.

**(12 Hours)**

### **UNIT III**

Role of Secretary in Meetings - Types of General Meeting - Statutory Meeting - Annual General Meeting - Extra Ordinary General Meeting.

**(12 Hours)**

### **UNIT IV**

Requisites of a valid Meeting - Chairman - Rights and Powers of a chairman - duties - Voting - Methods of Voting - Agenda.

**(12 Hours)**

### **UNIT V**

Resolutions - Ordinary Resolution - Special Resolution - Resolution requiring Special notice - Minutes of General Meeting - Statutory Provision - Re-minutes.

**(12 Hours)**

### **COURSE BOOK:**

- M.C.Kuchhal, Secretarial Practice, Vikas Publishing House Pvt Ltd., 1990

### **BOOKS FOR REFERENCES:**

1. Reddy. Appanaiah, Essentials of Company Law and Secretarial Practice, Himalaya Publishing House 1996.
2. Y.K.Bhusan, Business Organisation, Himalaya Publishing House Ltd, 2010.
3. S.M.Sundaram, Y.k.Bhusan, Business Organisation, Himalaya Publishing House Ltd., 2011.
4. N.D Kapoor, 'Elements of Company Law', Sultan Chand & Sons, NewDelhi,2006.

## **INTRODUCTION TO INDIAN ECONOMY**

**Semester: I**

**Code : 17CO1AC01**

**Hours: 5**

**Credits: 4**

### **COURSE OUTCOMES:**

- ❖ Understand different economic systems of the country and frame suitable economic policies for business units
- ❖ Bridge the gap between theoretical perspectives of population problems and remedies for the problems
- ❖ Gain knowledge on various employment generation schemes of both central and state governments and ways of reducing poverty
- ❖ Know various agricultural pricing policies and government support schemes towards agriculture for starting agribusiness or farm business
- ❖ Analyze the importance of planning and become good planner

### **UNIT I**

Features of Indian Economy- An under developed economy- Meaning, Definitions of under development- Causes for under development- A developing Economy- meaning- features-Mixed economy- Meaning- features- merits and demerits. **(12 Hours)**

### **UNIT II**

Population in India- Sex Ratio- Literacy level- Theory of demographic transition- Causes of the growth of population - effects of population on economic development - Population explosion- Remedies for population explosion- National population policy- Census of India 2011- Highlights - features of socio economic census. **(12 Hours)**

### **UNIT III**

National Income- Meaning and Definitions- Concepts-GNP, NNP, PI, NI, GDP, NI and PCI-Methods of NI measurement- Problems in measurement- Uses of National Income- Poverty- meaning- absolute and relative poverty- Human poverty-Causes for poverty- Poverty alleviation programs- NREP-IRDP-TRYSEM-JRY-NRY-RLEGP-PMRY-NREGA. **(12 Hours)**

### **UNIT IV**

Role of Agriculture sector in Indian economy- Agricultural production and productivity- Causes for low productivity in Agriculture- Green Revolution- Features- Achievements and failures- Agricultural price and price policy in India- food problems- Meaning, aspects and causes-Establishing safety net among the poor through Public Distribution System in India. **(12 Hours)**

## **UNIT V**

Meaning and definitions of planning- General objectives of India's five year plan- Planning machineries-Achievements and targets of India's plans- The role of planning in a liberalized economy. **(12 Hours)**

### **COURSE BOOK:**

- Dr. N. Srinivasan, Economic Development of India, Meenakshi Pathipagam, Madurai, 2014.

### **BOOKS FOR REFERENCES:**

1. Dr.S. Sankaran, Indian Economy, Policy and Problems, Margham Publications, Chennai, 2010.
2. Dr. S. Sankaran, International Business and Environment, Margham Publications, Chennai, 2007.
3. Dr. S. Sankaran, Agricultural Economy of India, Margham Publications, Chennai, 2015.
4. Misra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2010.

## 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 Alpphonse 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**

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

**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<br>(From Unit - I, III & IV) | 2x5=10 |
| II. Letter Writing. (From Unit-II)  | 1x5=5  |
| III. Situational Conversation/Group Discussion.<br>(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<br>(from units I & II)   | 10x1=10 |
| II. Answer any two of the following in a paragraph of 100 words each<br>(two out of four from units I & II)        | 2x5=10  |
| III. Answer any two of the following in an essay of 300 words each<br>(two out of four from units I, II, III & IV) | 2x10=20 |
| IV. Fill in the blanks<br>(from Concord)   | 2       |
| V. Rewrite the following sentences as directed<br>(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 : 17CO2MC03**

**Credits: 4**

### **COURSE OUTCOMES:**

- ❖ Understand the additional accounting standards
- ❖ Acquire additional accounting skills
- ❖ Develop sufficient confidence in solving practical questions in examinations
- ❖ Manage the maintenance of complete frame work of accounting records in small and medium size business
- ❖ Prepare all types of financial statements at the year end in small and medium size business

### **UNIT I**

Consignment accounts- Normal Loss- Abnormal Loss- Calculation of the Value of Unsold Stock -Accounting treatment of Normal Loss and Abnormal Loss --Joint Venture -- Common set of books method. **(12 Hours)**

### **UNIT II**

Branch Accounts excluding Foreign Branches- Dependent Branches- Inter Branch Transaction **(18 Hours)**

### **UNIT III**

Departmental Accounts- Accounting Procedure- Allocation of Common Expenses- Inter Departmental Transfers. **(14 Hours)**

### **UNIT IV**

Depreciation accounting, Meaning - Causes - Methods -- Straight Line - Written Down Value Method - Annuity- Depreciation Fund-- Insurance Policy- Depletion Method. **(18 Hours)**

### **UNIT V**

Single Entry Methods- Net Worth Method -- Conversion of Single Entry into Double Entry- Missing Information. **(18 Hours)**

### **COURSE BOOK:**

- T.S. Reddy & Dr. E. Moorthy, Advanced Accountancy, Vol I, Margham Publications, Chennai, 2011.

### **BOOKS FOR REFERENCES:**

1. R.S.N.Pillai & Bagavathi, Advanced Accounting-Volume-I, S. Chand & Company Ltd., New Delhi, 2009
2. R.L.Gupta & M.Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi, 2005
3. M.C.Shukla, T.S. Grewal, Advanced Accounts, S.C. Gupta, S. Chand & Company Ltd., New Delhi, 2009
4. Dr. M.A. Arulanandam, Dr. K.S. Raman, Advanced Accounting, Himalaya Publishing House, Bombay, 2009
5. Jain and Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2010

**Theory 20% (Only Part - A) Problems 80%**

## **MARKETING MANAGEMENT**

**Semester: II**

**Hours: 6**

**Code : 17CO2MC04**

**Credits: 4**

### **COURSE OUTCOMES:**

- ❖ Understand the concept of marketing and consumer behaviours.
- ❖ Identify the costs and benefits of marketing channels.
- ❖ Identify the roles of advertisement in marketing and designing various sales promotion techniques.
- ❖ Develop marketing skills to enhance personal and professional effectiveness.
- ❖ Analyze cost, sales volume and profit at each stage of the product life cycle.

### **UNIT I**

Nature and Scope of marketing - Definition and classification of market - Objectives - Importance - Functions of marketing - Modern marketing concept.

**(18 Hours)**

### **UNIT II**

Marketing mix - Seven P's - Product, Price, Place, Promotion, Process, People, Physical evidence. Product: Features of product - Types - Product life cycle - Product planning and development.

**(18 Hours)**

### **UNIT III**

Promotion Strategies - importance - objectives - forms. Advertising: Meaning and importance - Advantages and Criticism - Kinds of Advertising - Advertisement Copy - Advertising Media.

**(18 Hours)**

### **UNIT IV**

Tele Marketing-Automatic vending-E-Business-E-Commerce- Electronic Data Interchange - E-mail--Internet- E-Auctioning -E-marketing - E-Banking -E-Trading.

**(18 Hours)**

### **UNIT V**

Consumer Behaviour: Buyer behaviour theories - Marshaling model - Psychological theories - Psychoanalytic theories - Social Psychological theories - Buyer decision making process.

**(18 Hours)**

### **COURSE BOOK:**

- R.S.N Pillai & Bagavathi, Modern Marketing, S.Chand & Company Ltd, 2011.

### **BOOKS FOR REFERENCES:**

1. Dr.C.B Gupta & Dr. Rajan Nair, Marketing Management, Sultan Chand & Sons, 2007.
2. B.V.H. Kameswara Sastry, Marketing Management, J.V. Publishing House , 2009.
3. C.B. Memoria Joshi, Principles and Practices of Marketing, Pearson Education, 11<sup>th</sup> edition New Delhi, 2003.
4. S.P.Bansal, Marketing Management, Kalyani Publishers, 2010.

## **MANAGERIAL ECONOMICS**

**Semester: II**

**Hours: 5**

**Code : 17CO2AC02**

**Credits: 4**

### **COURSE OUTCOMES:**

- ❖ understand the internal and external environment influencing business
- ❖ acquire knowledge on consumer behaviour with respect to changes in demand and elasticity and design suitable sales policies
- ❖ acquire basic knowledge of demand determinants and frame suitable production policies and sales techniques
- ❖ identify the objectives of a business firm and frame cost effective policies
- ❖ determine profit targets, techniques and sources and prepare different profit planning methods.

### **UNIT I**

Definitions of managerial economics-Nature and scope of managerial economics  
Difference between economics and traditional economics-Relation of managerial Economics to other subjects-Role of a managerial economist. **(12 Hours)**

### **UNIT II**

Meaning-Definitions-Types-Price elasticity-Meaning, types, Factors determining elasticity of demand-Methods of measuring elasticity - Income elasticity-Meaning and uses-Cross elasticity -Meaning types and uses-Advertising elasticity-Types and factors influencing advertising elasticity. **(12 Hours)**

### **UNIT III**

Utility approach-meaning-Cardinal and Ordinal utility-The law of Diminishing-Marginal Utility-The law of Equi Marginal Utility-Indifference curve-Consumer surplus-Demand- meaning-determinants Law of demand -Exception To the law of demand. **(12 Hours)**

### **UNIT IV**

Maximization of profit-Sales maximization-Security of profit-Maximization of Satisfaction-Utility maximization-Growth maximization-Cost concepts: The Incremental cost-The time perspective cost- The discounting cost-The opportunity Cost- The principle of equi-marginalism. **(12 Hours)**

### **UNIT V**

Meaning-objectives-Accounting and economic profit-Profit planning-Meaning - Reasons for profit planning-Methods of profit planning and control-Profit budget-meaning and uses- Break Even Point-Determinants-Uses -Limitations-Profit forecasting. **(12 Hours)**

**COURSE BOOK:**

- N. Srinivasan, Managerial Economics, Meenakshi Pathippagam, Madurai, 2009.

**BOOKS FOR REFERENCES:**

1. R. Cauvery, Dr. M. Girija, Dr. R. Meenakshi, Managerial Economics,. S. Chand & Company Ltd, New Delhi, 2009.
2. R.L Varshney & K.L. Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, 2005.
3. Dr. M. John Kennedy, Fundamental of Business Economics, Britto Publishing House, Madurai, 2011.
4. H.L. Ahuja, Modern Economics, S. Chand and Company Ltd, New Delhi, 2009.

## **MS-EXCEL (LAB)**

**Semester: II**

**Hours: 2**

**Code : 17CO2SK02**

**Credit: 2**

### **COURSE OUTCOMES:**

- ❖ Prepare the mark statement using mathematical tools.
- ❖ Solve simple problems using statistical functions
- ❖ Compute interest and present and future value for investment
- ❖ Prepare payroll in service institutions and small business
- ❖ Compare the sales for different periods by graphs

### **EXCEL EXERCISES**

1. Usage of financial functions(any five)
2. Usage of statistical functions(any five)
3. Usage of Mathematical functions( any five)
4. Preparation of depreciation table
5. Inventory worksheet
6. Manipulating ranges
7. Creating a sales chart
8. Usage of multiple worksheets

## 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, நியூசெஞ்சுரி 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 செஞ்சுரி 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
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#### **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<br>(From Unit I & II)  | 10x1=10 |
| II. Answer any two of the following in a paragraph of 100 words each<br>(Two out of 4 from Unit I & II)        | 2x5=10  |
| III. Answer any two of the following in an essay of 300 words each<br>(Two out of 4 from Unit I, II, III & IV) | 2x10=20 |
| IV. Rewrite as directed (From Unit V)  |         |
| a) Direct/ Indirect speech.  | 2x1=2   |
| b) Degrees of Comparison   | 3x1=3   |
| V. Rewrite with right punctuation<br>(From Unit V)   | 5x1=5   |
| 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

## **BANKING THEORY AND PRACTICES**

**Semester: III**

**Code : 17CO3MC05**

**Hours: 5**

**Credits: 4**

### **COURSE OUTCOMES:**

- ❖ Acquire knowledge on various dimensions in day of banking in day to day operations to day operations
- ❖ Understand the classification of banks
- ❖ Narrate the different banking systems
- ❖ Comprehend the knowledge about the recent trends in banking
- ❖ Apply theoretical knowledge on banking in real life situations

### **UNIT I**

Banking -Meaning -Definition -Classification of Banks -Banking System in India - Reserve Bank -Functions -Agricultural Credit -Industrial Finance. **(15 Hours)**

### **UNIT II**

Commercial Bank -Banker and Customer Relationship -Types of Bank Customers - Loans and Advances: Principles of Sound Lending - Secured and Unsecured Advances -Forms of Advances. **(15 Hours)**

### **UNIT III**

Negotiable Instruments -Types -Cheques - Features - Crossing - Types of Crossing -Endorsement -Kinds of Endorsement. **(15 Hours)**

### **UNIT IV**

Subsidiary Services: Agency Services - Miscellaneous Services: Letter of Credit - Traveler's cheques - Merchant Banking - Dealing in Foreign Exchange Business - Lease Finance - Factoring -Housing Finance - Underwriting of Securities - Gift Cheques - Consultancy Service -Latest Trend in Banking Services. **(15 Hours)**

### **UNIT V**

E-Banking - Meaning - Traditional Vs E-Banking - Facets of E-Banking - Electronic Delivery Channels - Mobile Banking & Net Banking - Models of E-Banking - Advantages of E-Banking - Constraints in E-Banking - Security Measures. **(E-cash transactions - Green Banking. (Class assignment only) (15 Hours)**

### **COURSE BOOK:**

- E. Gorden and K. Natarajan, Banking Theory, Law & Practice, Himalaya Publishing House, 2017.

### **BOOKS FOR REFERENCE:**

1. Dr. A. Rama & A. Aruna Devi, Banking Technology, New Century Book House Private Limited, New Delhi, 2010.
2. K.P.M. Sundaram & P.N. Varshney, Banking Theory Law & Practices, Sultan Chand & Sons Educational Publishers, New Delhi, 2010.
3. D. Muraleedharan, Modern Banking Theory and Practice, PHL Learning Private Limited, New Delhi, 2007.
4. S. N. Maheshwari, S.K. Maheshwari, Banking Law and Practice, Kalyani Publishers, New Delhi, 2014.

## **FINANCIAL MANAGEMENT**

**Semester: III**

**Hours: 5**

**Code : 17CO3MC06**

**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 issues 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, Tata McGraw 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.

## **STATISTICAL METHODS**

**Semester: III**

**Hours: 5**

**Code : 17CO3AC03**

**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  
(From Unit I and II) 10X1=10
- II. Answer any two of the following in a Paragraph of 100 words each.  
(Two out of four from Unit I, & II) 2X5=10
- III. Answer any two of the following in an essay of 300 words each.  
(Two out of four from Unit I , II, III & IV) 2X10=20
- 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<br>(From Unit I and II )  | 10x1=10 |
| II. Match the Following<br>(Vocabulary items from Unit I)   | 5x1=5   |
| III. Answer any two of the following in a Paragraph of 100 words each.<br>(Two out of four from Unit I, II & III) | 2x5=10  |
| IV. Answer any two of the following in an essay of 300 words each<br>(Two out of four from Unit I, II & III )     | 2x10=20 |
| V. Rewrite the following as directed. (From Unit IV)  |         |
| 1. Question Tag   | 2X1=2   |
| 2. Negative Sentences   | 3X1=3   |
| VI. Answer the following questions<br>(From unit V)   | 2x5=10  |
| a) Interpreting charts and making observations.   |         |
| b) Reading passage and putting the information in graphic form.   |         |

## **FINANCIAL ACCOUNTING - III**

**Semester: IV**

**Hours: 5**

**Code : 17CO4MC07**

**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 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 PublishingHouse; New Delhi, 2009.
4. T.S. Reddy & Dr. E. Moorthy, Advanced Accountancy, Margham Publications, Chennai, 2011.

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

## **FINANCIAL ACCOUNTING - IV**

**Semester: IV**

**Hours: 3**

**Code : 17CO4MC08**

**Credits: 2**

### **COURSE OUTCOMES:**

- ❖ Compute the profit on incomplete contracts.
- ❖ Manage the accounts for installment and hire purchase business.
- ❖ Calculate the salvage value of damaged stock.
- ❖ Evaluate the causes for fire and to compute actual loss.
- ❖ Compute insurance claim for loss of stock and loss of profit.

### **UNIT I**

Contract Accounts-Meaning of Contract-Types of Contract-Accounting Procedure-Accounting -methods of Recording Work Certified-Profit or Loss on Contracts.

**(9 Hours)**

### **UNIT II**

Hire Purchase System- Definition- Main Features-Accounting treatment for hire purchase system-Model journal entries-Calculation of interest-Default and Repossession.

**(9 Hours)**

### **UNIT III**

Instalment purchase system-Meaning- Difference between hire purchase and Instalment systems Accounting treatment- - Model journal entries.

**(9 Hours)**

### **UNIT IV**

Fire Insurance - Need for fire insurance - Types of fire insurance policies - Computation of claim to be lodged for loss of stock-Gross profit ratio-Abnormal items - Average clause.

**(9 Hours)**

### **UNIT V**

Fire Insurance Claims - Claims for loss of profits - Important terms - Steps for computation of claim for loss of profits.

**(9 Hours)**

### **COURSE BOOK:**

- T.S. Reddy & Dr. E. Moorthy, Advanced Accountancy, Vol. I, Margham Publications, Chennai 2011.

### **BOOKS FOR REFERENCE:**

1. R.S.N.Pillai & Bagavathi, Advanced Accounting-Volume-I, S. Chand & Company Ltd., New Delhi, 2009.
2. R.L.Gupta & M.Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi, 2005.
3. M.C.Shukla, T.S. Grewal, Advanced Accounts, S.C. Gupta, S. Chand & Company Ltd., New Delhi, 2009.
4. Dr. M.A. Arulanandam, Dr. K.S. Raman, Advanced Accounting, Himalaya Publishing House, Bombay, 2009.
5. Jain and Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2010.

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

## **BUSINESS MATHEMATICS**

**Semester: IV**

**Hours: 5**

**Code : 17CO4AC04**

**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 skills
- ❖ 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 - (simple problems only) 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, & Elango 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.**

## **INTERNATIONAL BUSINESS**

**Semester: IV**

**Hours: 4**

**Code : 17CO4CE1A**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Understand the basic concepts of international business.
- ❖ Identify the environmental factors affecting domestic and international business.
- ❖ Analyze the strategies and legal issues in merger and acquisitions of International business
- ❖ Identify factors affecting the final choice of starting of International business.
- ❖ Evaluate social and ethical issues of globalization.

### **UNIT I**

International Business - Meaning - scope - Need - Importance of International Business - Problems and Challenges- Domestic Vs International business.

**(12 Hours)**

### **UNIT II**

Environment Analysis - Cultural Environment - Definition - Scope - Elements of cultures - Cultural knowledge - Global economic Environment - Meaning - Economic systems - Meaning - elements of Economic System - Foreign investment - Political Environment - Nature - Types of Government: Political systems - Meaning of Intellectual Property Rights(IRR<sub>s</sub>).

**(12 Hours)**

### **UNIT III**

Market Entry Strategies - Licensing - Exporting -Contract- manufacturing - Management contracting - Turnkey contracts - Fully owned manufacturing facilities - Assembly operations - Merger and Acquisitions - Strategic Alliance - Counter trade.

**(12 Hours)**

### **UNIT IV**

Organization of International Business - Types - Nature of organizational structure - Centralization and decentralization - Corporate headquarters - Regional headquarter: halfway house - Types of Organizational structures - Factors affecting the final choice of organization of international business.

**(12 Hours)**

### **UNIT V**

Globalization - Meaning - Features - Globalization of business - Essential conditions for globalization - Effect of globalization - Socio - ethical issues of globalization - Strategic options for India.

**(12 Hours)**

**COURSE BOOK:**

- Dr. P.C. Jain, International Business, Ramesh Book Depot Publications, New Delhi. 2010.

**BOOKS FOR REFERENCE:**

1. Francis Cherunilam, Business Environment, Himalaya publishing house, Mumbai, 2009.
2. J.N. Jain & P.P. Singh Modern International Business, Regal. Publications, New Delhi, 2007.
3. Dr. S. Sankaran, International Trade, Margham Publications T. Nagar, Chennai. 2013.
4. Svend Hollensen and Madhumita Banerjee, Global Marketing, Dorling Kindersley (India) Private Ltd, New Delhi, 2010.

## **RETAIL MARKETING**

**Semester: IV**

**Hours: 4**

**Code : 17CO4CE1B**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Use marketing tools and techniques to maintain relationship with customer.
- ❖ Develop a retail strategy mix based on the characteristics need and attitudes of the customers.
- ❖ Analyze the overall distribution system and the retail environment.
- ❖ Take decisions related to pricing, promotion, customer service, and retail selling.
- ❖ Evaluate the merits of alternative strategies for different types of retail business.

### **UNIT I**

Definitions - Features of Retailing - Tangible features - Intangible service - Economic significance of retailing - Retailing and marketing - Importance of retailing - Need for a strategic approach - Positioning - Leadership - Building Customer Loyalty - Different kinds of Loyalty. **(12 Hours)**

### **UNIT II**

Function of retailing - Characteristics of retailing - Types of retailers - Store retailers - Non store retailers - Internet retailers - Fixed shop retailers - Small scale retailers - Large scale retailers - Departmental stores - Definitions - Characteristics - Advantages - Disadvantages - Chain store or Multiple stores - meaning - character and classification of chain store - Mail order shops - meaning - character - merits and limitations of mail order services - Co operative stores - Super markets - Hyper markets - Franchising - Shopping. **(12 Hours)**

### **UNIT III**

Factors to be considered in site selection - Region - market area - trading zone - Types of site - Solitary site - meaning - merits and demerits - Planned shopping area - meaning - merits and demerits - Unplanned shopping area - meaning - merits and demerits - Issues to be considered in site selection - consumer choice - competitive advantage - social and structural change - huge investment. **(12 Hours)**

### **UNIT IV**

Definitions of retail supply chain -Supply channel and channel flows - Various divisions of supply chain structure - External channel -Limited channel - Direct channel - Face to face selling - Direct mail -Catalogue marketing - Telemarketing - Wholesaler and - Retailer - Services to the manufacturer and retailer. **(12 Hours)**

### **UNIT V**

Meaning and definitions of IT - Advantages of IT in retail trade - Impact of IT on modern - Retail Business - Cost and productivity benefits - Marketing benefits - Advantages and Limitations of IT in retailing - Data base marketing - data mining - data mart - Business -E commerce and Data Communication - Advantages of Business E - Commerce to retailers. **(12 Hours)**

**COURSE BOOK:**

- Dr. L. Natarajan, Retail Marketing, Margham Publications T. Nagar, Chennai. 2010.

**BOOKS FOR REFERENCE:**

1. David Guilibert, Retail marketing, Pearson Education Ltd, Delhi, 2008.
2. Sami Finne & Hanna Sivoinen, The Retail Value Chain, Saurabh Printers Ltd, New Delhi, 2008.
3. Sandeep kumar and Sweta Bakshi , Retail marketing, A.K.publication - New Delhi, 2009.
4. Michael Levy, Barton A Weitz and Ajay Pandit, Retailing Management, Tata McGraw - Publishing Company, New Delhi, 2008.

## **BASICS OF ACCOUNTING**

**Semester: IV**

**Hours: 2**

**Code : 17CO4SK04**

**Credits: 2**

### **COURSE OUTCOMES:**

- ❖ Acquire a thorough understanding of the basic accounting rules.
- ❖ Understand different types of accounts
- ❖ Develop the skill of preparing final accounts of a sole proprietor
- ❖ Explain and illustrate the importance of cash book in business
- ❖ Locate and analyze financial data from annual reports of corporations

### **UNIT I**

Accounting - Definition - Need for Accounting - Objectives of Accounting - Double Entry System - Types of Accounting - Accounting Rules. **(6 Hours)**

### **UNIT II**

Journal -Posting from Journal to Ledger -Balancing of Ledger Accounts. **(6 Hours)**

### **UNIT III**

Preparation of Subsidiary Books -Simple Cash Book- Petty cash. **(6 Hours)**

### **UNIT IV**

Trial Balance - Definition - Objectives - Preparation of Trial Balance. **(6 Hours)**

### **UNIT V**

Final Accounts - Objectives - Preparation of Trading, Profit and Loss Account and Balance Sheet - Simple Adjustments. **(6 Hours)**

### **COURSE BOOK:**

- Course Material prepared by the Department of Commerce

### **BOOKS FOR REFERENCE:**

1. T.S. Reddy & Dr.A.Muruthy, Advanced Accountancy, Margham Publications, Chennai, 2016.
2. R.S.N. Pillai & Bagavathi, Advanced Accounting, S. Chand & Company Ltd., New Delhi, 2009.
3. R.L. Gupta & M. Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi, 2005.
4. Dr. M.A. Arulanandam, Dr. K.S. Raman, Advanced Accounting, Himalaya Publishing House, New Delhi, 2009.

## **BUSINESS LAW**

**Semester: V**

**Hours: 6**

**Code : 17CO5MC09**

**Credits: 5**

### **COURSE OUTCOMES:**

- ❖ Analyse the validity of contracts made with companies.
- ❖ Understand the law relating to minors agreements persons of unsound mind.
- ❖ Identify threat from various sources to commit suicide.
- ❖ Evaluate rules and regulation with respect to misrepresentation fraud and mistake.
- ❖ Acquire knowledge on sale of goods Act and carriage of goods Act.

### **UNIT I**

Indian contract Act 1872: Definition - Essential elements of a valid contract - classification of contract - conditions or rules regarding offer and acceptance - kinds of offer -revocation of offer and acceptance. **(18 Hours)**

### **UNIT II**

Consideration - rules of consideration - privity of contract - exceptions to the privity of contract - exception for contract without consideration - capacity to contract - minor - law relating to Minors agreement - persons of unsound mind - person disqualified by law. **(18 Hours)**

### **UNIT III**

Free consent -meaning and definition - coercion - essentials of coercion - threat to commit suicide - difference between coercion and duress -undue influence - meaning -contract with pardhanishin women -misrepresentation -meaning -fraud - essential elements of fraud -mistake -kinds of mistake. **(18 Hours)**

### **UNIT IV**

Sale of goods Act 1930: Definition -formation of contract of sale -sale and agreement to sell -sale and hire purchase agreement -sale and barter or exchange -sale and bailment -subject matter of contract -classification of goods - document of title to goods -condition and warranties. **(18 Hours)**

### **UNIT V**

Carriage of goods Act: Carriage by land -responsibility of railway as carriers-carriage by sea -contract of affreightment -charter party -bill of lading - carriage by air -liability of air carrier -document of carriage - carriage by sea .

**(18 Hours)**

**COURSE BOOK:**

- R.S.N. Pillai & Bhagwathi, Business Law, S. Chand & Company; New Delhi, 2011.

**BOOKS FOR REFERENCE:**

1. N.D. Kapoor, Business Law, Sultan Chand & Sons; New Delhi, 2009.
2. P.C. Tulsian, Business Law, Tata McGraw Hills Publishing, New Delhi, 2007
3. S. Kathiresan, Dr. V. Radha, Business law, Prasanna Publishers, Chennai, 2013

## **INCOME TAX**

**Semester: V**

**Hours: 6**

**Code : 17CO5MC10**

**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 -computation of Income from other source. **(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)

## **CORPORATE ACCOUNTING**

**Semester: V**

**Hours: 6**

**Code : 17CO5MC11**

**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 : 17CO5MC12**

**Credit: 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 - preparation 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. Arora, Cost and Management Accounting, Himalaya Publishing House, New Delhi, 2013.
2. Maheshwari & Mittal, Cost Accounting Theory and Problems, A Mahavir Publication, New Delhi, 2017.
3. S.P.Jain, K.L Narang and Simmi Agarwal, Advanced Cost Accounting, Kalayani Publishers, New Delhi. 2013.

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

## **CORPORATE COMMUNICATION**

**Semester: V**

**Hours: 4**

**Code : 17CO5CE2A**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Write business letters for circular, order and quotation.
- ❖ Develop communication skills in both written and verbal.
- ❖ Drafts agenda and minutes for board meeting.
- ❖ Use modern technology like tele - communication, tele - conferencing and net work in business.
- ❖ Prepare applications for various positions in different job.

### **UNIT I**

Communication-meaning and objectives-the importance of communication - communication process -barriers and overcoming barriers to business communication -communication approaches -recent trends in communication.

**(12 Hours)**

### **UNIT II**

Format of business letter - Applications -sales - circular - enquiry - offer and quotations - order - complaints and adjustment - collection letters.

**(12 Hours)**

### **UNIT III**

Corporate Communication - correspondence of company secretary with shareholders and directors - Company meetings -drafting agenda for board meeting and company meeting -drafting minutes of meetings.

**(12 Hours)**

### **UNIT IV**

Report drafting - forms - structure - types - drafting of sales report.

**(12 Hours)**

### **UNIT V**

Electronic media in communication -telecommunication -teleconferencing - e data handling - green Initiatives.

**(12 Hours)**

### **COURSE BOOK:**

- R.S.N. Pillai and Bagavathi, Modern Commercial Correspondence, S. Chand & Company Ltd, New Delhi, 2013.

### **BOOKS FOR REFERENCE:**

1. Rajendra Pal & J.S. Korlahallil, Business Communication, Sultan Chand & Sons, New Delhi, 2006.
2. B.C. Urmial Rai, S.M. Rai, Business Communication, Himalaya Publishing House, New Delhi, 2009.
3. B.C. Ramesh Tiwari, Business Communication, Pointer Publishers, Jaipur, 2006.
4. Courtland L. Boree, John V. Thill, Business Communication Today, Latest Editions, Mc Graw-Hill, Inc, Newyork.

## **CORPORATE MANAGEMENT**

**Semester: V**

**Hours: 4**

**Code : 17CO5CE2B**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Understand the basic concepts of corporate management.
- ❖ Analyse the role of management in corporate sector.
- ❖ Understand the statutory measures and regulation of SEBI.
- ❖ Conduct meeting in department, college and company.
- ❖ Apply legal provisions in different types of winding up.

### **UNIT I**

Company - definition - characteristics -kinds of companies - public and private company, one person company - Incorporation - procedure - Documents to be filed - Certificate of incorporation - Procedure - Effect of registration - Pre - incorporation contract - memorandum of association - Articles of association.

**(12 Hours)**

### **UNIT II**

Management & Administration - Directors - appointment - qualification & disqualification - position - power & duties - Retirement - Liabilities - Removal of Directors.

**(12 Hours)**

### **UNIT III**

Corporate governance - meaning - importance - CG in India - statutory measures - SEBI regulation - Clause 49 of listing agreement - Constitution of board of directors - audit committee - provisions under section 292A of Companies Act - Remuneration of directors - Board procedure - CEO/ CFO certification - Role of management - Information to share holders - CG Report - non mandatory requirements i.e. Chairman of board - Remuneration committee - Share holder's rights - Postal ballot - Whistle blower policy.

**(12 Hours)**

### **UNIT IV**

Meetings & Resolutions -kinds of Meetings voting -proxies -resolutions -minutes - Adjournment of a Meeting - Corporate Social Responsibility.

**(12 Hours)**

### **UNIT V**

Winding up of companies -modes - compulsory winding up by the Tribunal -Kinds of Voluntary winding up -Legal provisions applicable to compulsory winding up.

**(12 Hours)**

**COURSE BOOKS:**

1. N. D. Kapoor, N.D., 'Elements of Company Law', Sultan Chand & Sons, New Delhi, 2013.
2. P.P.S. Gogna 'Company Law (Corporate Law), S. Chand & Company Ltd, Ram Nagar, New Delhi, 2013.

**BOOKS FOR REFERENCE:**

1. Subhash Chandra Das, Corporate Governance, PHI Learning Private Limited, New Delhi, 2009.
2. Vinod Kothari, The Companies Act, Lexis Nexis Publication, Haryana, 2013.
3. Kesho Prasad, Corporate Governance, Asoshe K. Ghosh Learning Pvt Ltd., New Delhi, 2014.
4. Ashok k. Bagrial, 'Company Law', Vikas Publishing House Pvt. Ltd., New Delhi, 1992.
5. Rajendra Pal & J.S. Korlahallil, Business Communication, Sultan Chand & Sons, New Delhi, 2006.

## **LOGISTICS MANAGEMENT**

**Semester: V**

**Hours: 4**

**Code : 17CO5CE2C**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Identify the components of an integrated logistics management system.
- ❖ Analyze the materials handling and discuss its critical role in a logistics system.
- ❖ Identify the decisions involved in transportation management.
- ❖ Assess unique logistical needs and challenges in the service sector.
- ❖ Understand the importance of facilities network design in a logistics system.

### **UNIT I**

The Logistics of business - The logistical value proposition - The work of logistics - Logistical operating arrangement - Flexible structure - Supply chain synchronization. **(12 Hours)**

### **UNIT II**

Transport functionality, Principles and participants - Transportation service - Transportation economics and pricing - Transport administration - Documentation. **(12 Hours)**

### **UNIT III**

International logistics and supply chain management: Meaning and objectives, importance in global economy, characteristics of global supply chains - Global supply chain integration - Supply chain security - International securing. **(12 Hours)**

### **UNIT IV**

International insurance - Cargo movements-Water damage - Theft - Privacy-Pilferage - Other risk - Perils with air shipments - Risk retention - Risk transfer - Marine cargo insurance - Coverage A,B,C classes - Size of vessels, Tonnage, Types of vessels - Container. Combination ships - Non vessel operating carriers. **(12 Hours)**

### **UNIT V**

International Air transportation- Types of aircrafts - Air cargo regulations- Truck and Rail transportation-Inter model-Pipe lines - Packaging objectives - TCL, LCC - Refrigerator - Goods - Customs duty - Custom cleaning process. **(12 Hours)**

### **COURSE BOOK:**

- Dr. L. Natarajan, Logistics and Supply Chain Management, Margham Publications, reprint, 2014.

**BOOKS FOR REFERENCE:**

1. Bowersox & Closs, Logistical Management, McGraw-Hill Companies, 1996.
2. R.H.Ballou, Business Logistics Management, Prentice-Hall, 2004.
3. 3. Alan Haarrison and Remko Van Hoek, Logistics Management and Strategy:  
Competing through the Supply Chain, McGraw Hill, 2011.
4. Donald Bowersox, David Closs, M.Bixby Copper, Supply Chain Logistics  
Management, McGraw Hill, 2011.

## **STRATEGIC MANAGEMENT**

**Semester: V**

**Hours: 4**

**Code : 17CO5CE2D**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Gain in-depth knowledge in mission and objectives of strategic management
- ❖ Acquire the skill of analyzing business plans.
- ❖ Assess the competitive forces including threats of new entrants and substitutes
- ❖ Grab the opportunity of becoming strategic planning associate in corporates
- ❖ Find alternative solution for business problems

### **UNIT I**

Strategy management - definition - strategic management process - mission and objectives: elements and communication of mission - importance and hierarchy of objectives - benefits and limitations of strategic management. **(12 Hours)**

### **UNIT II**

Business Environment: Internal environment; External Environment; Micro Environment and Macro Environment. SWOT analysis - techniques of environmental analysis - relating SWOT. **(12 Hours)**

### **UNIT III**

Portfolio Strategy: Business portfolio analysis - Models of portfolio strategy - Trends in portfolio Strategy - Factors influencing the portfolio strategy. **(12 Hours)**

### **UNIT IV**

Competitive analysis and strategies - competitive forces: Rivalry among existing firms, Threats of new entrants, Threats of Substitutes, Bargaining power of suppliers, Bargaining power of buyers. Competitors analysis - Generic competitive strategies - Strategic positioning - Four routes of strategic advantage. **(12 Hours)**

### **UNIT V**

Corporate level Generic Strategies: Stability strategy, Growth strategy, Retrenchment strategies, Combination strategy. Business Growth: Reasons - indicators - risks of growth - Growth strategies: Intensive, Integrative, Diversification and External growth strategy. **(12 Hours)**

### **COURSE BOOK:**

- Francis Cherunilam, Strategic Management, Sultan & Chand Sons, New Delhi, 2009.

**BOOKS FOR REFERENCE:**

1. L.M. Prasad, Strategic Management, Sultan & Chand Sons, New Delhi, 2009.
2. G. Sudarsana Reddy, K. Aswathappa, Strategic Management - Concepts & Cases, Himalaya Publishing House, Mumbai, 2008.
3. Dr. Anand Prakash, Strategic Management, Sonali Publications, New Delhi, 2012.
4. Michael, A.Hitt, R.Duane Ireland & Robert E., Strategic Management Competitiveness & Globalization - Concepts & Cases, Thomson Asia Pvt., Ltd., Singapore, 2011.

## **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.

## **COMPANY LAW**

**Semester: VI**

**Code : 17CO6MC13**

**Hours: 6**

**Credits: 5**

### **COURSE OUTCOMES:**

- ❖ Understand the basic rules and concept of business law
- ❖ Identify appropriate legal obligations, duties and rights of directors.
- ❖ Analyse various documents to be filled with registrar at the time of incorporation.
- ❖ Determine the relationship between members and management
- ❖ Organize all types of meeting in a company

### **UNIT I**

Definition of company - characteristics of a company - company distinguished from partnership - classification of companies - on the basis of incorporation - liability - number of members - control - ownership - foreign company. **(18 Hours)**

### **UNIT II**

Formation of company - Incorporation of company - certificate of incorporation - promoter - functions of a promoter - legal status of a Promoter - fiduciary position - provisional contract. **(18 Hours)**

### **UNIT III**

Memorandum of Association - contents of memorandum - doctrine of ultra vires - articles of association - contents of articles - Distinction between articles of association and memorandum of association - doctrine of indoor management - Exceptions. **(18 Hours)**

### **UNIT IV**

Membership in a company - members and shareholder - distinction - cessation of membership - Rights and liabilities of members - company management - Directors - Appointment of directors - position of directors - powers, duties and liabilities of directors. **(18 Hours)**

### **UNIT V**

Meetings and proceedings- kinds of meeting -general meetings of shareholders - Annual general meeting -extraordinary general meeting -winding up -meaning - modes of winding up. **(18 Hours)**

### **COURSE BOOK:**

- N.D. Kapoor, Mercantile Law, Sultan Chand & Sons, New Delhi, 2011.

### **BOOKS FOR REFERENCE:**

1. N.D. Kapoor, Company law, Sultan Chand & Sons, New Delhi, 2009.
2. S.Kathiresan & Dr.V.Radha, Company law, Prasanna Publishers, Chennai, 2017.
3. Ashok K. Bagrial, Company law, Vikas Publishing House, New Delhi, 2015.

## **ACCOUNTING FOR MANAGERIAL DECISIONS**

**Semester: VI**

**Hours: 6**

**Code : 17CO6MC14**

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

## **AUDITING**

**Semester: VI**

**Hours: 6**

**Code : 17CO6MC15**

**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.

## COMPUTERISED ACCOUNTING (LAB)

Semester: VI

Hours: 6

Code : 17CO6MC16

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 statement
  12. Creating purchase and sales orders
  13. Pay roll
  14. Tax deducted at source
  15. Tax collected at source
  16. Goods and service Tax

### COURSE BOOK:

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

### BOOK FOR REFERENCE:

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

**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 Performance	5		
<b>Total</b>	<b>50</b>	<b>Total</b>	<b>50</b>

## **FINANCIAL MARKETS AND SERVICES**

**Semester: VI**

**Hours: 4**

**Code : 17CO6CE3A**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Understand the basic concepts of financial institutions and financial services.
- ❖ Analyze a 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.

## **SERVICES MARKETING**

**Semester: VI**

**Hours: 4**

**Code : 17CO6CE3B**

**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.

## **ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

**Semester: VI**

**Hours: 4**

**CODE : 17CO6CE3C**

**Credits: 3**

### **COURSE OUTCOMES:**

- ❖ Understand the role of entrepreneurs in the economic development of the country.
- ❖ Prepare the project proposal for small and medium enterprises.
- ❖ Identify the reasons for failure of project proposal.
- ❖ Analyze the factors influencing women entrepreneurs in India.
- ❖ Identify the sources of finance available from banks and financial institutions.

### **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**

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.

**BOOK 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 : 17CO6CE3D**

**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-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.

**BOOK 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. Guursamy, **Portfolio Management**, Sultan Chand & Sons, New Delhi, 2012.
4. Vasant Desai, **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.

## **E - Commerce**

**Semester: VI**

**Credits: 2**

**Code : 17CO6SS01**

### **COURSE OUTCOMES:**

- ❖ Communicate effectively and ethically using electronic media.
- ❖ Demonstrate knowledge and understanding of the concepts of internet technology, emails etc.
- ❖ Develop an understanding about different payment system in e-commerce.
- ❖ Analyze the importance of e-commerce on business models and strategy.
- ❖ Recognize and discuss global e-commerce issues.

### **UNIT I**

Introduction to E - Commerce: Defining E - Commerce, Types of E - Commerce - E - business models.

### **UNIT II**

World Wide Web and E - marketing: Components of Web Architecture - The Web and E - Commerce - Intranet Application Online marketing - E - Advertising

### **UNIT III**

Electronic Payment System: Limitation of Traditional Payment Instruments -Digital Cash - Electronic Checks - Credit Cards - Types - Debit Cards - Smart Cards.

### **UNIT IV**

Intranets and Supply Chain Management: What is Supply Chain Management -Pull Vs Push Supply Chain Models- Key functions in Supply Chain Management

### **UNIT V**

Intranets and Corporate Finance: Intranets and Finance- Finance -Financial Intranets -Information Technology Act 2008

### **COURSE BOOKS:**

1. E -Commerce - A Manager's Guide , Ravi Kalakota and Andrew, Pearson Education (Singapore) Pvt Ltd., Indian Branch,2005. **(UNITS I, II & V)**
2. E -Commerce - A Managerial Perspective, P.T. Joseph, Prentice Hall of India Private Ltd., New Delhi, 2008. **(UNITS III & IV)**

### **BOOKS FOR REFERENCE:**

1. E-commerce, R.P. Mahesh M.sc., A. Punitha M.C.A., Merit India Publications, Madurai.
2. E-commerce (strategy, technologies and applications), David Whitely, Tata Mcgraw Hill Publishing Company Ltd., New Delhi, 2004.
3. S. Jaiswal, E-commerce (Electronic Communication for Business), Galgotia Publications Ltd., New Delhi, 2001.

**E - Commerce - 17CO6SS01**  
**Question Pattern (UG)**

**Blue Print of the Question Paper (External)**

**Marks: 100**

<b>Section</b>	<b>Type of Question</b>	<b>No. of Questions</b>	<b>No. of Questions to be answered</b>	<b>Marks for each question</b>	<b>Total</b>
A Q.No. (1-14)	Short answer questions	14	10	2	20
B Q.No. (15-21)	Paragraph questions	7	5	7	35
C Q.No. (22-26)	Essay questions	5	3	15	45
<b>Total</b>					<b>100</b>

**CERTIFICATE COURSE**  
**COMPUTER PRACTICAL IN ACCOUNTING PACKAGE (LAB)**

**Code: CCCOAP01**

**Hours: 2**

**Credits: 1**

**COURSE OUTCOMES:**

- ❖ understand the basic accounting concepts
- ❖ gain practical learning experience with advanced accounting
- ❖ acquire the skill for recording financial and inventory transactions
- ❖ prepare Bank Reconciliation Statement
- ❖ Prepare financial statement of small business.

1. Tally introduction
2. Company creation
3. Creation of groups, ledger, single and multiple
4. Creation of vouchers
5. Preparation of trial balance
6. Preparation of final accounts with adjustments.
7. Creation of stock groups, stock category and stock items
8. Entering data in stock groups of a departmental store
9. Statement of stock summary
10. Bank reconciliation statement

**COURSE BOOK:**

Namrata Agarwal, Tally 9, Dreamtech Press, 2014.

**BOOKS FOR REFERENCE:**

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

**Total Practical Hours: 30**

<b>Internal Components</b>		<b>External Components</b>	
Internal I	20	Practical	50
Internal II	20		
Lab Record	5		
Lab Attendance	5		
<b>Total</b>	<b>50</b>	<b>Total</b>	<b>50</b>

## 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
		<b>Total</b>		<b>20</b>	<b>12</b>

### 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
<b>Total</b>	<b>*80</b>

\* 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 Aabyas - 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. Kashmirmgate,

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
<b>Total</b>	:	<b>100 marks</b>

## **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)**

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

## 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
	<b>Total</b>	:	<b>100 marks</b>

### SCHEME OF EVALUATION FOR CONTINUOUS INTERNAL ASSESSMENT

1.	Attendance (240 hrs)				
	❖ Theory Class	:	120 hrs	:	20 marks
	❖ Games	:	60 hrs		
	❖ Field Work	:	60 hrs		
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
	<b>Total</b>	:			<b>60 marks</b>

### 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)