

**A.VEERIYA VANDAYAR MEMORIAL
SRI PUSHPAM COLLEGE (AUTONOMOUS)**

POONDI-613 503, THANJAVUR (DT)



SYLLABUS

B.B.A.,

(From 2020 - 2021 onwards)

Programme Outcomes of BBA

The Program outcomes of B.B.A are:
<p>PO1 An understanding of Business Functions</p> <p>PO2 Providing Global Perspectives</p> <p>PO3 Provides a wide knowledge of all discipline of the course and training in management of both animate and inanimate entitle and develop leadership skill.</p> <p>PO4 Developing critical and analytical thinking ability and interpersonal skill development.</p> <p>PO5 Creating Social Sensitivity and understanding ethical And Sustainable Business Practices.</p>

Programme Specific Outcomesof BBA

The Program Specific outcomes of B.B.A are:
<p>PSO1 Acquiring Conceptual Clarity of Various Functional Areas</p> <p>PSO2 Ability to analyze various functional issues affecting the organization</p> <p>PSO3 Demonstrating ability to evolve strategies for organizational benefits</p> <p>PSO4 Analysis and interpretation of the data which is used in Decision Making</p> <p>PSO5 Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts</p> <p>PSO6 Develop Ethical Practices and Imbibe Values for Better Corporate Governance.</p> <p>PSO7 Understand ethical challenges and choices in a business setting</p>

S. No	Semester	Category	Paper Code	Title of the Paper	Maximum Marks			Minimum Pass			Hours	Credits
					CIA	E.E	TOTAL	CIA	E.E	TOTAL		
1	I	Part I	20U1BAT1/HI	Tamil-I/ Hindi-I	25	75	100	10	30	40	6	3
2		Part II	20U1BAEI	English-I	25	75	100	10	30	40	6	3
3		Core	20U1BAC1	Principles of Management	25	75	100	10	30	40	5	5
4		Core	20U1BAC2	Core -Business Ethics and Values	25	75	100	10	30	40	5	5
5		Allied	20U1BAA1	Allied - Business Communication	25	75	100	10	30	40	5	4
		Allied	20U2BAA2	Allied - Financial Accounting (NS)	-	-	-	-	-	-	3	-
6		ES	20U1BAES	Environmental studies	-	-	100	-	40	40	-	1
7	II	Part I	20U2BAT2/H2	Tamil-II/ Hindi-II	25	75	100	10	30	40	6	3
8		Part II	20U2BAE2	English-II	25	75	100	10	30	40	6	3
9		Core	20U2BAC3	Organizational Behaviour	25	75	100	10	30	40	5	5
10		Core	20U2BAC4	Managerial Economics	25	75	100	10	30	40	4	4
11		Allied	20U2BAA2	Allied- Financial Accounting (NS)	25	75	100	10	30	40	3	3
12		Allied	20U2BAA3	Allied- Mathematics and Statistics for Managers	25	75	100	10	30	40	5	3
13		SBE	20U2BAS1	Skill Based Elective-I Fundamentals Of Business Organization	25	75	100	10	30	40	1	1
14		VBE	20U2BAVE	Value Based Education	25	75	100	10	30	40	-	-
15	III	Part I	20U3BAT3/H3	Tamil-III/ Hindi-III	25	75	100	10	30	40	6	3
16		Part II	20U3BAE3	English-III	25	75	100	10	30	40	6	2
17		Core	20U3BAC5	Business Law	25	75	100	10	30	40	5	4
18		Core	20U3BAC6	Cost Accounting	25	75	100	10	30	40	5	5
19		Allied	20U3BAA4	Allied-Business Environment	25	75	100	10	30	40	5	3
		Allied	20U4BAA5	Allied- Computer Application in Business(NS)	-	-	-	-	-	-	3	-
20		GS	20U3BAGS	Gender Studies	-	-	100	-	40	40	-	-
		Online	-----	MOOC	-	-	-	-	-	-	-	-
21	IV	Part I	20U4BAT4/H4	Tamil-IV/ Hindi-IV	25	75	100	10	30	40	6	3
22		Part II	20U4BAE4	English-IV	25	75	100	10	30	40	6	3
23		Core	20U4BAC7	Modern Marketing	25	75	100	10	30	40	4	5
24		Core	20U4BAC8	Management Accounting	25	75	100	10	30	40	5	5
25		Allied	20U4BAA5	Allied-Computer Application In Business	25	75	100	10	30	40	3	3
26		Allied	20U4BAA6	Allied- Company Law and Secretarial Practice	25	75	100	10	30	40	5	4
27		SBE Online	20U4BAS2	Skill based elective-II Stress Management Mooc	25	75	100	10	30	40	1	1
28		Core	20U5BAC9	Human Resource Management	25	75	100	10	30	40	5	5
29		Core	20U5BAC10	Research Methodology	25	75	100	10	30	40	5	5

30	V	Core	20U5BAC11	Business Analytics	25	75	100	10	30	40	4	5
31		Core	20U5BAC12	Production and Material Management	25	75	100	10	30	40	5	4
32		Major Elective	20U5BAEL1A 20U5BAEL1B	Customer Relationship Management Services Marketing	25	75	100	10	30	40	4	4
33		Major Elective	20U5BAEL2A 20U5BAEL2B	Merchant Banking and Financial Services Money and Banking	25	75	100	10	30	40	4	3
34		Non Major Elective	20U5BANME	Personnel Management	25	75	100	10	30	40	2	1
35		Soft Skill	20U5BASSD	Personality Development	-	-	100	-	40	40	1	1
36	VI	Core	20U6BAC13	Corporate Strategic management	25	75	100	10	30	40	5	5
37		Core	20U6BAC14	Financial Management	25	75	100	10	30	40	4	5
38		Core	20U6BAC15	Entrepreneurial Development	25	75	100	10	30	40	5	5
39		Core	20U6BAC16	Export Management	25	75	100	10	30	40	4	4
40		Major Elective	20U6BAEL3A 20U6BAEL3B	Tourism and Travel Management Principles of Insurance	25	75	100	10	30	40	5	3
41		Major Elective	20U6BAEL4A 20U6BAEL4B	Industrial Relations and Labour Welfare Training and Development	25	75	100	10	30	40	5	4
42		GK	20U6BAGK	General Knowledge	-	-	100	-	40	40	1	-
43		Comprehension test	20U6BACN	Comprehension Test	-	-	100	-	40	40	1	1
		Extension Activity			-	-	-	-	-	-	-	1
		Total			4300						180	140

Abbreviations

ESE: Environmental studies	LSD: Life Skill Development
VBE: Value Based Education	GK: General Knowledge
SBE: Skill Based Elective	NME: Non – Major Elective
GS: Gender Studies	EA: Extension Activities
ME: Major Elective	SS: Self Study
CC: Certificate Course	
MOOC-Massive open online course	

Parts	Total No. of course	Total Marks	Total Credits
Part – I	04	400	12
Part – II	04	400	12
Part – III		2600	
Core Major	16		76
Core Allied	06		20
Major Elective	04		14

	26		110

Part – IV			
E.S	01	100	01
VBE	01	100	00
SBE	02	200	02
SSD	01	100	00
NME	01	100	01
G.S	01	100	00
G.K	01	100	00
Comp Test	01	100	01

	09	900	05

Part – V			
EA			01
	43	4300	140

Comprehensive Knowledge Test: Objective type question pattern with 100 compulsory questions carrying 100 marks to be answered in 3 Hours with 2 Credits. The portion is entire core courses.

MOOC: Massive open online course is introduced in the third and fourth semester as an extra credit course from this academic year 2020-2021. Students can avail any one or more of the courses available in MOOC to equip their skill and knowledge themselves

Field Visit / Industrial Visit / Hands on training programme having minimum 15 hours of contact time as Extra Credit course is introduced for II year UG students to gain experiential learning

Evaluation of the visit report will be held at the end of IV Semester.

Components of Evaluation

Internal Marks	40
External marks	60
Total	100

Project is introduced for III-year students to cater for the needs of advanced learners as extra credit course

Components of Evaluation

Internal Marks	40
External marks	60
Total	100

Soft skill development course prescribed in V semester is changed as Life Skill Development.

This course will be handled by both Internal Staff and External Experts.

Mode of Assessment for this course is oral examination.

Components of Evaluation

Internal Marks	40
External marks	60
Total	100

Skill Based Elective Offered by the Business Administration Department

1. Business Organization.
2. Stress Management.

Non – Major Elective paper offered by the Business Administration Department

Personnel Management

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**Question Pattern for UG and PG Programmes for students to be
admitted during 2020 – 2021 and afterwards**

Total Marks: 75

QUESTIONS PATTERN

SECTION – A

(Question 1 to 10)

10x 2 = 20 Marks

1. Short Answer Questions
2. Two Questions from each unit (All are answerable)

SECTION – B

(Question 11 to 15)

5 x 5 = 25 Marks

1. 5 Paragraph type questions with “either / or” type choice.
2. One question from each unit of the Syllabus.
3. Answer all the questions.

SECTION – C

(Question 16 to 20)

3 x 10 = 30 Marks

1. 5 Essay type questions – any three are answerable.
2. One questions from each unit of the Syllabus

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
I	20U1BAT1	இக்கால இலக்கியம் (செய்யுள் , உரைநடை, சிறுகதை, புதினம், நாடகம் இலக்கிய வரலாறு)	6	3

நோக்கம்

1. இக்கால இலக்கிய வகைகளைக் கண்டறிவர்
- 2.எழுத்து,சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிவர்.
- 3.புதினக்கவிதை வாயிலாக வெளிப்படும் சமூக,அரசியல்விழுமியங்களை மதிப்பிடுவர்.
4. இக்கால இலக்கியத்தின் மீதான விருப்பத்தை மிகுவித்தல்.

கூறு: 1 செய்யுள்

நேரம்:18

1. பாரதியார் : கண்ணன் என் காதலன்,கண்ணம்மா என் காதலி (முதல்பாடல் மட்டும்)
2. பாரதிதாசன் : தமிழின் இனிமை,தமிழ் உணர்வு
3. கவிமணி : ஒற்றுமையே ,உயர்நிலை-நாட்டுக்குழைப்போம்
4. சுரதா : சிக்கனம்

கூறு:2 செய்யுள்

நேரம்:18

1. பட்டுக்கோட்டை கல்யாணசுந்தரம்:நாட்டுக்கொரு வீரன்
2. கண்ணதாசன் : காலக்கணிதம்
3. மு.மேத்தா: கண்ணீர் பூக்கள் ,ஊர்வலம்,தாய் ,வெளிச்சம் வெளியே இல்லை
4. அப்துல் ரகுமான் : தேவகானம் - தேர்ந்தெடுக்கப்பட்ட 5 பாடல்கள்

கூறு:3 சிறுகதை

நேரம்:18

1. கேட்டிவி : குரல்கொடுக்கும் வானம்பாடி (1-10)
2. கேட்டிவி : மனோரஞ்சிதம் (1-10)

கூறு: 4 புதினம்

நேரம்:18

புதினம் : துணிந்தவன் - வல்லிக்கண்ணன்

கூறு:5 நாடகம் ,இலக்கிய வரலாறு

நேரம்:18

- 1.நாடகம் : மாமன்னன் இராசராசன் - கு.வெ.பாலசுப்பிரமணியன்
- 2.இலக்கிய வரலாறு : இருபதாம் நூற்றாண்டு இலக்கியங்கள்

பயன்கள்

1. தமிழ் இலக்கியத்தின் மீதான ஆர்வம் மிகும்.
2. புதிய இலக்கிய வளங்களை அறிவர்.
3. கவிதை, சிறுகதை ஆகியவற்றைப் படைக்க முயல்வர்.
4. போட்டித் தேர்வுகளுக்குச் செல்பவர்கள் பயன் பெறுவர்.
5. நாடகக் கலைத்திறனை அறிவர்

Semester	Course Code	Title of The Course	Hours of Teaching/ Week	No. of Credits
I	20U1BAE1	PART – II - Prose, Poetry and Communication Skills	6	3

Objective

- **To initiate the students to understand English through Prose, Poetry and Basic Communicative Grammar.**

Unit – I

Shakespeare - Shall I Compare Thee to a Summer's Day?
 John Milton - On His Blindness
 William Wordsworth - The Solitary Reaper
 P.B.Shelley - Song to the Men of England
 Robert Frost - The Road not Taken
 Nissim Ezekiel - Night of the Scorpion

Unit – II

1) The Running Rivulets of Man, 2) Parliament is Marking Time
 3) The Lady in Silver Coat, 4) Mr. Applebaum at Play

Unit – III

1) The Feigning Brawl of an Impostor, 2) Thy Life Is My Lesson
 3) Solve the Gamble, 4) The Stoic Penalty

Unit – IV

1) Nobility in Reasoning, 2) Malu the Frivolous Freak
 3) Bharath! Gird Up Your Loins! 4) Honesty is the Cream Of Chastity

Unit – V

Parts of Speech, Nouns, Pronouns, Conjunctions, Adjectives, Articles, Verbs, Adverbs, Interjection – sentence.

Course outcomes:

After the completion of this course, students will be able to

- **understand and appreciate the English Prose, Poetry and basic functional communicative Grammar and study on style and substance.**
- **develop interest in appreciation of literature**
- **integrate the use of the four language skills: LSRW.**
- **communicate appropriately and use English effectively**
- **imbibe ethical, moral, national and cultural values**

Prescribed Texts:

K.T.V. *A Melodious Harmony*. Thanjavur: Rajendra Publishing House, 2017.
 Natarajan, K. *Flying Colours*. Chennai: New Century Book House (P) Ltd., 2017.
Advanced Grammar and Composition. Chennai: New Century Publishing House, 2017.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
I	20U1BAC1	Core - Principles of Management	5	5

Objectives

To help the students gain understanding of the functions and responsibilities of managers.

UNIT I

Management- Definition –Importance- Principles- Functions- Levels- Role of a Manager –Management vs Administration – Contribution of F.W.Taylor & Henry fayol Thought

UNIT II

Planning: Meaning – Definition – Characteristics – Importance – Steps in Planning Process – Methods - Limitations of Planning - Management by Objectives (MBO) – Decision Making - Types of Decision - Decision Making Process

UNIT III

Organizing- Importance- Benefits – Principles - Types– Organization Structure – Span of Control – Departmentation – Informal Organization- Authority – Delegation –Centralization - Decentralization – Difference Between Authority and Power – Responsibility.

UNIT IV

Staffing - Meaning – Elements – Process – Placement – Principles – Problems – Induction – Contents – Elements – Procedure – Direction - Concept - Role Theory and Role Analysis - Morale and Motivation.

UNIT V

Co-Ordination – Need, Type and Techniques and Requisites for Excellent Co-Ordination – Controlling – Meaning and Importance – Control Process

OUTCOMES

After completion of this course the students will be able to

- learn the concept related to business.
- demonstrate the roles, skill and functions of management.
- upgrade the planning process in the organization.
- demonstrate the ability to directing, leadership and communication effectively.
- analysis isolate issues and formulate best control methods.

Text Books:

1. T. Ramasamy, Principles of Management, 8th Revised Edition, Himalaya Publishing House, 2006.
2. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.

Books for Reference:

1. L.M. Prasad , Principles of Management 8th Edition 2012, Sulthan Chand & Sons.
2. P.C. Tripathi& P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
3. C.B. Mamoria, Personnel Management Reprint 1999, Himalaya Publishing House

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
I	20U1BAC2	Core-Business Ethics and Values	5	4

Objectives

To helps the students understand the significance of ethics and values and the importance of practicing ethics and be socially responsible.

UNIT I

Ethics- Definition - Role of Ethics - Morality - Characteristics Features of Moral Standards - Value Systems - Categorization of Values - Desired and Desirable Values - Changing Values - Indian Ethos in Ethic - Morality and Culture - Ancient Ethical Philosophy and Modern Philosophy of India.

UNIT II

Business Ethics - Role and Importance - Historical Accountability - Importance of Ethics in Business - Arguments for and Against Business Units - Role of CEOs - Qualities of CEOs - Role of CEO in Shaping Business Culture - Ethical Leadership - Characteristics - Transactional and Transformational Leadership - Differences in Leadership Approaches

UNIT III

Internal Ethics of Business - Using Employees - Screening Practices - Promotions - Wages - Jobs and Exploitation of Employees - Discipline - Concept - Causes of Indiscipline - Suggestions for Implementing to Ensure More Discipline

UNIT IV

External Ethics of Business - Consumer Rights - Unethical Practice in Marketing - Ethics of Competition and Fair Prices - Perfect Competition- Ethics of Perfectly Competitive Market - Limitations - Monopoly Market - Features - Price Fixing in Monopoly Market - Ethics of Monopoly Market - Monopoly Price and Profit - Oligopolistic Market - Features - Ethics of Oligopoly Market.

UNIT V

Corporate Social Responsibilities - Concept – Arguments, Against Corporate Social Responsibility - Social Responsibility towards Shareholders Employees, Customers, Community and Government - Idea of Social Responsibility in Business in India

OUTCOMES

After completion of this course the students will be able to

- learn the issues involved in maintaining ethics and how to deal with such Situation.
- demonstrate knowledge of the application of ethics in business.
- analysis ethical consequence.
- assessing the role ethics plays in supervisor and management activities.
- evaluating the different scenarios of business practices.

Reference Books

1. Sankaran S Business Ethics and Values, Margham Publications Chennai.
2. Parul Khanna and Rinku Sanjiv, and Values in Business Management, ANE Publications, New Delhi
3. Shekhar R.C. Ethical Choices in Business, Sage Publications Inc.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
I	20U1BAA1	Allied - Business Communication	5	5

Objectives

The goal of this course is teach students to analyse typical business communication situation with problem solving techniques and critical thinking.

UNIT I

Communication - Meaning - Definition – Objectives - Process - Needs- Characteristics - Importance - Types – Principles of Effective Communication - Functions - Barriers To Communication.

UNIT II

Listening - Objectives - Importance – Advantages - Process - Principles-Types- Stages for Better Listening - Effective Listening - Approach and Barriers of Listening

UNIT III

Business Letter - Meaning - Components - Layout - Characteristics - Importance-Types- Enquiry and Reply - Quotations - Sales Letters - Claims and Adjustment - Collection Letter- Circular Letter- Bank Correspondence – Insurance Correspondence.

UNIT IV

Import and Export Correspondence - Terms Used in Import and Export - Importance - Functions - Direct Importing - Letter of Credit - Import Export Correspondence Letter–Office Memorandum – Office Order- Office Circular- Office Notebook

UNIT V

Recent Trends in Communication - Spoken and Technology Communication - Types of Conversation- Strategies - Internet - Email –Facsimile – Multimedia- Teleconferencing-Web Based Implications of Technology – online platforms.

OUTCOMES

After completion of this course the students will be able to

- demonstrate ability to analyse audiences by assessing a variety of target recipients in different context and Content
- makes a presentation appropriate for business setting.
- Learn listening skills effectively.
- learn speaking and writing skill.
- develop skills and attitudes required for lifelong learning.

Text Books

- Rajendr Pal Korhill 2009, “Essential of Business Communication” Sultan Chand & Sons New Delhi.2006

Reference Book

1. Essential of Business Communication – Kaul 207 Prentice Hall New Delhi

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
I& II	20U2BAA2	Allied (NS) - Financial Accounting	3	3

Objectives

To enable the students to describe how people analyse the corporate financial under different conditions and understand financial statements in different manner.

UNIT I

Accounting: Definition, Nature – Objectives – Advantages – Limitations - Accounting Concepts and Conventions - Double Entry System Vs Single Entry – Journal - subsidiary book - Ledger - Trial Balance.

UNIT II

Final Accounts of Sole Traders – Trading Account – Profit & Loss Account – Balance Sheet With Adjustments.

UNIT III

Depreciation Accounting: Meaning – Objectives – Causes – Methods Snght Line – Written Down Value – Annuity – Sinking Fund – Depletion Method

UNIT IV

Bank Reconciliation Statement – Rectification of Errors

UNIT V:

Fire Insurance Claims – Loss of Stock – Loss of Profit – Single Entry System – Statement of Affairs Method – Conversion Method

(Theory 20% and Problems 80%)

OUTCOMES:

After completion of this course the students will be able to

- identify the basic reporting structure of accounting information.
- demonstrate proper financial statement presentation of inventory and cost of goods,sold.
- establish and maintain petty cash system.
- analyze business calculate ratios.
- enable to synthesize related information and optimum solution of improved results.

Text and Reference Books (Latest Revised Edition Only)

- R.L. Gupta and Others ,” **Advanced Accountancy**,” Sultan Chand Sons, NewDelhi
- S.P. Jain and K.L. Narang, “**Advanced Accounting**,” Kalyani Publishers, NewDelhi
- RSN. Pillai, Bagavathi S. Uma, “**Advanced Accounting**,” S. Chand &Co, NewDelhi.
- M.C. Shukla, “**Advanced Accounts**,” S. Chand and Co., NewDelhi.
- Arulanandam, “**Advanced Accountancy**,” Himalaya Publication, Mumbai.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
II	20U2BAT2	இடைக்கால இலக்கியம் - பயன்முறைத் தமிழ் -இலக்கண இலக்கிய வரலாறு,	6	3

நோக்கம்

1. தமிழிலக்கிய வரலாற்றில் பக்தி இலக்கியங்கள் பெறும் சிறப்பை உணர்வர்.
2. சமய வழிச் சமூக மாற்றத்தின் பெறுவர்.
3. சமய நல்லிணக்க உணர்வை மாணவர்கள் பெறுவர்.

கூறு: 1

நேரம்:18

1. திருஞானசம்பந்தர் தேவாரம் : சீகாழி திருப்பதிகம்— அடலேற அமருங்கொடி அன்ன (பா.எ.360—370)
2. திருநாவுக்கரசர் தேவாரம் : திருவையாற்றுப் பதிகம் விடகிலேன், அடிநாயேன்; வேண்டியக் கால் யாதொன்றும் (பா.எ.124—133)
3. சுந்தரர் தேவாரம் : திருமழபாடி பதிகம் பொன் ஆர் மேனியனே! புலித்தோலை அரைக்கு அசைத்து,(பா.எ.1-10 பாடல்கள்)
4. மாணிக்கவாசகர் : திருவாசகம் - பிடித்த பத்து

கூறு: 2

நேரம்:18

1. பெரியாழ்வார் : திருமொழி - தாய்ப்பால் உண்ண அழைத்தல் 129—138 வரை 10 பாசுரங்கள்
2. குலசேகர ஆழ்வார்: பெருமாள் திருமொழி- இராமர் தாலாட்டு - 719—729 11 பாசுரங்கள்
3. ஆண்டாள் நாச்சியார்: நாச்சியார் திருமொழி - திருமணக்கனவை உரைத்தல்
4. திருப்பாணாழ்வார் : அமலனாதிபிரான் - 10 பாசுரங்கள்

கூறு: 3

நேரம்:18

1. குமரகுருபரர் : வருகைப் பருவம் - 10 பாடல்கள்
2. திரிகூடராசப்பக்கவிராயர் :குற்றாலக் குறவஞ்சி - குறத்தி மலைவளம் கூறல்
3. வீரமாமுனிவர் : தேம்பாவணி - காட்சிப்படலம் முழுவதும்
4. உமறுப்புலவர் : சீறாப்புராணம்-விலாதத்துக் காண்டம்-கதீஜா கனவு கண்ட படலம்

கூறு: 4 பயன்முறைத்தமிழ்

நேரம்:18

எழுத்தியல்: உயிரெழுத்து, மெய்யெழுத்து, உயிர்மெய்யெழுத்து,முதலெழுத்து, சார்பெழுத்து, மொழிக்கு முதலாகவும் இறுதியாகவும் வரும்எழுத்துக்கள்,போலி. சொல்லியல்: இலக்கண, இலக்கிய வகையிலான சொற்கள். பொதுவியல் : எழுத்துப் பிழைகளை நீக்குதல்,எழுத்துப் பிழைகளும் திருத்தங்களும்,வலி மிகுதல்,வலிமிகாமை ,வாக்கிய அமைப்புக்கள், நிறுத்தற் குறியீடுகள்.

கூறு;5 இலக்கணஇலக்கிய வரலாறு

நேரம்:18

1. இலக்கண வரலாறு (தமிழ்த்துறை வெளியீடு)
2. தமிழ் இலக்கிய வரலாறு: இடைக்கால இலக்கியம்

பயன்கள்

1. பல்வகை சமய இலக்கியப் போக்குகளை அறிந்து கொள்வர்.
- 2.சமயவழித் தமிழரின் வாழ்வியலை அறிவர்.
3. பல்வகை சமயக் கோட்பாட்டினை அறிந்துகொள்வர்.
4. பிழையின்றி எழுதப் பழகுவர்.
5. சமயங்களின் இன்றியமையாமையை உணர்வர்

Semester	Course Code	Title of The Course	Hours of Teaching/ Week	No. of Credits
II	20U2BAE2	PART – II- Extensive Readers and Communicative Skills	6	3

Objective

- **To impart language and communicative skills through short stories, one- act plays and communicative grammar.**

Unit – I

- Shakespeare – The Seven Stages of Man
- Longfellow – A Psalm of Life
- Nissim Ezakiel – Enterprise
- William Wordsworth – The world is too much with us

Unit – II

- Anton Chekhov – The Bear
- Cedric Mount – The Never-Never Nest
- Farrell Mitchell – The Case of the Stolen Diamonds
- M.V. Rama Sharma – The Mahatma

Unit - III

- Fyodor Dostoyevsky – The Christmas Tree and the Wedding
- The Duchess – The Jewelry
- O. Henry – The Romance of a Busy Broker

Unit – IV

Tense, Question Tag, Dialogue Writing, Paragraph Writing, Adjectives, Adverb

Unit – V

Voices, Degrees of Comparison, Direct and Indirect

Course outcomes

After the completion of this course students will be able to

- **promote the linguistic and communicative objectives through the study of poems, short stories and the communicative grammar.**
- **gain language and communicative skills through short stories**
- **identify and differentiate different forms of literature.**
- **engage in reflective writing after learning the prescribed lessons.**
- **enhance the communicative skills through LSRW**

Prescribed Texts:

- *Voices of Vision*, Board of Editors, NCBH, Chennai, 2016.
- *Communicative Grammar*, The Department of English Course Material.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
II	20U2BAC3	Core - Organizational Behavior		

Objectives

To enable students to describe how people behave under different conditions and understand why people behave as they do.

UNIT I

Organizational Behavior—Concepts-Meaning-Characteristics- Nature- Scope – Role - OB and Other Disciplines – Approaches To The Study of Organizational Behavior-Challenges and Opportunities.

UNIT II

Individual Behavior—Basic Psychological Process—Personality, Determinants of Personality—Personality Traits—Perception, Factors Affecting Perception—Learning, Theories of Learning—Social Learning - Motivation—Theories of Motivation (Maslow's, Hertzberg, McGregor, X and Y Theory) Financial and Non Financial Motivation

UNIT III

Group—Concept of Group Dynamics—Features of Group—Types of Group Behavior—Formal and Informal Group Behavior—Stages of Group Development— Group Moral—Group Norms—Group Cohesiveness.

UNIT IV

Leaderships- Types—Theories of Leadership, Modern Approach To Leadership Theories—Leadership Styles – Power – Meaning – Sources – Acquisition – Tactics – Authority – Characteristics-Sources – Difference Between Authority and Power.

UNIT V

Stress Management—Meaning, Types of Stress—Consequences of Work Stress—Causes of Stress—Conflict, Types of Conflicts, Conflict Resolution— Organizational Development— Meaning, Need, Benefits and Limitations of OD—Steps in OD & Organizational Changes.

Outcomes

After completion of this course the students will be able to

- learn the various organization behavioral models.
- develop any one motivational models for an organization.
- demonstrate how to make better decision both individually and in a group.
- demonstrate effective techniques of managing conflict.
- recognize stress in the workplace and develop programs to successfully reduce stress of employees.

Reference:

- Fred Luthans : Organisational Behavior
- Danial C. Fieldman and Hugh Arnold : Managing Individual and Group Behavior in Organization
- Henry Mintzberg : The Structure of Organization
- Edwin Gerlof : Organization Theory and Design
- Robin. S. P : Organizational Behavior
- Aswathappa: Organizational Behavior Jai B. Sunhat: Culture and Organisational Behavior

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
II	20U2BAC4	Core - Managerial Economics	4	4

Objectives

The purpose of this course is to apply micro economic concept and techniques in evaluating business decisions taken by firms.

UNIT I

Managerial Economics - Definition - Objectives - Characteristics - Importance - Fundamental Principles - Managerial Economics Relevance in Business Decisions - Difference Between Microeconomics and Macroeconomics.

UNIT II

Demand - Definition - Meaning - Characteristics - Importance - Demand Forecasting - Importance - Objectives - Advantages - Disadvantages - Individual Demand Curve - Market Demand Curve - Elasticity of Demand - Price, Income, Cross - Concept of Revenue - Average Revenue, Total Revenue, Marginal Revenue, Incremental Revenue.

UNIT III

Indifference Curve - Definition - Meaning - Importance - Characteristics - Indifference Curve: Income Effect - Substitution Effect - Price Effect-Difference Between Income Consumption Curve and Price Consumption Curve - Superiority of Indifference Curve Analysis.

UNIT IV

Production Concept-Function - Characteristics - Total Average Marginal Product - Linear, Homogeneous Production Function and Importance – Cost- Concept – Classification - Different Economics - Accounting Cost-Cost Output Relationship in the Short Run - Cost Output Relationship in The Long Run

UNIT V

Structure of Competitions - Perfect Competition - Imperfect Competition - Monopoly - Oligopoly - Monopolistic Competition – Features- Pricing Under Monopolistic Competition- Product Differentiation.

Outcomes

After completion of this course the students will be able to

- apply the knowledge of the mechanics of supply and demand.
- assess the functional relationship between production and factors of production.
- develop analytical skills related to economic theories in business contexts.
- use the tools of economic theory.
- promote a various techniques for assessing the financial positions.

Reference Books

- R. Varshney and K. Maheshwari - Managerial Economics
- Dr. S Shankar and Managerial Economics
- D. M. Nitin Business Economics

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
I& II	20U2BAA2	Allied (NS) - Financial Accounting	3	3

Objectives

To enable the students to describe how people analyse the corporate financial under different conditions and understand financial statements in different manner.

UNIT I

Accounting: Definition, Nature – Objectives – Advantages – Limitations - Accounting Concepts and Conventions - Double Entry System Vs Single Entry – Journal - subsidiary book - Ledger - Trial Balance.

UNIT II

Final Accounts of Sole Traders – Trading Account – Profit & Loss Account – Balance Sheet With Adjustments.

UNIT III

Depreciation Accounting: Meaning – Objectives – Causes – Methods Snght Line – Written Down Value – Annuity – Sinking Fund – Depletion Method

UNIT IV

Bank Reconciliation Statement – Rectification of Errors

UNIT V:

Fire Insurance Claims – Loss of Stock – Loss of Profit – Single Entry System – Statement of Affairs Method – Conversion Method

(Theory 20% and Problems 80%)

OUTCOMES:

After completion of this course the students will be able to

- identify the basic reporting structure of accounting information.
- demonstrate proper financial statement presentation of inventory and cost of goods,sold.
- establish and maintain petty cash system.
- analyze business calculate ratios.
- enable to synthesize related information and optimum solution of improved results.

Text and Reference Books (Latest Revised Edition Only)

- R.L. Gupta and Others ,” **Advanced Accountancy**,” Sultan Chand Sons, NewDelhi
- S.P. Jain and K.L. Narang, “**Advanced Accounting**,” Kalyani Publishers, NewDelhi
- RSN. Pillai, Bagavathi S. Uma, “**Advanced Accounting**,” S. Chand &Co, NewDelhi.
- M.C. Shukla, “**Advanced Accounts**,” S. Chand and Co., NewDelhi.
- Arulanandam, “**Advanced Accountancy**,” Himalaya Publication, Mumbai.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
II	20U2BAA3	Allied - Mathematics and Statistics for Managers	5	3

Objectives

- To introduce the concept of network scheduling.
- To teach various methods to solve transportation problems.
- To impart the knowledge to solve the linear programming problems.

UNIT I

Matrices: different types of matrices – addition and subtraction of matrices – Multiplication of matrices – Transpose of matrix - elementary operations – Determinants – solution of system of linear equation by Cramer's rule.

UNIT II

Elements of differential calculus – Maxima and Minima – Application of these concepts to Business, Economics.

UNIT III

Operations Research: An Overview - Definitions of OR-Applications and Limitations of OR - Linear programming problem: Formulation (Simple Problems) – Graphical Method.

UNIT IV

Transportation problem: Solution of transportation problem – North west corner rule – Least cost method – Vogel's approximation method (initial basic Feasible solution only) – unbalanced transportation problem - Assignment problem: Assignment algorithm – solved problems.

UNIT V

Network scheduling by PERT/CPM: Network - Critical path Method – PERT calculation – PERT algorithm – solved problems.

Outcomes:

After completion of this course the students will be able to

- find the solution of linear equations by cramer's rule.
- calculate maxima and minima.
- understand transportation problems and assignment problems.
- formulate the linear programming problems and solve it.
- solve network problems by PERT/CPM.

TEXTBOOK:

1. Business Mathematics and statistics: P. Navanitham.
Unit –I : Chapter 4 (Relevant portions only)
Unit – II : Chapter 6, 7
2. Problem in Operations Research, PK Gupta and Man Mohan, Sulthan&sons,2014
Unit –III : Chapter 0, 1, 2 (Pages: 1 – 19, 39 – 53)
Unit – IV : Chapter 15, 16
Unit – V : Chapter 27

REFERENCE

1. S.C. Gupta – Fundamentals of Statistics - Sultan Chand & Sons, Delhi.
2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
3. M. Satayanarayana, Lalitha Raman- Management Operations Research.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
II	20U2BAS1	Skill Based Elective - Business Organization(SBE)	1	1

Objectives

The key objectives of the course is to develop on appreciation of what a business and the role of management improve their decision making skill .

UNIT I

Business - Definition - Characteristics - Objectives - Criteria for Success in Modern Business - Qualities of Successful Businessman - Distinction Between Business and Profession - Role of Profit in Business - Types of Organization - Private and Public Sector.

UNIT II

Forms of Business Organization - Sole Trader - Advantages - Disadvantages – Partnership - Features - Advantages - Disadvantages - Kinds of Partner - Distinction Between Sole Trader and Partnership - Joint Stock Company - Features - Advantages - Disadvantages - Distinction Between Partnership Firm and The Joint Stock Company.

Outcomes:

After completion of this course the students will be able to

- develop skills and attitudes required for lifelong learning servicing other
- gain the concept related to business
- analyze various forms of organization
- upgrade the quality's of a successful business man
- enrich the various information regarding business

Reference

- Business Organization and Management P.C. Pearson Education
- Business Organization and Management-C.P.Gupta
- Business Organization and Management - C.D. Balaji

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
III	20U3__T3	காப்பியங்கள், கட்டுரைகள், இலக்கிய வரலாறு	6	3

நோக்கம்

1. காப்பியங்களின் உள்ளடக்கம், உத்திகளைக் கற்றுக்கொடுத்தல்.
2. காலந்தோறும் காப்பியங்களில் காணலாகும் பாடுபொருள்களின் மாற்றங்களை எடுத்துரைத்தல்.
3. காப்பியச்சுவையை மாணவர்கள் அறிந்து கொள்ளச் செய்தல்.

கூறு:1காப்பியங்கள்

நேரம்:18

1. சிலப்பதிகாரம்: மதுரைக்காண்டம்-வழக்குரைகாதை
2. மணிமேகலை; மலர்வனம் புக்ககாதை
3. சீவக சிந்தாமணி: சுரமஞ்சரியார் இலம்பகம்
4. கம்பராமாயணம்: கங்கைப் படலம்

கூறு:2காப்பியங்கள்

நேரம்:18

1. பெரியபுராணம் : மெய்ப்பொருள் நாயனார் புராணம்-முழுவதும்
2. அரிச்சந்திரபுராணம்: மயான காண்டம்
3. தேம்பாவணி: திருமணப் படலம்-1-10 பாடல்கள்
4. சீறாப்புராணம் : நபி அவதாரப் படலம்-1-10 பாடல்கள்

கூறு: 3 கட்டுரைத் தொகுப்புகள்

நேரம்:18

1. கேட்டிவி - இராகபாவம் (1-10)
2. கேட்டிவி - பயணங்கள் தொடரும்

கூறு:4 கட்டுரைக் கடிதங்கள் மொழிபெயர்ப்புப்

நேரம்:18

பயிற்சிக்கட்டுரைகளும் கடிதங்களும் -பாவை வெளியீடு
கட்டுரைப் பயிற்சி - 10 மதிப்பெண்கள்
மொழிபெயர்ப்புப் பயிற்சி - 5 மதிப்பெண்கள்

கூறு:5 இலக்கிய வரலாறு

நேரம்:18

காப்பிய இலக்கியங்கள் - சிற்றிலக்கியங்கள்

பயன்கள்

1. காப்பியங்கள் வாயிலாக அக்காலச் சமுதாயச் சூழலை அறிவர்.
2. பல்வேறு காப்பியங்களையும் ஒப்பிட்டு அவற்றின் தனித்தன்மைகளை அறிந்துகொள்வர்.
3. மீட்டுருவாக்கச் சிந்தனைகளை அறிவர்.
4. கட்டுரை எழுதும் திறன் பெறுவர்.
5. கடிதங்கள் எழுதும் பயிற்சி பெறுவர்.

Semester	Course Code	Title of The Course	Hours of Teaching /Week	No. of Credits
III	20U3BAE3	PART - II Shakespeare, Extensive Readers And Communicative Skills	6	3

Objective

- **To introduce the language and creativity of the world-renowned dramatists and novelists to enhance the communicative skills of the learners.**

Unit – I

Julius Caesar
The Merchant of Venice

Unit – II

Macbeth
Twelfth Night

Unit – III

Romeo and Juliet
Tempest

Unit – IV

Thomas Hardy – The Mayor of Casterbridge

Unit – V

Note making, Hints Developing, Expansion of Ideas and Proverbs, Clauses and Sentence, Structure: Simple, Compound and Complex.

Course outcomes

After the completion of this course students will be able to

- **promote their communicative skills through the study of Shakespeare and modern communicative methods.**
- **expand their perception interacting with the culture across the world**
- **imbibe moral and ethical prescriptions**
- **appreciate the creative genius and affluent expressions of Shakespeare**
- **develop the creative and analytical faculty**

Prescribed Texts:

Natarajan, K.ed. *Selected Scenes from Shakespeare*. Chennai: NCBH, 2017.
Hardy, Thomas. *The Mayor of CasterBridge*. (abridged) Chennai: Macmillan Publishers, 2012.
Communicative Grammar. Department of English Edition. 2017.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
III	20U3BAC5	Core - Business Law	5	4

Objectives

Basic and broad knowledge in business laws in management, ability to apply, concepts, principles and theories to understand simple business laws.

UNIT I

Indian Contract Act, 1872 – Contract- Nature - Classification - Offer and Acceptance- Consideration- Capacity of Parties-Free Consent- Coercion- Undue Influence – Misrepresentation- Fraud- Mistake- Void Agreements- Discharge of Contract- Breach of Contract and Remedies-Contingent Contracts-Quasi-Contracts.

UNIT II

Contract of Indemnity- Meaning – Nature - Right of Indemnity Holder and Indemnifier – Contract of Guarantee-Meaning – Nature - Features- Surety and Co-Surety – Rights and Liabilities- Discharge of Surety From His Liability – Contract of Bailment and Pledge- Rights and Duties of Bailor and Bailee – Pledger and Pledgee- Pledge By Non Owners- Agency- Creation of Agency – Duties and Liabilities of Agent and Principal - Termination of Agency.

UNIT III

Sale of Goods Act, 1930-Contract for Sale of Goods – Meaning – Essentials of A Contract of Sale – Difference Between Sales and Agreement To Sell - Conditions and Warranties- Caveat Emptor-Sale By Non Owners- Rules As To Delivery of Goods- Auction Sale - Rights of Unpaid Seller.

UNIT IV

The Consumer Protection Act, 1986 – Definition – Consumer – Complainant – Goods – Service – Complaint – Unfair Trade Practices – Restrictive Trade Practices – Rights and Remedies for Consumers - Consumer Protection Council – Consumer Disputes Redressal Agencies.

UNIT V

The Information Technology Act, 2000 – Digital Signature – Digital Signature Certificate – Electronic Records and Governance - Certifying Authorities – Cyber Crimes – Offences and Penalties Under it Act, 2000.

OUTCOMES

After completion of this course the students will be able to

- learn the law and how it governs conduct in business
- demonstrate an understanding of the legal aspects of business
- apply basic legal knowledge to business orientation
- demonstrate how criminal law relates to business
- acquired problem solving techniques and able to present legal argument

Reference Books:

1. Balchandani: Business Laws
2. S.D.Geet M.S. Patil: Business Laws
3. S.S. Gulshan: Business Laws
4. B.S.Moshal: Business & Industrial Law
5. B SenandMitra: Business and Commercial Laws
6. N.D.Kapoor: An Introduction To Mercantile Laws
7. N.M. Wechlakar: Business Laws
8. M.C. Kuchal: Business Laws
9. Government of India: Information Technology Act, 2000

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
III	20U3BAC6	Core - Cost Accounting	5	5

Objectives

The course will also helps to analysis and evaluate information for cost ascertainment, planning, control, and decision making and lead to solve simple real life cases.

UNIT I

Cost Accounting - Nature - Scope - Cost Concepts - Classification - Objectives - Advantages - Limitations - Methods - Techniques - Cost Accounting V/S Financial Accounting - Cost Sheet - Tender and Quotation.

UNIT II

Materials - Purchase Procedure - store Procedure - Receipt and Issue of Materials - Storage Organization and Layout - Inventory Control - Levels of Stock - EOQ- ABC - Analysis - Stores Ledger - Pricing of Material Issues - Methods of Pricing

UNIT III

Labour Cost - Time Recording and Time booking - Methods of Remuneration and Incentive Schemes - Overheads - Collection - Classification - Allocation - Machine Hour Rate.

UNIT IV

Reconciliation of Cost and Financial Accounts - Needs - Causes- Procedure and Presentation - Job Costing - Features - Objectives - Merits and Limitations - Procedures - Contract Costing - Features - Job Vs Contract Costing - Procedures of Contract Costing.

UNIT V

Operating Costing - Transport - Cinema House - Hotel Process Costing - Costing Procedures - Process Costing (Excluding Inter-Process, Joint and By Products and Equivalent Production).

OUTCOMES

After completion of this course the students will be able to

- demonstrate knowledge and understanding of the fundamental of cost accounting
- analyze and provide recommendation to improve the operation of organization
- develop research and analytical skills including the retrieval of information from variety of cost
- learn the cost and benefits of different conventional costing system
- apply cost accounting methods for both manufacturing and service industry

Reference Books:

Distributions of Marks: Problems 70% Theory 30%

- S.P. Jain and K.L. Narang, “**Cost Accounting**,” Kalyani Publishers, New Delhi.
- Reddy T. S. and Hari Prasad Reddy, Y. Cost Accounting Margham Publications, Chennai
- Maheshwari S. N Cost Accounting, Sultan Chand & Sons, New Delhi.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
III	20U3BAA4	Allied - Business Environment	5	3

Objectives

To understand the different environment in the business climate and know the minor and major affecting the business various streams.

UNIT: I – BUSINESS ENVIRONMENT

Business: Meaning – Objectives-Characteristics - Environments of Business - Micro and Macro Business Environment - Changing Concept - Business Ethics - Consumer Rights-Consumer Protection Act - Procedure for Filing Complaints - Redressal Mechanisms.

UNIT: II – ECONOMIC ENVIRONMENT

Economic Systems-Capitalism-Socialism-Mixed Economy-The Mixed Economy of India- Economic Roles of Government - The Constitutional Environment – Economic-Monetary and Fiscal Policy- State and Union Budgets - Finances of The Union and State Governments - Finance Commission.

UNIT: III – GLOBAL ENVIRONMENT

Privatization - Benefits - Reaction To Privatization - Defects of Public Sectors - Ways of Privatization- Globalization-Strategies- Importance - Multinational Companies-Investments Patterns Motives - Benefits - Code of Conduct- Role of Foreign Capital-Private Foreign Capital – Limitations - Dangers - Government Policies in Foreign Capital.

UNIT: IV – LABOUR ENVIRONMENT

Workers’ Participation in Management- Definition, Need, Advantages, Problems - Limitations - Forms of Participation’s- Schemes in India-Exit Policy- Need - Patents Protection - Patents Law in India - Dunkel Draft Vs. Indian Patents Law – WTO - Issues Relating To Environment and Labour Standards.

UNIT: V – TECHNOLOGICAL and SOCIO CULTURAL ENVIRONMENT

Technological Environment-Concept of Technology – Appropriate Technology Process of Innovation – Rates of Technology Development for Selected Industries (Agriculture, Computer, Drugs) – Bench Marking Socio Cultural Environment-Impact on Business - Emerging Middle Class- Rise in Consumer Spending – Social Responsibility – Socio Audit – Political and Economical Environment- Social Media and its Role in Business.

OUTCOMES:

After completion of this course the students will be able to

- learn the primary functional area with business
- understand the economic, operational and financial framework with particular application to the transaction of insurance business
- apply the various functioning aspect of business environment
- learn the basic objectives and environment dynamics
- understand corporate social responsibility, corporate governance and social audit.

TEXT BOOK:

Francis Cherunilam : Business Environment, Himalaya Publishing House, Newdelhi, 2008.

BOOKS RECOMMENDED:

- C.B.Gupta : Business Environment, Sultan & Sons New Delhi, 2009
- Aswathappak. : Essentials of Business environment; Himalaya Publishing House, New Delhi.
- Michael : Business Environment, Vikas, 2005 Publishing House, Delhi, 2005
- Sundaram & Black : The International Business environment; Prentice Hall, New Delhi, 2005
- Agarwala. N : Indian Economy; Vikas Publishing House, Delhi, 2005

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
III & IV	20U4BAA5	Allied - Computer Application in Business	3	3

Objectives

Enable to achieve hands-on experience with productivity applications/ software to enhance business activities and accomplish project utilizing business theories internet resources and computer technology.

UNIT I

Data Representation- Number Systems and Character Representation-Binary Arithmetic Human Computer Interface- Types of Software-Operating System As User Interface-Utility Programs Devices: Input and Output Devices, Keyboard, Mouse, Joystick, Scanner, OCR, OMR, Bar Code Reader, Web Camera, Monitor, Printer, Plotter.

UNIT II

Memory- Primary, Secondary, Auxiliary Memory, RAM, ROM, Cache Memory, Hard Disks, Optical Disks-Computer Organization and Architecture - C.P.U.- Registers - System Bus - Main Memory Unit - Cache Memory - Inside a Computer – SMPS – Motherboard - Ports and Interfaces - Expansion Cards - Ribbon Cables - Memory Chips – Processors - Overview of Emerging Technologies – Bluetooth - Cloud Computing - Big Data - Data Mining - Mobile Computing and Embedded Systems.

UNIT III

Hypertext Markup Language (Html) Document Type Definition - Creating Web Pages - Graphical Elements – Lists – Hyperlinks –Tables - Web Forms - Inserting Images – Frames - Use of CSS

UNIT IV

Multimedia – Components - Uses – Applications -Virtual Reality – Text - Fonts & Faces - Using Text in Multimedia - Font Editing & Design Tools - Hypermedia & Hypertext – Images -Still Images – Bitmaps - Vector Drawing - 3D Drawing & Rendering - Natural Light & Colors - Computerized Colors - Color Palettes - Image File Formats – Sound - Digital Audio - MIDI Audio - MIDI Vs Digital Audio - Audio File Formats – Video - How Video Works - Analog Video - Digital Video - Video File Formats - Video Shooting and Editing.

UNIT V

Networks - Definition of Network - Classification of Network – LAN – MAN –WAN - Distinction Among The Networks - Guided Media - Twisted Pair - Coaxial Cable - Optical Fiber - Unguided Media – Microwave - Radio Frequency Propagation – Satellite - LAN Topologies - Ring, Bus, Star, Mesh -Tree Topologies.

Outcomes:

After completion of this course the students will be able to

- demonstrate a basic understanding of computer hardware and software
- demonstrate problem solving skills
- apply logical skills to programming in a variety of languages
- utilize web technologies
- present conclusions effectively orally and in writing

References:

- A. Goel, Computer Fundamentals, Pearson Education, 2010
- Tay Vaughan, “Multimedia: Making it Work”, TMH, Eight Edition.
- Ralf Steinmetz and KlaraNaharstedt, “Multimedia: Computing, Communications Applications”, Pearson.
- Keyes, “Multimedia Hand book”, TMH.

P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
IV	20U4BAT4	சங்க இலக்கியம் - அறு இலக்கியம் - செம்மொழி தமிழ்- இலக்கிய வரலாறு	6	3

நோக்கம்:

- 1.பழந்தமிழ் இலக்கியங்களின் திணைத்துறைக் கோட்பாடுகளை அறிதல்.
- 2.திணைசார் சமுதாய வாழ்வின் பல்வேறுபட்டப் பரிமாணங்களைப்
- 3.புலவர்கள் வாயிலாகவும் திணை இலக்கியத்தின் வாயிலாகவும் அறிதல்.
- 4.பழந்தமிழ் இலக்கியங்களின் உயர்தனித்தன்மை வாய்ந்த சிறப்பியல்புகளை அறிதல்.

**கூறு: 1 எட்டுத்தொகை
குறுந்தொகை**

நேரம்:18

- 1.குறிஞ்சி : தலைவன் கூற்று-யாயும் ஞாயும் யாராகியரோ - பா.எ.-40
- 2.முல்லை : தலைவி கூற்று-கருங்கால் வேம்பின் ஒண்பூ யாணர் - பா.எ.-24
- 3.மருதம் : தோழி கூற்று-யாய் ஆகியளே விழவு முதலாட்டி - பா.எ.-10
- 4.நெய்தல் : தலைவி கூற்று :நள்ளன் றன்றே யாமம் - பா.எ.-6
- 5.பாலை: செவிலி கூற்று-பறைபடப் பணிலம் - பா.எ.-15

நற்றிணை

1. குறிஞ்சி-நின்ற சொல்லர் பா.எ. 1
2. முல்லை:இறையும் அருந்தொழில் -பா.எ.161
3. மருதம்:அறியாமையின் அன்னை - பா.எ.50
4. நெய்தல்:இவளே கானல் நண்ணிய - பா.எ.45
5. பாலை:புணரில் புணராது பொருளே-பா.எ.16

கலித்தொகை

1. பாலை: எறித்தரு கதிர் தாங்கி- பா.எ.9
2. குறிஞ்சி : காமர் கடும்புனல்- பா.எ.39

அகநானூறு

1. குறிஞ்சி:நீர்நிறம் கரப்ப-பா.எ.18
2. முல்லை: வந்துவினை- பா.எ.44

கூறு: 2 எட்டுத்தொகை

நேரம்:18

1. ஐங்குறுநூறு : குறிஞ்சி -அன்னாய் வாழிப்பத்து -பா.எ.201-210
2. புறநானூறு : பாடல் எண்கள் - 9,16,20,51,109
3. பதிற்றுப்பத்து:ஆறாம் பத்து-
பா.எ.1 வடுவடு நுண்ணுயிர், பா.எ.2.கொடி நுடங்கு நிலைய
4. பரிபாடல் : ஏழாம்பாடல் - வையை

கூறு: 3 பத்துப்பாட்டு

நேரம்:18

1. குறிஞ்சிப்பாட்டு: முழுவதும்

கூறு: 4 அறநூல்கள்

நேரம்:18

1. திருக்குறள்: செய்ந்நன்றியறிதல் ,வினைத்திட்டம்,நெஞ்சொடு கிளத்தல்
2. மூதுரை: 1-10 பாடல்கள்
- 3.நல்வழி: 11-20 பாடல்கள்
- 4.நீதிநெறி விளக்கம்: 51-60 பாடல்கள்

கூறு:

5

நேரம்:18

அ. செம்மொழித் தமிழ்— இலக்கிய வரலாறு :

செம்மொழி வரலாறு : மொழி விளக்கம்-மொழிக்குடும்பங்கள்-உலகச் செம்மொழிகள் -இந்தியச் செம்மொழிகள் — செம்மொழித் தகுதிகள் - வரையறைகள் - தமிழின் தொன்மை -தமிழ்ச் செம்மொழி நூல்கள்.

ஆ. இலக்கிய வரலாறு: சங்க இலக்கியங்கள் ,பதினெண் கீழ்க்கணக்கு நூல்கள்

பயன்கள்

- 1.பழந்தமிழ் இலக்கியங்களை ஆய்வியல் நோக்கில் அணுகுவதற்கான வழிமுறைகளை உணர்த்துதல்.
- 2.பண்டைத்தமிழரின் அக, புற வாழ்வியலை மாணவர்கள் அறியச் செய்தல்
- 3.அறத்தின் பெருமையை உணர்வார்
- 4.ஒழுக்க நெறிகளைப் பின்பற்றுவார்
- 5.தமிழ் செம்மொழியின் பண்புகளை உணருதல்
- 6.சங்க இலக்கியத்தின் தொன்மை உணர்தல்

Semester	Course Code	Title of The Course	Hours of Teaching/ Week	No. of Credits
IV	20U4__E4	PART - II English For Competitive Examinations	6	3

Objective

- **To prepare the learners for competitive examinations and to teach the fundamentals of practical communication.**

Unit – I

Grammar – Number, Subject, Verb, Agreement, Articles, Sequence of Tenses, Common Errors

Unit – II

Word Power - Idioms & Phrases, one-word substitutes, Synonyms, Antonyms, Words we often confuse, foreign words & phrases, spelling.

Unit – III

Reading & Reasoning – Comprehension, Jumbled Sentences.

Unit – IV

Writing Skills – Paragraph, Précis Writing, Expansion of an idea, Report Writing, Essay, Letters, Reviews (Film & Book)

Unit – V

Speaking- Public speaking, Group Discussion, Interview, Spoken English.

Course outcomes

After the completion of this course students will be able to

- **develop English language skills by equipping themselves to face competitive exams**
- **improve English language abilities and gain the skills of writing and vocabulary building**
- **gain confidence to face competitive exams**
- **assimilate grammatical rule clearly and precisely**
- **hone their presentation and public speaking skills**

Prescribed Text:

English for Competitive Examinations, NCBH, Chennai, Dec. 2019.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
IV	20U4BAC7	Core - Modern Marketing	4	5

Objectives

The modern marketing course is able to student to learn basic concept marketing process and various tools of product of services to make effect in decision making.

UNIT I

Marketing – Meaning – Definition – Market vs Marketing - Selling – Modern Concept of Marketing – Marketing Functions – Marketing Mix –Marketing Segmentation - Buyer's Behaviour – Buying Motive.

UNIT II

Product – Meaning – Definition – Importance – Product Life Cycle - Product Mix – Product Development – Introduction of New Product – Targeting - Product Positioning – Product Failure Reason.

UNIT III

Pricing – Meaning – Definition – Importance of Price - Methods of Pricing Strategies– Factor Influencing Pricing – Types of Pricing - Pricing Decisions - Factors Affecting Pricing Decision - Procedure for Pricing Determination

UNIT IV

Physical Distribution – Meaning – Definition – Channels of Distribution –Types – Importance – Factors Involved in Creating Distribution Channel – Wholesaler –Functions – Services – Retailer – Functions – Services – Marketing Intermediaries and Their Function.

UNIT V

Personal Selling – Meaning Elements – Advantages – Limitations – Process – Advertising – Objectives – Types – Advantages – Limitations – Advertising Agency – Sales Promotion – Objectives – Importance – Methods – Functions – Digital Marketing.

Outcomes

After completion of this course the students will be able to

- demonstrates new products or services
- learn grow digital presence
- apply different promotional activities
- identify target customer
- develop brand loyalty

Text Book:

1. Dr. C.B. Gupta and Dr. N. Rajan Nair – Marketing Management By Sultan Chand Company, 1996.
2. V.S. Ramaswamy & S. Namakumari, 1994, Principles of Marketing, First Edition, S. G. Wasani / Macmillan India Ltd, New Delhi

Book for Reference:

1. S.A. Sherlekar - Marketing Management by Himalaya Publishing House, 1981
2. Philip Kotler - Marketing Management - Pearson Education/PHI 12th Edition, 2006
3. Rajansaxena - Marketing Management - Tata McGraw Hill, 2002

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
IV	20U4BAC8	Core - Management Accounting	5	5

Objectives

The course objectives of management accounting is to maximize profit and minimize losses. It is concerned with the presentation of data predict inconsistencies in finances that help managers make important decisions

UNIT I

Management Accounting – Definition – Objectives – Nature – Scope – Merits and Limitations – Differences Between Management Accounting and Financial Accounting – Financial Statement Analysis – Comparative Statement – Common Size Statement – Trend Percentage – Ratio Analysis – Meaning – Classification – Liquidity, Solvency, Turnover and Profitability Ratios.

UNIT II

Fund Flow Statement – Meaning – Preparation – Schedule of Changes in Working Capital – Funds From Operation – Sources and Applications – Cash Flow Statement – Meaning – Difference Between Fund Flow Statement and Cash Flow Statement – Preparation of Cash Flow Statement As Per Accounting Standards.

UNIT III

Budget and Budgetary Control – Meaning – Advantages – Preparation of Sales, Production, Production Cost, Purchase, Overhead Cost, Cash and Flexible Budgets.

UNIT IV

Standard Costing – Meaning, Advantages and Limitations - Variance Analysis – Significance - Computation of Variances (Material and Labour Variance Only) - Marginal Costing – CVP Analysis – Break Even Analysis – BEP Managerial Applications – Margin of Safety – Profit Planning.

UNIT V

Capital Budgeting – Meaning – Importance – Appraisal Methods – Payback Period — Accounting Rate of Return - Discounted Cash Flow – Net Present Value – Profitability Index – Internal Rate of Return.

Outcomes

After completion of this course the students will be able to

- understand the solution of strategic business
- learn cost volume and profit
- demonstrate operating and financial budgets
- understand break even sales price, volume
- predict the future financial forecasting

Theory: 30% Problem: 70%

Text and Reference Books (Latest Revised Edition Only)

- Shashi K Gupta & R.K. Sharma, “**Management Accounting**,” Kalyani Publishers, New Delhi.
- RSN. Pillai & V. Bagavathi “**Management Accounting**,” S. Chand & Co, New Delhi.
- A. Moorthy & Gurusamy “**Management Accounting**,” Vijay Nichole, Chennai.
- S.N. Maheswari “**Management Accounting**,” S. Chand & Co, New Delhi.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
IV	20U4BAA5	Allied - Computer Application in Business	3	3

Objectives

Enable to achieve hands-on experience with productivity applications/ software to enhance business activities and accomplish project utilizing business theories internet resources and computer technology.

UNIT I

Data Representation- Number Systems and Character Representation-Binary Arithmetic Human Computer Interface- Types of Software-Operating System As User Interface-Utility Programs Devices: Input and Output Devices, Keyboard, Mouse, Joystick, Scanner, OCR, OMR, Bar Code Reader, Web Camera, Monitor, Printer, Plotter.

UNIT II

Memory- Primary, Secondary, Auxiliary Memory, RAM, ROM, Cache Memory, Hard Disks, Optical Disks-Computer Organization and Architecture - C.P.U.- Registers - System Bus - Main Memory Unit - Cache Memory - Inside a Computer – SMPS – Motherboard - Ports and Interfaces - Expansion Cards - Ribbon Cables - Memory Chips – Processors - Overview of Emerging Technologies – Bluetooth - Cloud Computing - Big Data - Data Mining - Mobile Computing and Embedded Systems.

UNIT III

Hypertext Markup Language (Html) Document Type Definition - Creating Web Pages - Graphical Elements – Lists – Hyperlinks –Tables - Web Forms - Inserting Images – Frames - Use of CSS

UNIT IV

Multimedia – Components - Uses – Applications -Virtual Reality – Text - Fonts & Faces - Using Text in Multimedia - Font Editing & Design Tools - Hypermedia & Hypertext – Images -Still Images – Bitmaps - Vector Drawing - 3D Drawing & Rendering - Natural Light & Colors - Computerized Colors - Color Palettes - Image File Formats – Sound - Digital Audio - MIDI Audio - MIDI Vs Digital Audio - Audio File Formats – Video - How Video Works - Analog Video - Digital Video - Video File Formats - Video Shooting and Editing.

UNIT V

Networks - Definition of Network - Classification of Network – LAN – MAN –WAN - Distinction Among The Networks - Guided Media - Twisted Pair - Coaxial Cable - Optical Fiber - Unguided Media – Microwave - Radio Frequency Propagation – Satellite - LAN Topologies - Ring, Bus, Star, Mesh -Tree Topologies.

Outcomes:

After completion of this course the students will be able to

- demonstrate a basic understanding of computer hardware and software
- demonstrate problem solving skills
- apply logical skills to programming in a variety of languages
- utilize web technologies
- present conclusions effectively orally and in writing

References:

- A. Goel, Computer Fundamentals, Pearson Education, 2010
- Tay Vaughan, “Multimedia: Making it Work”, TMH, Eight Edition.
- Ralf Steinmetz and KlaraNaharstedt, “Multimedia: Computing, Communications Applications”, Pearson.
- Keyes, “Multimedia Hand book”, TMH.

P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
IV	20U4BAA6	Allied - Company Law and Secretarial Practice	5	4

Objectives

The course objectives of minimum standard of good behavior and business honesty in company promotion and management. Due recognition of the legitimate the interest of shareholders and creditors and of the duty of Management

UNIT I

Company - Definition - Characteristics - Kinds - One- Person Company - Differences Between Public Company and Private Company - Corporate Veil and its Exceptions - Formation of A Company - Electronic Filing of Forms - Incorporation of Company - Promoter - Memorandum of Association - Articles of Association.

UNIT II

Company Secretary - Types of Secretaries - Qualification - Appointment - Rights - Duties - Liabilities - Legal Positions - Dismissal of A Company Secretary.

UNIT III

Prospectus - Contents - Misstatements in Prospectus Concept of Dematerialized Shares - Book Building - Share Capital and Debentures - Kinds - Difference Between Shares and Debentures - Secretarial Duties and Procedure.

UNIT IV

Company Management - Appointment, Rights and Duties of Directors Disqualification - Disqualification - Removal of Director - Appointment and Remuneration of Managerial Personnel

UNIT V

Kinds of Meeting- Notice - Agenda - Minutes - Quorum - Types of Resolutions- Secretary Duties and Procedures Winding Up- Types - Procedures.

Outcomes

After completion of this course the students will be able to

- understand the concept of partnership agreement and sales of goods act
- demonstrate the role of directors meeting
- gain basic knowledge of provision of the negotiable instruments act
- get knowledge in formation of company
- understand modes of winding up along with legal provisions

Reference

- N.D. Kapoor, Company Law and Secretarial Practice, Sultan Chand & Sons.
 - Gogna, P.P. S Company Law S. Chand & Sons , New Delhi
 - BadriAlam, S and Saravanavel P Company Law Himalaya Publication New Delhi
- Tulsian P. C. Company Law S. Chand & Co Ltd., New Delhi

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
IV	20U4BAS2	Skill Based Elective - Stress Management	1	1

Objectives

The course objectives of the stressors and signs of stress in their own lives. Recognize the cognitive components of stress especially the effects of one automatic thoughts and internal dialogue on appraisal of stressors. Learn various relaxation methods to reduce muscle tension related to stress.

UNIT I

Stress Management - Meaning - Stress- Nature - Sources - Types- Organizational Rules - Personality and Stress - Causes of Stress - Job Stress - Managing Job Stress.

UNIT II

Stress-Consequences - Coping Strategies for Stress - Stress Busting Technology - Stress Audit - Stress and Task Performance - Consulting - Characteristics - Importance - Functions- Types.

Outcomes

After completion of this course the students will be able to

- learn the basic principles of stress management
- recognize your stress triggers and how to manage them
- developed proactive responses to stressful situations
- use coping tips for managing stress
- learn to manage stress through diet, sleep, and other lifestyle factors.

Reference

- S. S Ganga OB-S Sultan Chand
- Brain Clegg - Stress Management

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAC9	Core- Human Resources Management	5	5

Objectives

To enable the students to gain knowledge and skills of managing human resources in various organization.

UNIT I

Human Resource Management—Importance – Scope - Objectives - Evolution of The Concept of HRM- Approaches To HRM- Personal Management Vs Human Resource Management-HRM and Competitive Advantage- Traditional Vs Strategic Human Resource Management.

UNIT II

Human Resource Planning-Need-Objectives – Process – Types – Advantages – Disadvantages - Job Analysis – Process- Techniques - Job Discretion – Contents – Characteristics – Recruitment – Methods – Selection – Procedure – Process.

UNIT III

Placement - Induction - Internal Mobility of Human Resource- Training—Needs - Objectives- Approaches – Methods – Environment- Areas - Training Evaluation.

UNIT IV

Performance Appraisal - Need - Importance- Objectives- Process- Performance Appraisal- Methods- Problems - Career Planning – Need, Importance, Objectives, Features- Methods –Uses of Career Development.

UNIT V

Compensation Management and Grievance Redressal - Compensation Planning- Objectives - Wage Systems- Factors Influencing Wage System- Grievance Redressal Procedure- Discipline – Approaches – Punishment – Essentials of A Good Discipline System - Labor Participation in Management.

Outcomes:

After completion of this course the students will be able to

- demonstrate competence in development and problem solving in the area of HR.
- promotes a basic understanding of different tools used in forecasting and planning human resource needs.
- enrich the innovative solutions to problem in the field of HRM.
- upgrade to identify and appreciate the significance of the ethics issues in HR
- demonstrate an understanding of key term,theories/concepts and practice within the field of human resources management..

References:

- Human Resource Management- Text and Cases-- VSP Rao
- Human Resource Management—Snell, Bohlander
- Personal Management and Human Resources—VenkataRatnam .Srivasthava.
- A Hand Book of Personnel Management Practice—Dale Yolder.A

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAC10	Core - Research Methodology	5	5

Objectives

Research methodology tells the systematic method for acquiring data and studying it for deriving out crucial findings.

UNIT I

Research – Meaning – Purpose of Research – Characteristics – Types – Steps in the Research Process-Research Problem-Meaning - Formulation of Research Problem- Guidelines and Criteria for Selecting a Research Problem

UNIT II

Research Design – Meaning – Characteristics - Types - Sampling Techniques:-Census VS Sampling – Characteristics– Advantages - Limitations– Sampling Techniques Or Methods (Probability and Non Probability) – Sample Design – Sampling Frame – Criteria for Selecting Sampling Techniques.

UNIT III

Data Collection- Sources of Data- Primary and Secondary Data Collection Techniques - Secondary Data – Advantages –Disadvantages-Qualitative Vs. Quantitative Data-Questionnaire Design- Types - Methods - Guidelines - Characteristics–Interview Schedule Preparation Model – Pilot Study.

UNIT IV

Data Processing– Editing – Coding– Tabulation – Quantitative and Qualitative Analysis-Hypothesis – Sources – Importance-Types- Procedure for Testing Hypothesis.

UNIT V

Report Writing – Type – Format – Principles of Writing Report - Documentation-Footnotes and Endnotes - Bibliography - Citation Model - APA Model MLA Model, Chicago Model - Guidelines for Writing References- Use of Library and Internet in Research.

Outcomes:

After completion of this course the students will be able to

- enrich the student potentials to organize, coordinate and focus the research aptitude with confidence.
- promotes the awareness on indexing, quality evaluation, author index of publications.
- demonstrate the presentation skills through seminars.
- demonstrate the ability to choose methods appropriate to research aims and objectives.
- learn information resources and knowledge management tools.

Reference Books:

1. Research Methodology: C. R. Kothari (New Age International Publishers)
2. Research Methodology: Dipak Kumar Bhattacharya (Excel Books)

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAC11	Core - Business Analytics	4	5

Objectives

Business analytics utilizes big data, statistical analysis, and data visualization to implement organization changes.

UNIT - I: INTRODUCTION TO BUSINESS ANALYTICS Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data.

UNIT - II: DESCRIPTIVE ANALYTICS Over view of Description Statistics (Central Tendency, Variability), Data Visualization-Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Ms-Excel or SPSS.

UNIT - III: PREDICTIVE ANALYTICS

Trend Lines, Regression Analysis –Linear & Multiple, Forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modeling.

UNIT - IV: PRESCRIPTIVE ANALYTICS

Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods.

UNIT - V: PROGRAMMING USING .

R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R.

Outcomes

After completion of this course the students able to

- promotes an aptitude for business improvement, innovation and entrepreneurial action.
- demonstrate the sharing of experiences to enhance the benefits of collaborative learning.
- enrich viable solutions to decision making problems.
- demonstrate all participants to recognise, understand and apply the language, theory and models of the field of business analytics.
- upgrade to identify, model and solve decision problems in different settings.

SUGGESTED BOOKS

- Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
- James Evans, Business Analytics, Pearson, Second Edition, 2017.
- Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016
- 4. Sahil Raj, Business Analytics, Cengage Learning

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAC12	Core - Production and Material Management	5	4

Objectives

Production and material management is assuring a supply of material with optimized inventory levels and minimum deviation between planned and actual results.

UNIT I

Production Management - Functions - Scope - Plant Location - Factors - Site Location - Plant Layout - Principles - Process - Product Layout - Production Planning and Control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

UNIT II

Materials Handling - Importance - Principles - Criteria for Selection of Material Handling Equipments, Maintenance - Types Breakdown - Preventive - Routine- Method Study - Time Study - Motion Study.

UNIT III

Organization of Materials Management - Fundamental Principles - Structure - Integrated Material Management- Purchasing - Procedure - Principles - Import Substitution and Import Purchase Procedure- Vendor Rating - Vendor Development

UNIT IV

Inventory - Importance, functions - Tools- ABC, VED, FSN Analysis - EOQ- Reorder Point - Safety Stock - Lead Time Analysis - Store Keeping - Objectives - Functions - Store Keeper - Duties - Responsibilities - Location of Store - Stores Ledger - Bin Card.

UNIT V

Quality Control - Types of Inspection - Centralized and Decentralized - Tqm - Meanings - Objectives - Elements - Benefits - Benchmarking - Meaning - Objectives - Advantages - ISO Features- Advantages - Procedure for Obtaining ISO

OUTCOMES

After completion of this course the students will be able to

- demonstrate an in depth understanding of the students of the basic concepts of production management and materials management.
- promote the knowledge and skills needed to plan and control manufacturing of goods and service n an industrial setting.
- enrich the key of decision making critierial for materials management in supply chain.
- promotes the role of distribution and logistics management.
- demonstrate the organisations wide materials requirement to develop an overall plan.

Books:

- Buffa, E.S., 'Modern Production Management', New York, John Wiley, 1987.
- Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi 1995.
- Chary, S.,N., 'Production and Operations Management', Tata Mcgraw Hill, New Delhi 1989

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAEL1A	Elective - Customer Relationship Management	4	4

Objectives

To make the students understand the Organizational need, benefits of creating long term value of individual customers.

UNIT I

Customer Relationship Management - Meaning - Definition - Significance - Advantages - Relationship Marketing - Growth - CRM Emergence Concept - Distinction Between Traditional Marketing and Relationship Marketing - Customer Relationship Service Design - Six Market Models - Customer Retention Strategies.

UNIT II

CRM Process - Introduction and Objectives - Insight Into CRM and C-CRM - Levels of E-CRM - CRM Business Transformation Process - Planning for Transformation - Business Cycle - CRM Implementation - CRM and The Internet Challenge - Measure The Effect and Impact of Internet - Data Warehousing and CRM Call Centre.

UNIT III

Customer Loyalty - Advantages - Framework - Stages - Classifications - Supplier Loyalty - Dealer Loyalty - Disloyalty - Types of Consumer Behaviour - Features of A Successful Loyalty Schemes.

UNIT IV

Monitoring and Controlling Relationships - Approaches To Monitoring and Control - Measuring of Relationship Success - Satisfaction - Service Quality - Relationship Returns - Measuring Financial Performance - Service Recovery - Controlling Service - Hard and Soft Control Techniques.

UNIT V

Technology for Relationship Market - Technology Charges - Criteria for Creating Value for Customers - The Future of CRM

Outcomes

After completion of this course the students will be able to

- learn basics of analytical customer relationship management.
- upgrade the basic concept of customer relationship management.
- demonstrate marketing aspects of customer relationship management.
- promote various technological tools for data mining and also successful implementation of CRM in the organization.
- learn the customer relationship management strategies by understanding customers.

Textbook

Customer Relationship Management - Dr. S. Sheela Rani, Margham Publications, Chennai.

Reference

1. Mohammed, H. Peeru and A Sagadevan Customer Relationship Management, Vikas Publishing House Delhi
 2. Sheela Rani, Customer Relationship Management, Margham Publications Chennai.
 3. Paul Greenberg, Customer Relationship Management, Essential Customer Strategies for the 21st Centuries Tata Mcgraw Hill
- Sugandhi R. K. Customer Relationship Management, New Age International Publishers, Delhi.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAEL1B	Elective - Services Marketing	4	4

Objectives

To provide students with an appreciation of concepts, functions and techniques of the craft of marketing services.

UNIT - I

Services-Services and its Growth-The Services Sector in The Indian Economy-Nature-Characteristics - Classifications of Services- Goods and Services - Difference Between Goods and Services.

UNIT-II

Services Marketing Management- Process for Services – Marketing Planning for Services - Service Marketing Mix - Development of New Services- Stages in New Service Development Service Life Cycle

UNIT-III

Pricing in Services – Factors Affecting Pricing Decisions – Methods of Pricing in Services– Service Communication– Growth of Sales Promotion in Services–Location of Services Premises - Functions of Intermediaries.

UNIT-IV

People in Services – Types of Service Personnel – Human Resource Planning for Service Employees –Service Process- Designing The Service Process – Process Flow Charts- Process Layout- Physical Evidence-Physical Facilities and Environment.

UNIT-V

Marketing of Services –Bank-Insurance - Health – Hospitality – Telecommunications – Transport - Recent Trends in Services Marketing

Outcomes:

After completion of this course the students will be able to

- upgrade the theoretical and practical basis for assessing service performance using company.
- learn the concept of services and intangible products.
- demonstrate the characteristics of the services industry and the modes of operation.
- learn effectively what quality means in services delivery and how perception of services
- promotes the nature and scope of service marketing.

Text Book:

1. T.B Vasanthivenugopal, Raghu V.N- Services Marketing, Himalaya Publishing House 2008.
2. S.M. Jha, Services Marketing, Himalaya Publishers, India

Book for Reference :

- Dr. L.Natarajan – Services Marketing, Margham Publications,2016.
- Baron, Services Marketing , Second Edition. Palgrave Macmillan

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAEL2A	Elective - Merchant Banking and Financial Services	4	3

objectives

To enable a better understanding of financial structure in india and various regulation in the merchant banking domain the rules and regulations governing the india securities market.

UNIT I

Merchant Banking - Definition - Divisions - Merchant Banking in India - Services of Merchant Banks - Regulation of Merchant Banking Activities - Registration - Grant of Certificate - Responsibilities of Lead Managers - Default By Merchant Bankers.

UNIT II

Bills Discounting - Creation of Bills of Exchange - Discounting - Features of Bill Market Scheme - Factoring - Meaning - Types-Advantages - Legal Aspects - Functions of A Factor - Forfeiting - Features - Advantages - Difference Between Forfeiting and Factoring.

UNIT III

Venture Capital - Meaning - Definition - Features - Steps in Venture Capital Financing - Election of Investment - Party Convertible Debentures - Investment Nurturing - Portfolio Valuation - Market Value Based Methods - Debt Instruments - Investment Trust - Disinvestment - Recommendations of SEBI Committee 2000.

UNIT IV

leasing - Meaning - Elements - Classifications - Advantages - Limitations - Hire Purchase Finance - Meaning - Models Operandi and Hire Purchase Vs Installment Payment-Hire Purchase Financing Vs Lease Financing-Parties To Hire Purchase Contract - Important Classes in Hire Purchase Agreement.

UNIT V

Insurance - Definition - Principles - Reinsure Minus Life Insurance - General Insurance- Types - Concept of Insurance Services - Profile of Insurance Service Providers- Health Insurance - Motor Insurance - Rural Insurance - Annuity.

Outcomes:

After completion of this course the students will be able to

- learn the various services offered and various risk faced by banks.
- promotes the dynamic changes of the banking industry and the policy.
- learn the recent crisis
- enrich the important and relevance of investment bankers in any financial system.
- gain a practical understanding of regulations and be able to understand insurance operations both in life as well as general insurance

Books

- Merchant Banking and Financial Services - L. Natrajan
- Financial Services - Dr S. Guruswamy

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BAEL2B	Elective - Money and Banking	4	3

Objectives

To design to provides the students with a through understanding of the importance of money and banking in various economics.

UNIT I

Money-Concept—Functions—Qualities- Value-Monetary Standards-Metallic-Gold and Paper Standards—Demand for Money-Classical- Keynesian - Monetarist Approach—Supply of Money-Definitions—Determinants—High Powered Money and Money Supply—Indian Currency System.

UNIT II

Commercial Banking - Types - Functions—Creation of Credit—Balance Sheet—Management of NPAs-Management of NPA by Commercial Banks.

UNIT III

Recent Trends in Banking- Mobile Banking- Internet Banking,-Card Facilities - Credit Cards-Debit Cards-Smart Cards - Electronic Fund Transfer-Electronic Clearing Services-NEFT-RTGS-SWIFT, Payment Banks—Foreign Banks

UNIT IV

Financial Inclusion-Definition-Advantages—Measures Taken By Government and RBI-Nationalization of Commercial Banks- Rural Credit Co-Operatives- RRBs- Urban Co-Operative Banks-Micro Finance-Self Help Groups-Mutual Funds-Pension Funds- Pradhan Mantri Jan-DhanYojana.

UNIT V

Central Bank-Functions-Objectives—Monetary Policy- Credit Control Instruments—Role of Non- Bank Financial Institutions—Banking Sector Reforms in India.

Outcomes:

After completion of this course the students will be able to

- learn the working of monetary policy.
- demonstrate the role and functioning of RBI.
- upgrade the working of commerical bnk.
- promotes the polential importance monetary phenomenon in the economy.
- to gain the current events key models and concept of monetry economics and banking theory.

Reference & Text Books

- study on economic Ghosh and Ghosh: Fundamentals of Monetary Economics, Himalaya Publishing House.
- R R Paul: Monetary Economics, Kalyan Publishers.
- S B Gupta(2007): Monetary Economic Institutions: Theory and Policy, Chand Co. M Y Khan(2011): Indian Financial System, Tata Mcgraw Hill.
- M MSury(2016): Twenty Five Years of Economic Reforms in India-

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
V	20U5BANME	Non Major Elective - Personnel Management	2	1

Objectives

To develop the understanding of the concept of human resource management and to understand its relevance in organisation.

UNIT I

Personnel Management - Meaning - Characteristics - Scope - Objectives - Functions - Principles - Importance - Reasons for The Growth of Personnel Management - Personnel Management in India.

UNIT II

Personnel Policies - Meaning - Importance - Objectives - Contents - Principles - Development of Personnel Policies - Ideal Personnel Policy - Organization of Personal Department- Qualifications of Personal Executives.

OUTCOMES:

After completion of this course the students will be able to

- learn a good appreciation of people management function in contemporary organizations.
- promotes the necessary skills set for application of various issues.
- enrich the strategic issue and strategies required to select and develop manpower resources.
- demonstrate the knowledge of HR concepts to take business decisions.
- promotes the effective written and oral communication skills.

Text Books

I) Personnel Management P.C Tripathi

Reference Books

1. Personnel Management – C. B Memoria
2. Personnel Management – Aswathappa
3. Personnel Management – C.B Gupta
4. Human Resource Management-P.Subba Rao

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
V	20U5BALSD	Life skill development	1	

Course objectives

- To enhance one's ability to be fully self aware by helping oneself to overcome all fears and insecurities and to grow fully from inside out and outside in.
- To increase one's knowledge and awareness of emotional competency and emotional intelligence at place of study/work.
- To provide opportunity for releasing one's potential through practical experience.
- To develop interpersonal skills and adopt good leadership behaviour for empowerment of self and others.
- To set appropriate goals, manage stress and time efficiently.
- To manage competency- mix at all levels for achieving excellence with ethics.

Unit – I (30 hrs)

Communication and Professional skills

1. Writing and different modes of writing. (4 hrs)
2. Digital Literacy. (4 hrs)
3. Effective use of social media. (3 hrs)
4. Non verbal communication. (2 hrs)
5. Resume skills. (3 hrs)
6. Presentation skills. (4 hrs)
7. Listening as a Team skill. (2 hrs)
8. Brainstorming. (2 hrs)
9. Social and cultural Etiquettes. (4 hrs)
10. Internal communication. (2 hrs)

Unit – II (30 hrs)

Leadership, management and Universal Human Value

1. Leadership skills. (4 hrs)
2. Managerial skills. (4 hrs)
3. Entrepreneurial skills. (4 hrs)
4. Innovative Leadership and Design thinking. (4 hrs)
5. SWOT Analysis (4 hrs)
6. EQ (2 hrs)
7. Love and Compassion. (4 hrs)
8. Truth. (1 hr)
9. Non Violence. (1 hr)
10. Righteousness. (1 hr)
11. Ethic and Integrity. (1 hr)

Course outcomes

At the end of the programme learners will be able to:

- Gain Self Competency and Confidence.
- Practice Emotional Competency.
- Gain Intellectual Competency.
- Gain an edge through Professional Competency.
- Aim for high sense of Social Competency.
- Be an integral Human Being.

References:

1. Bailey, Stephen, Academic Writing : A handbook for International Students, 2010 Rourlege.
2. Shlpa Sablok Bhardwaj (2018). Computer Applications for Class 9 MS Office Blueprint Education (Contributor).
3. [http:// WWW.lyfemarketing.com](http://WWW.lyfemarketing.com) / blog / how-digital – marketing – works/
4. [http:// WWW.thoughtco.com/what-is-nnverbasl - communication - 1691351](http://WWW.thoughtco.com/what-is-nnverbasl - communication - 1691351)
5. [http:// WWW.wikihow.com/Write-a-Neat-Resume](http://WWW.wikihow.com/Write-a-Neat-Resume)
6. [http:// WWW.gildabonanno.com/presentation-skill-coaching-videos](http://WWW.gildabonanno.com/presentation-skill-coaching-videos)
7. [http:// blog.vantagecircle.com/active-listening/](http://blog.vantagecircle.com/active-listening/)
8. Osborn, A.F. (1963) Applied imagination: Principles and procedures of creative problem solving (Third Revised Edition). New York, NY: Charles Scribner's Sons.
9. [http:// WWW.thespruce.com/what - is - etiquette – and – why – is- it- important – 1216650](http://WWW.thespruce.com/what - is - etiquette – and – why – is- it- important – 1216650)
10. [http:// WWW.talkfreely.com/blog/internal-and-eternal-communication](http://WWW.talkfreely.com/blog/internal-and-eternal-communication)

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAC13	Core - Corporate Strategic Management	5	5

objectives

Considerations in developing a long range strategies plan,how to adopts strategy to changing circumstance and the risk of short term management.

Unit-I-Strategy and Process

Meaning –

definition – objectives – characteristics – strategic planning process –Vision mission - role of leadership – hierarchical level of planning –corporate strategic planning - merits and demerits - corporate level strategic management – business level and functional level

Unit – II Environmental Analysis

General Environment

analysis – internal and external Environment – Assessing internal environment dynamics – SWOT analysis – merits and demerits - ECG analysis - merits and demerits.

Unit-III Strategies

Generic Strategies –

Cost Leadership Strategy - Differentiation Strategy – Cost Focus Strategy – Grand Strategy – Stability Strategy – Retrenchment Strategy – Combination Strategy – Advantages and Disadvantages All Strategies.

Unit – IV Models of strategies

General Electric Matrix – AD-Little Lifecycle Approach – M/8 Models – porter's five force models - Diversification – Reasons – Merits and Demerits

Unit – V Strategic Evaluation and Control

Strategic

Implementation – Implementation Process – Resource Allocation – Designing Organizational Structure – Techniques of Strategic Evaluation and Control.

Outcomes

After completion of this course the students will be able to

- learn company strength and weakness.
- gain personal values of the key implementers(mangement and the board).
- promotes industry opportunities and threats.
- upgrade patterns of thinking.
- demonstrate both conceptual and analytical thought processes.

Text Books

AzharKazmi, Strategic Management and Business Policy, 3rd edition, Tata McGraw Hill, 2008P.
Subbarao – Business policy & Strategic Management, Himalaya Publishing House.

References

- P. K Ghosh – Strategic Planning and Management – Sultan Chand & sons
- .2. L. M. Prasad – Strategic Management – Sultan Chand & Sons.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAC14	Core - Financial Management	4	5

Objectives

To provides the participants a through grounding of financial accounting concept and preparation of financial statement with their analysis.

UNIT I

Financial Management - Meaning – Objectives – Scope and Functions - Financial Analysis and Control – Financial Planning – Financial Policy - Time Value of Money

UNIT II

Cost of Capital – Meaning – Significance – Calculation of Cost of Debt – Preference Capital – Equity Capital – Retained Earnings – Combined Cost of Capital (Weighted).

UNIT III

Investment and Capital Structure Decisions - Net Income Approach - Net Operating Income Approach - MM Approach - Valuation and Rates of Return - Leverages – Meaning – Operating Leverage – Financial Leverage – Combined Leverage.

UNIT IV

Working Capital Management - Definition – Objectives - Working Capital Policies - Factors Affecting Working Capital Requirements - Forecasting Working Capital Requirements (Problems) - Cash Management - Receivables Management - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of Various Committee Reports.

UNIT V

Dividend Policy – Meaning – Objectives – Nature – Factors Determining Dividend Policy – Dividend Theories - Walter’s Model, Gordon Model and MM Model - Stock Dividend – Bonus Issue – Stable Dividend.

Outcomes:

After completion of this course the students will be able to

- learn the role of accounting and finance in the management of a business enterprise.
- demonstrate competency in investment and financial decision.
- promotes global monetary, financial system, financial instrument, market and institutions.
- gain impact knowledge in taxation.
- develop professionalism with idealistic capital moral values.

Theory: 40% Problem: 60%

Text and Reference Books (Latest Revised Edition Only)

- Shashi K Gupta & R.K. Sharma, “**Financial Management**,” Kalyani Publishers, New Delhi.
- P. Periyasamy “**Financial Management**,” Vijay Nichole, Chennai.
- N.P. Srinivasan & M. Sakthivel Murugan “**Management Accounting**,” Vrinda Publications Pvt. Ltd, New Delhi.
- P.V. Rathinam “**Financial Management**,” Kitab Mahal, Allahabad.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAC15	Core - Entrepreneurial Development	5	5

Objectives

The purpose of this course is to develop the ability of analysing and understanding business situation in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

UNIT I

Entrepreneurship - Meaning – Concept – Entrepreneurs - Types- Qualities - Classification - Functions - Role of Entrepreneurs in Economic Development - Factors Influencing Entrepreneurship - Entrepreneur Versus Intrapreneur - Barriers To Entrepreneurship.

UNIT II

Motivation – Definition – Concept- Importance- Nature-Factors Influencing Motivation - Achievement Motivation –Theories of Motivation - Maslow - McGregor – Herzberg- Motive for Starting An Enterprise – Testing Entrepreneurial Motivation – Entrepreneurial Behavior.

UNIT III

Project Management - Business Idea Generation Techniques - Identification of Business Opportunities - Feasibility Study – Marketing, Finance, Technology and Legal Formalities - Preparation of Project Report - Tools of Appraisal – Project Design – Network Analysis.

UNIT IV

Entrepreneurial Agencies - Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organization - Small Industries Service Institute - IDBI-IFCI - ICICI - IRDBI- Incentives and Subsidies - Taxation Benefits To SSI.

UNIT V

Entrepreneurial Growth – Determining Factors- Role of Entrepreneur in Economic Growth – Causes for Slow Growth - Entrepreneurship Development Programme - Self Employment Schemes - Government Policies of Entrepreneurial Development - Development of Women Entrepreneurship - Small Entrepreneur's Development.

Outcomes:

After completion of this course the students will be able to

- develop awareness about entrepreneurship and successful entrepreneurs.
- upgrade entrepreneurial mind set by learning key skills such as design, personal selling and communication.
- learn the strength and weakness
- explore new concept of entrepreneurship in 21st century.
- learn feasibility of the business concept through industry, market, trend and economic analysis.

Text Book

- Khanka S.S Entrepreneurial Development S Chand Seco LTD Ram Nagar New Delhi 2013
- Donald F Kuratko - Entrepreneurship Theory, Process Practice 9th Edition Cengage Learning 2013.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAC16	Core - Export Management	4	4

Objectives

Provide an overall perspective on the international business environment and economic relations developing an understanding towards export procedures and documentation.

UNIT I

Export Management-Definition- Need- Nature - Features – Principles-Process - Functions of an Export Manager, Organization Structure of an Export Firm- Recent Trends in India's Export Trade – Export Management Skills – Requirement of Export Trade.

UNIT II

International Trade – Meaning - Definition of International Trade - Factors - Problems - Regulations - Trade Barriers-Role of WTO in International Trade- Implications of Uruguay Round for World Trade-Trade Blocs and Their Effects on World Trade-Major Trade Blocs – EU, ASEAN and NAFTA.

UNIT III

Organizing & Developing Export Firm Marketing Plan – Nature – Setting Up of An Export Firm – Registration Formalities – Developing for Effective Export Marketing Plan – Foreign Trade Policy – Objectives – Export Promotion Organizations in India – EPCs-Commodity Boards- STC- FIEO-Chambers of Commerce-IIP-ITPO.

UNIT IV

Export Finance – Types- Features of Pre- Shipment and Post-Shipment Finance- Methods of Payment – Role of Commercial Banks and EXIM Bank in Export Finance – Role of ECGC in Export Cover-Stages in Export Procedure – Shipping and Customs Formalities – Banking Procedure – Procedure for Realization of Export Incentives – Main Export Incentives Available To Indian Exporters.

UNIT V

Export Documentation – Common Export Documents – Significance – Steps Involved in Export Documentation – Clearing and Forward Agents Involved in Export – Procedure for Availing Different Export Incentives.

Outcomes:

After completion of this course the students will be able to

- develop analytical skill for identifying export opportunities.
- promotes export marketing.
- gain knowledge in area of logistics.
- promotes to start a successful import/export agency business.
- demonstrate legal controls on imports and exports.

REFERENCES:

1. Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi.
2. Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai.
3. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi.
4. Export Management – Francis Cheruuilam – Himalaya Publishing House, Mumbai.
5. International Marketing and Export Management – Pearson Publication, New Delhi.
6. International Marketing Management – An Indian Perspective – R. L. Varshney and B. Bhattacharya, Sultan Chand & Sons.
7. International Marketing – P. K. Vasudeva – Excel Books, New Delhi.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAEL3A	Elective - Tourism and Travel Management	5	3

Objectives

To introduce the fundamental concept of tourism familiarize with the significance and emerging trends in tourism.

UNIT-I

Tourism- Definition - Need - Development - Factors Influencing Growth of Tourism - Tourism in India and Abroad- Tourism Planning- Need- Government's Role in Planning – Tourism Under Five Year Plans..

UNIT-II

Tourism Marketing- Concepts – Importance – Marketing Functions in Tourism- Tourist Marketing Mix – Tourism and Culture – Tourism and People – Tourism and Economic Development - Tourism and Employment.

UNIT III

Travel Management - Meaning - Significance Minus Travel Business - Types of Travel Business - Travel Agency - Meaning and Definition - Role and Types - Functions of Travel Agency - Tour Operator - Meaning - Functions and Types.

UNIT IV

Travel Formalities and Regulations - Travel Documents - Passport - VISA - Foreign Exchange - Tour Itinerary - Meaning - Steps To Preparation of Tour Itinerary.

UNIT V

Travelers - Meaning - Types of Travelers - Indian Travelers - Traits of India Tourists - Non- Resident India (NRI) - Person of Indian Origin (PIO) - Foreign National - Traits of Western Tourists- Preference Towards Selection of Destination and Attraction.

Outcome:

After completion of this course the students will be able to

- update continuously relevant industry knowledge of tourism.
- develop tourism and travel industry information.
- learn assistance travel documentation preparation.
- demonstrate travel related reservation and transaction describe the context of packages.
- enrich the concept of tourism product and overview of tourism product in india.

Text and Reference Books

1. Tourism and Hotel Industry in India - Anand M.M
2. Perspectives of Indian Tourism in India - Clib SN
3. Successful Tourism Management - Prannath Seth
4. The Management of Tourism - Burkhart A J
5. The Social Implications of Tourism Development - Butler R W
6. Travel Agency Management – An Introductory Text- Mohinder Chand – Anmol Publications New Delhi.
7. Travel Agency Operations – Concept and Principle – JagmohanNegi – Kanishka Publishers New Delhi.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAEL3B	Elective - Principles of Insurance	5	3

Objectives

To introduce the concept of life and general insurance to impart theoretical base on fundamental principles of insurance business.

UNIT I

Insurance - Meaning - Definition - Nature - Functions - Importance - Insurance Contract and Their Elements - Types of Insurance - Fundamental Principles of Insurance.

UNIT II

Life Insurance - Advantages- Principles- Difference Between Insurance and Assurance – Classification of Policies – Procedure – Nomination of Life Policy – Assignment Vs. Nomination- Surrender Value – Paid-Up Value – Payment of Claim

UNIT III

Fire Insurance - Features - Scope - Principles - Procedure of Affecting Fire Insurance Policy - Fire Policy Condition - Procedure for Settlement of Claims Under Fire Insurance - Difference Between Double Insurance and Reinsurance – Difference Between Fire Insurance and Life Insurance

UNIT IV

Marine Insurance - Characteristics - Types - Procedure Involved in Lacking Marine Policy - Distinction Between Marine Insurance and Fire Insurance - Marine Policies - Fundamental Principles of Marine Insurance - Marine Policy Condition

UNIT V

Miscellaneous Insurance – Personal Accident Insurance – National Agricultural Insurance Scheme – Property Insurance – Motor Vehicle Insurance – Cattle Insurance – Accident and Hospitalization Insurance

Outcomes:

After completion of this course the students will be able to

- demonstrate knowledge of insurance contract and provides features of property liability insurance.
- learn knowledge of operation management of insurance entities and the economics implications of organization design and structure.
- develop skill to facilitate insurance product cost and pricing, marketing and distribution.
- upgrade the fundamental of insurance contract
- gain the knowledge of social insurance

Reference

- Dr. A Murthy - Principles and Practice of Insurance
- Dr. Periyasamy Insurance - TataMcGraw Hill Gupta 2008 Life Principles Frank Brothers New Delhi.
- Periyasamy C - Principles and Practice of Insurance – Himalaya Publishing Home, Mumbai.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAEL4A	Elective - Industrial Relations and Labour Welfare	5	4

Objectives

The course aim at providing fundamental knowledge and exposure to the industrial relation and related aspect prevailing industries.

UNIT I

Industrial Relations - Definition - Objectives - System - Importance - Scope - Characteristics - Advantages - Limitation - Shape - Causes for Poor Industrial Relation - Suggestions to Improve Industrial Relations - Theories

UNIT II

Labour Welfare - Definition - Objectives - Principles - Importance - Welfare Measures - Statutory and Non Statutory Schemes - Labour Welfare Officer - Functions - Labour Welfare Agencies - Women Labour - Guidance To Prevent Sexual Harassment of Working Women

UNIT III

Trade Unions-Characteristics - Objectives - Advantages - Types- Functions- Problems - Weakness- Measures for Strengthening Trade Union - Collective Bargaining - Importance - Contents.

UNIT IV

Wage and Salary Administration- Jagdish - Principles - Elements - Characteristics - Procedure - Systems of Wage Payment - Three Concept Wages - Factors Affecting Wages - Theories of Wage Payout.

UNIT V

Grievance - Nature- Features - Forms - Causes - Effects - Discovery of Grievances - Grievance Handling Procedure - Discipline and its Objectives - Indiscipline Causes - Suggestions to Check Indiscipline

Outcome:

After completion of this course the students will be able to

- understand management and union in the promotions of industrial relation.
- examine the labour relation issue and its management.
- acquire skill in employer and employee relations.
- demonstrate solid theoretical,practical and ethical perspective on many aspects of industrial relation.
- learn the law relating to industrial relation,social securities and working condition.

Books:

1. Niland J.R. ET El, the Future of Industrial Relations, Sage Publications, New Delhi 1994.
2. Mamkootam, K, Trade Unionism–Myth and Reality, Oxford University Press, New Delhi 1982.
3. Papola T.S. and Rodgers,G, Labor Institutions and Economic Development in India, ILO, Geneva, 1992.
4. Ramaswamy , E.A, The Rayon Spinners The Strategic Management of Industrial Relations, Oxford University Press, New Delhi 1994.

Semester	Subject Code	Title of The Paper	Hours of Teaching / Week	No. of Credits
VI	20U6BAEL4B	Elective - Training and Development	5	4

Objectives

To prepare the student to be a competent manager by introducing them to the basics of training methods and develop their soft skills

UNIT I

Training - Definition - History - Scope - Significance - Role - Importance - Formulation of Policy - Difference Between Training and Education: Training and Development - Designing The Training and Development Program.

UNIT II

Evaluation and Validation - Evaluate - Benefits - Principles - Types - Levels - Reasons - Steps of Training Evaluation - Validation - Benefits - Importance - Training Needs.

UNIT III

Trainers Skills and Styles - Competence of Trainers - Communication Skill - Questioning Skill - Body Language and Gestures - Handling Different Situations - Creativity, Technical, Interpersonal Skills - Self Development and Self Awareness for Trainers- Trainers Style.

UNIT IV

Marketing of Training Functions - Components of Training - Effective Learning Principles - Retaining and Evaluation of Technical Professionals - Acknowledge Training and Development Achievements - Leadership and Management Training and Development

UNIT V

Management Games – Need, Importance - Creativity Matters - Teamwork - Woolly Ends - Who Am I - Toxic Waste - Key Punch - Minefield - Day Colors - Instruction To Group-Hidden Heart.

Outcomes:

After completion of this course the students will be able to

- apply various training methods to meet business needs.
- upgrade training effectiveness.
- demonstrate training manager role in the organisation.
- learn challenges in training and development include career management.
- promote new technologies influence training and development.

Books:

1. Buckley R and Caple, Jim, The Theory and Practice of Training, Kogan& Page, 1995.
2. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi 1990.
3. Peppar, Allan D, Managing The Training and Development Function, Gower, Aldershot, 1984.
4. Reid, M.A., Et El., Training Interventions: Managing Employee Development, IPM, London, 1992.
5. Senge, P, The Fifth Discipline: The Art and Practice of Learning Organization, Century, London 1992. John Patrick: Training Research and Practice.