

**B.B.A COURSE STRUCTURE UNDER CBCS PATTERN**  
**(For the Candidates admitted from 2015 – 2016 Academic year onwards)**

SEM	COURSE CODE	TITLE OF THE PAPER	INS. HRS	CREDITS	CIA	EXT	TOTAL
<b>I</b>	15T101a	LC-I - செய்யுள் (இக்கால இலக்கியம்), சிறுகதை, பயன்முறைத் தமிழ், தமிழ் இலக்கிய வரலாறு.	6	3	25	75	100
	15H101	ELC-I- English For Communicative Competence	6	3	25	75	100
	15B101	CC-I-Principles of Accounting	6	4	25	75	100
	15B102	CC-II- Principles of Management	5	4	25	75	100
	15B103A	AC-I -Managerial Economics	5	4	25	75	100
	15VEDa	VE- Value Education	2	1	-	100	100
<b>Total Hours and Credits (Semester – I)</b>			<b>30</b>	<b>19</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>II</b>	15T202a	LC-II - செய்யுள் (பக்தி,இடைக்கால இலக்கியம்)தமிழ்ச் செம்மொழி வரலாறு, மொழிபெயர்ப்பியல், தமிழ் இலக்கிய வரலாறு	6	3	25	75	100
	15H202	ELC-II - English for Proficiency	6	3	25	75	100
	15B204	CC-III -Marketing Management	5	4	25	75	100
	15B205A	AC-II -Business Mathematics & Statistics	5	4	25	75	100
	15B206A	AC-III - Business Environment	4	4	25	75	100
	15XB21a	SKBC- I -Banking Theory Law and Practice	2	2	--	100	100
	15XB21b	SKBC- I- Computer Application in Management					
15EVS	EVS- Environmental Science	2	1	-	100	100	
<b>Total Hours and Credits (Semester – II)</b>			<b>30</b>	<b>21</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>III</b>	15T303	LC-III- செய்யுள் (காப்பியங்கள்),புதினம்,தமிழ் இலக்கிய வரலாறு	6	3	25	75	100
	15H303	ELC-III- English for Employability	6	3	25	75	100
	15B307	CC-IV Managerial Communication	6	4	25	75	100
	15B308	CC-V Management Information system	5	4	25	75	100
	15B309A	AC-IV Business Laws	5	4	25	75	100
	15XB32a	SKBC-II -Personality Development	2	2	-	100	100
	15XB32b	SKBC-II –Retail Marketing Management					

<b>IV</b>	15T404	LC-IV- செய்யுள் (பழந்தமிழ் இலக்கியம்), நாடகம், தமிழ் இலக்கிய வரலாறு, கட்டுரை வரைவியல்	6	3	25	75	100
	15H404	ELC-IV- English through Literary Texts	6	3	25	75	100
	15B410	CC-VI -Cost Accounting	6	4	25	75	100
	15B411A	AC-V -Operations Research	6	4	25	75	100
	15B412A	AC-VI -Organizational Behaviour	6	4	25	75	100
	15SSC	SSC -Soft Skills Course	-	2	-	100	100
<b>Total Hours and Credits (Semester – IV)</b>			<b>30</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>V</b>	15B513	CC-VII Human Resource Management	5	5	25	75	100
	15B514	CC-VIII Production &Material Management	5	5	25	75	100
	15B515	CC-IX Management Accounting	5	5	25	75	100
	15B516	CC – X International Business	6	5	25	75	100
	15B517	EC – I Services Marketing	5	5	25	75	100
	15B5Na	NMEC- Banking	4	4	-	100	100
	15B5Nb	NMEC- Business Communication Techniques					
<b>Total Hours and Credits (Semester – V)</b>			<b>30</b>	<b>29</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>VI</b>	15B618	CC-XI Business Taxation	6	5	25	75	100
	15B619	CC-XII Financial Management	6	5	25	75	100
	15B620	CC-XIII Entrepreneurial Development	6	5	25	75	100
	15B621	CC-XIV Strategic Management	6	5	25	75	100
	15B622	EC-II Stock Exchange Practices	6	5	25	75	100
	15BC	CH Comprehensive Course	-	4	-	100	100
	15EA	EA Extension Activities	-	1	-	-	-
<b>Total Hours and Credits (Semester – VI)</b>			<b>30</b>	<b>30</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL(SIX SEMESTERS)</b>			<b>180</b>	<b>140</b>	<b>750</b>	<b>3050</b>	<b>3800</b>

<b>Code:15T101a</b>	<b>LC-I- செய்யுள் (இக்கால இலக்கியம்), சிறுகதை, பயன்முறைத் தமிழ், தமிழ் இலக்கிய வரலாறு</b>	<b>Sem:I</b>
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### அலகு – 1

மரபுக்கவிதைகள் பாரதியார் பாடல்கள் - பக்திப் பாடல்கள், தமிழ்த்தாய், கண்ணம்மா என் காதலி, பாரதிதாசன் பாடல்கள் - தமிழின் இனிமை, நீங்களே சொல்லுங்கள்?, சிறுத்தையே வெளியே வா, பொன்னடியான் - அறத்தால்..., மாணவனே!, சாமி.பழனியப்பன் - சமுதாயமும் நூலகங்களும் தமிழேந்தி - சுற்றுச் சூழல் கெடுவதுவோ?, சாதனை வேண்டும்.

### அலகு – 2

புதுக்கவிதைகள் அப்துல் ரகுமான் - மறுபக்கம், இன்குலாப் - கொள்ளைக்காரர்கள் எப்படி இருக்கிறார்கள்?, தணிகைச்செல்வன் - தாய், மு.மேத்தா - தேசப்பிதாவிற்கு ஒரு தெருப்பாடகனின் அஞ்சலி, தமிழன்பன் - நல்லாள் நகும், வாலி - பாரதிதாசன், - வைரமுத்து - திருத்தி எழுதிய தீர்ப்புகள், தாமரை - தொலைந்து போனேன், யுகபாரதி - சொல்வதெனில், நா.முத்துக்குமார் - அக்காவின் கடிதம், நாட்டுப் புறப் பாடல்கள் - பக்திப் பாடல்கள், தாலாட்டுப் பாடல்கள், காதல் பாடல்கள், தொழிற் பாடல்கள் - ஒப்பாரிப் பாடல்கள், தெம்மாங்குப் பாடல்கள்.

### அலகு – 3 சிறுகதை

சிறுகதை மலர் - பிரமி பதிப்பகம், திருச்சி-21. (2017-2018 கல்வியாண்டுக்கு).

### அலகு – 4 பயன்முறைத் தமிழ்

எழுத்தியல் - எழுத்துப் பிழைகளும், திருத்தங்களும் - இன எழுத்துக்கள் வேறுபாடுகள் - தமிழில் பிறமொழிச் சொற்கள் - வலிமிகுதல், வலி மிகாமை.

பாடநூல் - பயன்பாட்டுத் தமிழ் (இலக்கணக் கையேடு), தமிழ் நாதன் பதிப்பகம், சென்னை – 110.

### அலகு – 5 தமிழ் இலக்கிய வரலாறு

மரபுக் கவிதை-புதுக்கவிதை - தற்காலம் - தோற்றமும் வளர்ச்சியும், ஹைகூ கவிதை, நாட்டுப்புறப் பாடல்கள், மறுமலர்ச்சி காலக் கவிஞர்கள் - சிறுகதை - தோற்றமும் வளர்ச்சியும், தமிழ்உரைநடை வளர்ச்சி.

<b>Code:15H101</b>	<b>ELC-I - English For Communicative Competence</b>	<b>Sem:I</b>
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## **Objectives**

*To expose students to effective communication in the form of prose, biographies and short stories*

*To familiarize students with various forms and functions of the English language*

### **UNIT I**

- 1.The Gift of Language – *J.G.Bruton*
- 2.My Visions for India – *A.P.J.Abdul Kalam*
- 3.Unlock Your Own Creativity – *Roger Von Oech*

### **UNIT II**

- 1.Mahathma Gandhi – *Francis G.Hutchins*
- 2.Mother Teresa – *John Frazer*
- 3.Indira Nooyi – *An Article*

### **UNIT III**

- 1.Science and Religion – *S.Radhakrishnan*
- 2.Technology with a Human Face – *E.F.Schumacher*
- 3.And Now E-teachers – *Robin Abreu*

### **UNIT IV**

- 1.Vanishing Animals – *Gerald Durrell*
- 2.Climate Change and Human Strategy – *E.K.Federov*
- 3.The Old Folks at Home – *Alphonse Daude*

### **UNIT V**

- 1.The Tempest (Retold by Charles Lamb) – *William Shakespeare*
- 2.The Cop and the Anthem – *O.Henry*
- 3.Marriage is a Private Affair – *Chinua Achebe*

<b>Code:15B101</b>	<b>CC-I-PRINCIPLES OF ACCOUNTING</b>	<b>Sem: I</b>
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**Objectives :**

1.To provide basic knowledge on Accounting concepts and conventions.

2.To practice student to prepare single entry, Final Accounts, depreciation methods and Bank Reconciliation statement.

**Unit I :** Meaning and scope of Accounting, Basic Accounting Concepts and conventions – Objectives of Accounting – Accounting transactions – Double entry book keeping – Journal, Ledger, Preparation of Trial balance – Preparation of cash book.

**Unit II :** Preparation of Final Accounts of a sole trading concern – Adjustments – Outstanding, Prepaid Expenses – Accrued, pre received income – Interest on capital and drawings.

**Unit III :** Depreciation – Meaning, causes, types – straight line method – written down value method – insurance policy method – sinking fund method and Annuity method.

**Unit IV:** Bank reconciliation statement - Insurance claims – Average Clause. (Loss of stock)

**Unit V:** Single Entry – Meaning, Features, defects, differences between single entry and double entry system – statement of affairs method – conversion method.

**Text book:**

- Gupta R.L & Gupta V.K, “*Advanced Accounting*”, New Delhi, Sultan Chand & Sons, 2012.

**Books for Reference:**

- ✓ Jain & Narang, “*Financial Accounting*”, Kalyani Publishers, New Delhi, 1999
- ✓ Reddy T.S & Murthy, “*Financial Accounting*”, Margham Publications, Chennai, 2014
- ✓ Shukla & Grewal, “*Advanced Accounting*”, S Chand & Sons, New Delhi, 2006.

<b>Code:15B102</b>	<b>CC-II- PRINCIPLES OF MANAGEMENT</b>	<b>Sem: I</b>
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**Objectives :**

1. To make clear to the students on different aspects of the Principles of Management.

2. To make the students to understand the functions of a manager, planning nature types of organization, delegation and importance of coordination in organization.

**Unit I :** Management : Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

**Unit II:** Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Nature and Types of Policies – Decision making – Process of Decision making – Types of Decision.

**Unit III:** Organising : Types of Organisations — span of control and committees – Departmentalisation

**Unit IV:** Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.

**Unit V:** Co-ordination – Need, Type and Techniques and requisites for excellent co-ordination – controlling – Meaning and Importance – Control process.

**Text Book:**

- L.M.Prasad, “*Principles & Practice of Management*”, Sultan Chand & Sons, New Delhi, 2012.

**Books for Reference:**

- ✓ C.B. Gupta, “*Management Theory & Practice*”, Sultan Chand & Sons, New Delhi, 2012
- ✓ R.S.N. Pillai, “*Principles & Practice of Management*”, Sultan Chand & Sons, New Delhi, 2013
- ✓ P.C.Tripathi & P.N.Reddy, “*Principles of Managements*”, Tata Mc. Graw Hill, New Delhi, 2001.

<b>Code:15B103A</b>	<b>AC – I - MANAGERIAL ECONOMICS</b>	<b>Sem: I</b>
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**Objectives :**

1.To enlighten the students on various aspects of Economics

2.To make the students to understand demand analysis, Factors of production, pricing methods and market classification

**Unit I :** Nature and scope of managerial economics – definition of economics – Important concepts of economics – relationship between micro, macro and managerial economics - nature and scope – objectives of firm.

**Unit II :** Demand analysis – Marginal utility analysis – indifference curve analysis - Meaning of demand – Law of demand – types of demand – Determinants of demand – Elasticity of demand – Demand forecasting.

**Unit III :** Production and cost analysis – production – Factors of production – Production function - concept – Law of variable proportion – Law of returns to scale and economies of scale – analysis of different costs in relation with output - Revenue curves of firms – Supply analysis.

**Unit IV :** Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price Discrimination.

**Unit V :** Market classification – Perfect competition – Monopoly – Monopolistic competition - Duopoly - Oligopoly

**Text book:**

- R.L.Varshney and K.L. Maheswari, “*Managerial Economics*”, Sultan Chand & Sons Publications, New Delhi, 2012

**Books for Reference:**

- ✓ H.L.Ahuja, “*Managerial Economics*”, Sultan Chand Publications, New Delhi, 2009.
- ✓ Joel Dean, “*Managerial Economics*”, Prentice Hall of India Pvt Ltd., New Delhi, 2012.
- ✓ Dr.S.Shankaran, “*Managerial Economics*”, Margham Publication, Chennai, 2002.

Code:15VEDa	VE -Value Education (வாழ்வியல் கல்வியும் மனித உரிமைகளும்)	Sem:I
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## அலகு 1

### வாழ்வியல் கல்வி – திறன் மேம்பாடும் உயர் பண்புகளும்

கல்வி, வாழ்வியல் கல்வியின் நோக்கம் - வாழ்வியல் கல்வியின் பரிணாம வளர்ச்சி - வாழ்வியல் கல்வியின் கூறுகள் - சுய முன்னேற்றம் - திறன் மேம்பாடு - உயர்பண்புகள் - தன்மதிப்பீடும் சுயபரிசோதனையும் - பாலினச் சமத்துவத்தை உளமாரப் பின்பற்றுதல் - மாற்றுத் திறனாளிகள், மனவளம் குன்றியோர், வயதில் பெரியவர்கள், அனுபவசாலிகள், சான்றோர்கள், குடும்ப உறுப்பினர்கள், அருகில் வசிப்பவர்கள், சுற்றத்தார், உடன் பணியாற்றுவோர் இவர்களுக்கு மதிப்பளித்தல் - நற்பண்புகளும் நடத்தை உருவாக்கமும் - உண்மை - ஆக்கத்திறன் - தியாகம் - நேர்மை - கட்டுப்பாடு - உதவி செய்யும் மனப்பான்மை - சகிப்புத்தன்மை - அறிவியல் கண்ணோட்டம்

## அலகு 2

### தேசிய, உலக முன்னேற்றத்திற்கான வாழ்வியல் கல்வி

தேசம், சர்வ தேசங்கள் குறித்த எண்ணங்கள் - நமது நாடு - அரசமைப்பு - மக்காளாட்சித் தத்துவம் - சமதர்மம் - மதச்சார்பின்மை - சமத்துவம் - சமூக நீதி, தனியுரிமை - சுதந்திரமும் சகோதரத்துவமும் சமூகப் பண்புகள் - இரக்கம் மற்றும் நேர்மை, சுயகட்டுப்பாடு, உலகளாவிய சகோதரத்துவம் - தொழில் சார் பண்புகள் - அறிவு வேட்கை - தொழிலில் நேர்மை - முறைமை - காலந்தவறாமையும் நம்பிக்கையும் - மதம் சார்ந்த பண்புகள் - சகிப்புத்தன்மை, மெய்யறிவு, நன்னடத்தை - அழகியல் பண்புகள் - இலக்கியம், நுண்கலைகள் ஆகியவற்றைப் பயில்தல், சுவைத்தல், மனதாரப் பாராட்டுதல் மதித்தல், பாதுகாத்தல், தேசிய ஒருமைப்பாடும் சர்வதேசப் புரிதலும்.



### அலகு 3

அறப்பண்புகள் மற்றும் வாழ்வியலில் உலகளாவிய பெருவளர்ச்சிகள் ஏற்படுத்தும் தாக்கங்கள்

பண்பண்பாட்டு முரண்பாடுகளின் தாக்கங்கள் - எல்லை தாண்டிய கல்வி - தொழில் சார்ந்த அறை கூவல்களும் சமரச இணக்கமும் - பொருளியல் சிந்தனைகள் - மக்கள் தொடர்புச் சாதனங்கள் - இளமை உணர்ச்சி வேக நடத்தையின் நவீன அறைகூவல்கள் - இல்லறமும் நல்லுணர்வும் - ஒப்பீடும் போட்டி இடுதலும் - நேர்மறை, எதிர்மறை எண்ணங்கள் - அகந்தை - சினம் - சுயநலம் - அறைகூவல்கள்

### அலகு 4

உடல், உள்ள நலமும் நோய் தீர்க்கும் செயல்பாடுகளும்

உணவுப் பழக்கமும் உணவு முறைகளும் - பொருந்தும் உணவுகள் - பொருந்தா உணவுகள் - மனக் கட்டுப்பாடு - மனத்திண்மை - எளிய உடற்பயிற்சி - தியானம் - மனம், ஆன்மா சார்ந்த விளைவுகள் - யோகா - நோக்கங்கள் - வகைகள் - முறைகள் - ஆசனங்கள் - ஆசைகளை ஒழுங்குபடுத்துதல் - கவலை நீக்குதல் - சினம் தணிதல் - நெடுநீர், மறதி, சோம்பல் தவிர்த்தல் - தூக்கம் முறைப்படுத்துதல் - துக்கம், இழப்புகளை எதிர்கொள்ளல் - புகை, மது முதலானவைகளின் தீங்கு உணர்தல்- வாழ்த்துகளின் பயன்கள்

குறிப்பு : இந்த அலகு உடற்பயிற்சி - தியானம் - யோகா செய்முறைப் பயற்சிகளுடன் கூடியது.

### அலகு 5 மனித உரிமை, மனித உரிமை கருத்துக்கள்

தேசிய மற்றும் பன்னாட்டுக் கண்ணோட்டங்கள் - மனித உரிமையின் பரிணாமம் - மனித உரிமையின் பரந்த வகைப்பாடுகள் வாழ்தற்கான உரிமை, சுதந்திரம், கண்ணியத்துடன் வாழ்வதற்கான உரிமைகள் - கலாச்சாரம் மற்றும் கல்விக்கான உரிமைகள் - பொருளாதார உரிமைகள் - அரசியல் உரிமைகள் - சமூக உரிமைகள் - பெண்கள் மற்றும் குழந்தைகளின் மனித உரிமை - சமூகப் பழக்கங்களும் அரசியலமைப்புப் பாதுகாப்புகளும்.

Code:15T202a	LC-II - செய்யுள் (பக்தி,இடைக்கால இலக்கியம்)தமிழ்ச் செம்மொழி வரலாறு, மொழிபெயர்ப்பியல், தமிழ் இலக்கிய வரலாறு	Sem:II
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### அலகு - 1

**தேவாரம் - திருஞானசம்பந்தர்** திருவையாறு திருமுறைப் பதிகம் -3  
“புலனைந்தும் பொறிகலங்கி” எனத் தொடங்கும் பதிகம், **திருமந்திரம்** - 10  
பாடல்கள் ஒன்றவன்... (பாடல் எண் - 1), தீயினும்... (பாடல் எண் - 8),  
பிறப்பிலி... (பாடல் எண் - 25), வானினு... (பாடல் எண் - 30), அப்பனை...  
(பாடல் எண் - 36), கல்லா அரசனும்... (பாடல் எண் - 238), வேட நெறி... (பாடல்  
எண் - 240), வேந்தன் உலகை... (பாடல் எண் - 245), அமுதூறும்...( பாடல் எண் -  
248), தன்னையறியாது...( பாடல் எண் - 255). **நாலாயிரத் திவ்வியப் பிரபந்தம்** -  
குலசேகர ஆழ்வார் பெருமாள் திருமொழி - “ஊனேறு செல்வத் துடற்பிறவி”  
எனத்தொடங்கும் பாடல் முதல் 11 பாடல்கள் (677-687), **திருவிளையாடல் புராணம்**  
- திருநாட்டுச் சிறப்பு 20 பாடல்கள், **திருஅருட்பா** - பிள்ளைச் சிறு விண்ணப்பம்  
3394 முதல் 3409 வரை 16 பாடல்கள்.

### அலகு - 2

**கலிங்கத்துப் பரணி** - காடு பாடியது, **தமிழ் விடு தூது** - 179  
ஆவது கண்ணி முதல் 198 ஆவது கண்ணி முடிய 20 கண்ணிகள், **குற்றாலக்  
குறவஞ்சி** - எங்கள் மலையே 5 பாடல்கள், **முக்கூடற்பள்ளு** 07 பாடல்கள் -  
**நாட்டுவளம்** -கோட்டு வளங்...(பாடல் எண் - 16)இ மேடை யேறித்தன்... (பாடல்  
எண் - 17)இ கறைபட் டுள்ளது... (பாடல் எண் - 21), மீதுயர்ந் திடுங்... (பாடல்  
எண் - 25), **நகர்வளம்** - கொண்டல் கோபுரம்... (பாடல் எண் - 19) கோதி  
மாமணி...(பாடல் எண் - 23) கார் பூத்த வண்ணனார்... (பாடல் எண் - 28)

### அலகு - 3 தமிழ்ச் செம்மொழி வரலாறு

செம்மொழி விளக்கம் - செம்மொழி வரலாறு - உலகச் செம்மொழிகள் -  
இந்தியச் செம்மொழிகள் - செம்மொழிக்கான தகுதிகள் அல்லது செம்மொழிப்  
பண்புகள் - தமிழ்ச் செம்மொழி நூல்கள். **பாடநூல் - தமிழ்ச்  
சொம்மொழி வரலாறு** - முனைவர் மு.சாதிக்பாட்சா, இராஜா பப்ளிகேசன், திருச்சி-  
23.

### அலகு - 4 மொழிபெயர்ப்பியல்

ஒரு மடல்(கடிதம்) அல்லது ஒரு பத்தி ஆங்கிலத்திலிருந்து தமிழில்  
மொழிபெயர்த்தல்.

**பாடநூல் - மொழிபெயர்ப்பியலும் மொழிபெயர்ப்புகளும்** - மகிழினி பதிப்பகம்,  
சென்னை- 106.

### அலகு - 5 தமிழ் இலக்கிய வரலாறு

சமயமும் தமிழும்;; சிற்றிலக்கியங்கள், பக்தி இலக்கியங்கள்,  
முத்தொள்ளாயிரம்இ சித்தர்கள், உரையாசிரியர்கள், இலக்கண நூல்கள்,  
நிகண்டுகள்.

<b>Code:15H202</b>	<b>ELC-II - English for Proficiency</b>	<b>Sem:II</b>
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**Objectives:**

1. to expose students to the wisdom and experience written in the form of prose, biographies and short stories
2. To familiarize students with various forms and functions of the English language

**UNIT I**

- 1.The Beauty Industry – *Aldous Huxley*
- 2.A Talk on Advertisement – *Herman Wouk*
- 3.On Seeing Films – *Anonymous*

**UNIT II**

- 1.Charlie Chaplin– *From his Biography*
- 2.Subash Chandra Bose – *M.L Ahuja*
- 3.Isaac Newton – *Colin Swatridge*

**UNIT III**

- 1.The Need for Excellence – *N.R.Narayana Murthy*
- 2.Travel by Train – *J.B.Priestly*
- 3.Tight Corners – *E.V.Lucas*

**UNIT IV**

- 1.Letter to Bapu from Generation Next – *Chetan Bhagat*
- 2.Human Rights and Legal Responsibilities – *Nani A.Palkhivala*
- 3.Cellphone Epidemic – *Claudia I.Haas*

**UNIT V**

- 1.Three Days to see – *Helen Keller*
- 2.The Four Brothers – *Walter De La Mare*
- 3.A Different Kind of Learning – *Jade Snow Wong*

<b>Code:15B204</b>	<b>CC – III - MARKETING MANAGEMENT</b>	<b>Sem: II</b>
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**Objectives:**

1. To provide the fundamental knowledge on Marketing aspects.
2. To impart the knowledge on Product mix, pricing decision, Sales promotion and various distribution channels.

**UNIT-I :** Evolution of Marketing – Classification of Markets, Marketing and selling – Concepts of Marketing – Marketing Mix– Marketing functions.

**UNIT-I :** Market segmentation– Advantages, factors determining segmentation – Methods of segmenting markets – Consumer behaviour – Factors involved in buying decisions, buying motives – Factors determining buyer behaviour.

**UNIT-III :** Product decision and pricing decision – Product mix – Expansion and contraction, diversification , modification, elimination – New product development – Product life cycle – Branding – Pricing decisions –factors affecting pricing decisions, kinds of pricing.

**UNIT-IV:** Sales promotion – Personal selling – importance, arguments – kinds of salesmen – qualities of salesmen –Sales promotion at various levels, merits and demerits of sales promotion. e-marketing & Mobile commerce.

**UNIT-V:** Distribution decisions and promotion decisions – Channels - Functions – Selection of channels – major channels of distribution – Channel choice factors – Advertising – objectives, kinds, advantages, objections.

**Text Book:**

- S.A.Sherlekar, “**Marketing Management**”, Himalaya Publishing house, Mumbai,1998

**Books for Reference:**

- ✓ J. Jaya Shankar, “**Marketing**”, Maugham Publications, Chennai, 2013.
- ✓ Dr.Rajan Nair, “**Marketing**”, Sultan Chand & Sons, New Delhi, 2010.
- ✓ Rajan Saxena, “**Marketing Management**”, Tata Mcgrawhill, New Delhi, 2003.
- ✓ P.K. Srivastava, “**Marketing Management**”, Sterling publishers, Bangaluru, 1991.

Code:15B205A	AC - II –BUSINESS MATHEMATICS AND STATISTICS	Sem: II
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**Objectives:**

1. To impart the basic knowledge of Business Mathematics
2. To make the students to understand the application of various statistical tools.

**Unit I:** Matrix Algebra – Various types of matrices – Transpose and determinant of a matrix - Inverse of a matrix – properties of transpose.

**Unit II:** Sets – various types of sets – Venn diagram – set operations – sets of numbers – Demogram laws.

**Unit III:** Statistics – Classification and Tabulation – Frequency distribution – Diagrams and graphs – Bar diagram, Pie diagram and Histogram, Ogives – Measures of Central Tendency – Arithmetic mean, Median, Mode, Geometric mean and Harmonic mean.

**Unit IV:** Correlation – Karl Pearson’s and rank correlation – Coefficients – Coefficients of concurrent deviations – Regression – Formation of regression – Equations and estimation of X and Y corresponding to the values of Y and X.

**Unit V:** Analysis of Time Series – Components – moving average – fitting a Linear Trend Equation by the method Least Square – Interpolation and Extrapolation – Binomial Method.

**Text book:**

- P.R. Vittal, “*Business Mathematics and Statistics*”, Margham Publications, Chennai, 2012.

**Books for reference:**

- ✓ R.S.N. Pillai & Bagavathi, “*Statistics Theory and Practice*”, S. Chand, New Delhi, 2009.
- ✓ Dr.P.C. Tulsian, Bharat Jhunjnuwala, “*Business Statistics*”, S. Chand, New Delhi, 2010.

Code:15B206A	AC - III – BUSINESS ENVIRONMENT	Sem: II
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**Objectives:**

1. To make the students to understand the various business environmental factors. Like Economic, Political, Socio cultural and policy environment.

2. To learn LPG and Industrial growth with special reference to India

**UNIT-I:** Business and its environment- Nature, Scope, Characterises, Objectives - Environmental factors affecting the business – Business ethics.

**UNIT-II :** Economic environment – types of economic systems – capitalism, socialism, mixed economy – their impact on business – control of business cycle – inflation and deflation – causes, effects and control.

**UNIT-III:** Political and Legal environment – Indian Contract Act – Essential elements of valid contract, various types of contract– Consumer Protection Act.

**UNIT-IV:** Socio cultural environment – Cultural heritage – Social attitudes – impact of foreign culture –Social responsibilities of business.

**UNIT-V:** Policy environment – Liberalization, Privatization, and Globalization – New Industrial Policy and implementation, industrial growth and structural changes.

**Text book:**

- K. Aswathappa, “Essentials of business environment”, Himalaya publishing house, New Delhi, 2011.

**Books for reference:**

- ✓ Francis Cherunilam, “Business Environment”, Himalaya Publishing house, New Delhi, 2009.
- ✓ Dr. Radha, “Business Environment”, Prasanna Publications, New Delhi, 2013.
- ✓ S. Sankaran, “Business environment”, Margham publications, New Delhi, 2008.

<b>Code:15XB21a</b>	<b>SKBC – I - BANKING THEORY LAW AND PRACTICE</b>	<b>Sem:II</b>
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**Objectives:**

1. To provide an overview of banking.
2. To make known the students about the functions and supplementary services provided by banks.

**Unit - I** - Definition of Banking - classifications of banks - Functions of Banks - Role of RBI and their functions.

**Unit - II** - Commercial Banks – Functions – Accepting Deposits – Lending of Funds – E-Banking – ATM Cards, Debit cards, Personal Identification Number (PAN) – Online enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System.

**Unit-III** - Opening of an Account- Types of Deposit Account – Types of customers (Individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and redress – Ombudsman.

**Unit - IV** - Principles of lending – Types of Borrowings – Precautions to be taken by a banker.

**Unit V**-Negotiable instruments: Promissory Note – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Dishonour of Cheques – Role of collecting banker.

**Text Book:**

- B. Santhanam, “**Banking and Financial Systems**”, Margham Publishers, Chennai, 2012.

**Books for reference:**

- ✓ S.N. Maheswari, “**Banking Law Theory and Practice**”, Kalyani Publications, Chennai.
- ✓ Sundaram and Varshney, “**Banking Law Theory and Practice**”, Sultan Chand & Sons.

<b>Code:15XB21b</b>	<b>SKBC – I-COMPUTER APPLICATION IN MANAGEMENT</b>	<b>Sem:II</b>
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**Objectives:**

1. To impart the basic knowledge of computer application
2. To make the students to apply the concepts and tools in practice

**Unit –I :** Introduction to computers – Hardware – Software – Operating systems – Types of computers - Working with menus – Short cut keys

**Unit –II :** Introduction to MS : Creating, editing and formatting the document – Text manipulation – word art – inserting symbols, pictures and diagram – bullets & numbering

**Unit -III :**Creating tables – applying backgrounds & borders and shading – mail merge – checking spelling and grammar

**Unit – IV:** SPREAD SHEET – MS-EXCEL – features of MS-EXCEL

**Unit – V :** Net working – advantages – types- network connection- search engines-web browsers - e-mail – advantages

**Text Book:**

- Saxena, “*Computer Application in Management*”, Vikas Publishing House, New Delhi.
- Saeabjit Singh, Sumeet Sharma, “*Computer Application in Management*” Regal Publications, New Dehi, 2011.

**Books for reference:**

- ✓ Ananthi Sheshasaaya, “*Computer Application in Management*”; Maugham Publications, Chennai.
- ✓ Ritendra Goel-D.N. Kakkan,” *Computer Application in Management*”; New Age International Publishers, New Delhi,2008.



<b>Code:15EVS</b>	<b>EVS -Environmental Science</b>	<b>Sem:II</b>
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## **Objectives**

*To create awareness among the students about our environment, its values, and the need for protecting*

*it for the well being of mankind in the months and years to come.*

## **UNIT - I**

**Multidisciplinary nature of Environmental Science:** Definition – Scope and importance. Natural resources: Land resources: Lands as resources and their uses – land degradation, soil erosion. Forest resources: Importance of forest resources - Major and minor forest produces – Need for afforestation – Water resources: Availability of surface and ground water – Importance of water conservation – Food resources: World food problems and possible solutions. Effect of modern agriculture.

## **UNIT - II**

**Mineral resources:** Their availability and uses – environmental effects of extracting. Energy resources: Growing energy needs – renewable and non-renewable energy sources – Use of alternate energy sources – Case studies – Equitable use of resources for sustainable life styles.

## **UNIT-III:**

**Ecosystem:** Concept – Structure and function of Grass land, Pond and Forest ecosystem – Food chains, food webs and Ecological pyramids. Biodiversity: Definition – Genetic, Species and Ecosystem diversity – Biogeographical classification of India – Values of Biodiversity – Biodiversity at global, national and local levels – India as a mega-diversity nation – Hotspots of Diversity – Threats to Biodiversity – Endangered and Endemic species of India – *In situ* and *Ex situ* conservation of biodiversity.

## **UNIT-IV:**

**Environmental pollution:** Definition, Causes, effects and control measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear

pollution – Solid Waste Management: Causes, effects and management of urban and industrial wastes

#### **UNIT-V:**

**Social issues and environment:** Effects of deforestation, Construction of Dams, Mineral mining on environment – Natural disasters and their management: Floods, Earthquake, Cyclone and Landslides – Conflicts over water – Advantages of rainwater harvesting and watershed management – Climate change, global warming, acid rain, ozone depletion. Environmental ethics – Case studies – Population explosion – Effects of population explosion on environment – Various acts and legislations, environment and human health, human rights, HIV/AIDS, women and child welfare. Role of individual in preservation of environment.

#### **List of Reference Books**

- ✓ *Anon. 2000. Environmental Studies (U.G.C Syllabus), Periyar E.V.R College, Tiruchirapalli.*
- ✓ *Asthana, D.K., Meera, A. 2006. A Text Book of Environmental Studies for under graduate students. S.Chand & Company Ltd., New Delhi.*
- ✓ *Benny Joseph. 2005. Environmental Studies. Tata McGraw-Hill Publishing Company Ltd., New Delhi.*
- ✓ *Kumaraswamy, K., Alagappa Moses, A. and Vasanthi, M. 2004. Environmental Studies (A Text Book for all under graduate students). Bharathidasan University, Tiruchirapalli.*

<b>Code:15T303</b>	<b>LC-III - செய்யுள் (காப்பியங்கள்),புதினம்,தமிழ் இலக்கிய வரலாறு</b>	<b>Sem:III</b>
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### அலகு - 1

1. சிலப்பதிகாரம் - கணாத்திறன் உரைத்த காதை (80 வரிகள்)
2. மணிமேகலை - ஆபுத்திரன் திறன் அறிவித்த காதை (115 வரிகள்)

### அலகு - 2

1. கம்பராமாயணம் - இரணியன் வதைப் படலம் (56 பாடல்கள்)
2. பெரியபுராணம் - இளையான் குடி மாறனார் புராணம் (27 பாடல்கள்)
3. சீறாப் புராணம் - பாந்தள் வசனித்தப் படலம் - (18 பாடல்கள்)

### அலகு - 3

1. இராவண காவியம் - தமிழகக் காண்டம் - (தலைமக்கள் படலம்-28 பாடல்கள்)
2. இயேசு காவியம் - (உவமை வழிச் செய்தி முழுவதும்)

### அலகு - 4 புதினம்

#### பாடநூல்

சக்கை, கலைச் செல்வி, என்.சி.பி.எச். வெளியீடு, சென்னை - 600 098.

### அலகு - 5 தமிழ் இலக்கிய வரலாறு

காப்பியங்கள் - ஐம்பெருங்காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், பிறகாப்பியங்கள் நாவல் - தோற்றம், வளர்ச்சி,-அயல் நாடுகளில் தமிழ்.

<b>CODE:15H303</b>	<b>ELC-III-English for Employability</b>	<b>Sem: III</b>
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**Objectives:**

1. *To expose students to the language items tested in the competitive examinations*
2. *To familiarize students with different forms of multiple choice and descriptive type questions*

**UNIT I**

Spellings

Vocabulary – Synonyms and Antonyms

**UNIT II**

Spotting Errors

Errors and How to Avoid Them

**UNIT III**

Reading Comprehension

Jumbled Sentences

**UNIT IV**

Words often confused

Idioms and Phrases, Phrasal Verbs

Dialogue Writing

**UNIT V**

Public Speaking

Interview skills and Group Discussion

Letter Writing & CV Writing

Report Writing

General Paragraph and Essay Writing

The text book is compiled by the Members of the Dept. of English.

<b>Code:15B307</b>	<b>CC – IV- MANAGERIAL COMMUNICATION</b>	<b>Sem:III</b>
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**Objectives:**

1. *To understand the concepts, types and barriers of communication.*
2. *To help the students develop skills in writing various business letters.*

**UNIT-I:** Definition – Methods – types – Principles of effective communication – barriers to communication – Business letter – layout

**UNIT-II :** Kinds of business letters: Interview, appointment – acknowledgement – promotion – enquiries – replies – orders – sales – circulars – complaints.

**UNIT-III:** Bank correspondence – insurance correspondence – agency correspondence – correspondence with shareholders, directors

**UNIT-IV:** Reports writing – Agenda, Minutes of meeting – Memorandum – Office order – circular – notes

**UNIT-V:** Modern forms of communication: Fax – email – video conferencing – internet – websites and their use in business.

**Text book:**

- *RSN Pillai, Bagavathi, “Commercial correspondence & Office management”, S. Chand, New Delhi, 2008*

**Books for reference:**

- ✓ *Chaturvedi, “Business communication concepts, cases and applications”, Pearson Education, 2009 .*
- ✓ *V.K. Jain Omprakash Biyani , “Business communication”, S.Chand, New Delhi, 2007.*
- ✓ *N.S. Ragunathan and B. Santhanam, “Business Communication”, Margham Publications, 2006.*

<b>Code:15B308</b>	<b>CC – V- MANAGEMENT INFORMATION SYSTEM</b>	<b>Sem:III</b>
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**Objectives:**

1. To make clear to the students on diverse aspects of information system used in management.

2. To provide knowledge on the functions of computer, system analysis data base management and various functional information systems.

**Unit I:** Introduction–Meaning of MIS – Definition – Characteristics of MIS – Effects of using computers for MIS – Pre-requisites of an effective MIS – Limitations of MIS.

**Unit II:** Basic Functions of Computer – CPU – ALU – Memory – Secondary storage – Computer software – Hardware – Input and output devices.

**Unit III:** System analysis – System design – Input design – Output design – Form design – System development – System implementation – System development life cycle – Approaches to System development.

**Unit IV: Database Management System:** Data management – Using Database Management systems – Types of database – Benefits and limitations of Database management – Decision support system: DSS goals and applications – components of DSS – The tools of DSS.

**Unit V:** Functional management information system – Sources of Financial information – Accounting information systems – Sales order processing - Marketing information systems – Manufacturing or production information systems – Human resource information systems.

**Text book:**

➤ C.V.S.Moorthy, “*Management Information System*”, HPH, Mumbai, 2010.

**Books for reference:**

- ✓ Mahesh Halale & Athashri, “*Management Information System*”, Himalaya Publishing House, 2014.
- ✓ L.M Prasad, “*Management Information & control System*”, S. Chand & Sons, New Delhi, 2007.
- ✓ Dr. S.P. Rajagopalan, “*Management Information System*”, Margham Publication, New Delhi.
- ✓ S. Sadagopan, “*Management Information System*”, PHI, Mumbai.

<b>Code:15B309A</b>	<b>AC – IV- BUSINESS LAWS</b>	<b>Sem: III</b>
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**Objectives:**

1. To acquaint the students with the types of contract and the capacity of the party to enter into contract.
2. To make the students to know the implications of various commercial laws.

**Unit I:** Indian contract Act – formation – terms of contract – forms of contract – offer and acceptance - consideration

**Unit II:** Capacity of parties– free consent – coercion – undue influence – misrepresentation – fraud – mistake - void agreements – illegal agreements

**Unit III:** Performance – tender – quasi contract –modes of discharge – Remedies for breach of contract

**Unit IV:** Social Contracts :Indemnity and guarantee – Bailment and pledge - Contract of agency – types – creation – duties, rights of principal and agent – termination of agency – law of partnership– Creation of partnership – kinds of partners – Rights, duties and liabilities of partner.

**Unit V:** Sale of goods Act – Sale and agreement to sell –Essentials - caveat Emptor – implied conditions and warranties –Sale by non-owners - Rights and duties of sellers and buyers – Rights of unpaid seller.

**Text book:**

- N.D.Kapoor , “*Elements of Mercantile Law*” ; Sultan Chand & Sons Ltd, New Delhi,2009.

**Books for reference:**

- ✓ Chandra Bose, “*Business Law*”, Prentice-Hall of India Publications” learning India PVT Ltd, New Delhi.
- ✓ N.D. Kapoor, “*Business Laws*”; Sultan Chand & Sons Ltd, New Delhi,2004.
- ✓ M.C Kuchhal, “*Mercantile Law*”; Vikas Publishing House, New Delhi.
- ✓ M.C. Kuchal and Deepa Prakash, “*Business legislation for management*”, - Vikas Publish House PVT Ltd, Mumbai.
- ✓ Sen & Mitra, “*Commercial Law*”; The World Press Private Ltd;

<b>Code:15GS</b>	<b>GS-GENDER STUDIES(Self study)</b>	<b>Sem:III</b>
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**Objectives:**

- 1. To make boys and girls aware of each others strengths and weakness.*
- 2. To develop sensitivity towards both genders in order to lead an ethically enriched life.*
- 3. To promote attitudinal change towards a gender balanced ambience and women empowerment.*

**Unit-I : Concepts of Gender:** Sex – Gender- Biological Determination – Patriarchy -Feminism- Gender Discrimination- Gender Division of Labour – Gender Stereotyping- Gender Sensitivity – Gender Equity – Gender Equality- Gender Mainstreaming – Empowerment.

**Unit –II: Women’s Studies vs Gender Studies:** UGC’s Guidelines –VII to XI Plans – Gender Studies: Beijing Conference and Convention on the Elimination of All forms of Discrimination against Women (CEDAW) - Exclusiveness and Inclusiveness

**Unit –III: Areas of Gender Discrimination:** Family – Sex ratio – Literacy - Health – Governance- Religion-Work Vs Employment –Market-Media –Politics –Law – Domestic Violence-Sexual Harassment – State Policies and Planning.

**Unit –IV: Women Development and Gender Development**

Initiatives- International Women’s Decade – International Women’s Year –National Policy for Empowerment Year 2001 – Mainstreaming Global Policies.

**Unit –V : Women’s Movement and Safeguarding Mechanism in India**

National Commission for Women (NCW) – All Women Police Station- Family Court- Domestic Violence Act – Prevention of Sexual Harassment at Work Place- Supreme Court Guidelines – Maternity Benefit Act –Pre-natal Diagnostic Act - Hindu Succession Act 2005- Eve Teasing Prevention Act – Self Help Group -73<sup>rd</sup> and74th Amendment Act for PRIS.

**BookforStudy:**

- *N.Manimekalai and S.Suba –Gender Studies- Bharathidasan University- Trichirappalli-620024.*

**Reference Books:**

- ✓ *V.S. Gurusamy- Empowerment of Women in India – New Century Publications-New Delhi-First Edition-2008.*



<b>Code:15XB32a</b>	<b>SKBC-II- PERSONALITY DEVELOPMENT</b>	<b>Sem:III</b>
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**Objectives:**

1. To bring about personality development with regard to the different behavioral dimensions that has far reaching significance for the students.
2. To motivate the students to come out of stage fear.

**Unit- I-**Introduction to personality – definition – theories – determinants- family – social factors – situational factors – Erickson’s approach to personality development.

**Unit- II-** Communication- verbal and non verbal communication – body language, barriers in communication - Principles of Communication.

**Unit- III-**Perception – Process – understanding, organizing, and reacting to a stimuli – internal and external factors in stimuli.

**Unit- IV-**Time and Stress Management: Importance of time – Managing time – the art of prioritizing and scheduling – stress and source of stress-managing stress.

**Unit-V-**Attitude and Leadership: Attitudes - Working on attitudes - aggressive, assertive, and submissive – Leadership -Introduction to Leadership – Qualities of a leader - Leadership Styles.

**Text Book:**

- Barun K. Mitra, “*Personality Development and Soft Skills*”, Oxford Publications, New Delhi, 2009.

**Books for reference:**

- ✓ Burger, J. M, “*Personality Development*”, Thomson Wadsworth Publishing, New Delhi, 2010
- ✓ Larsen, R.J., & Buss, D. M. “*Personality Psychology*”, (*Domains of Knowledge About Human Nature* (4th ed.). New York: McGraw-Hill, 2009.

<b>Code:15XB32b</b>	<b>SKBC-II- RETAIL MARKETING MANAGEMENT</b>	<b>Sem: III</b>
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**Objectives:**

1. To provide an overview of retailing from a marketing and managerial perspective and to introduce to the framework of Retail mix and each of its elements.

2. To examine the development trends and characteristics of the retail industry from a local and international standpoint.

**Unit – I** – Introduction to Retail Management - Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing.

**Unit– II** -Functions of retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

**Unit – III** -Retail location factors – Branding in retailing – benefits - labeling – Packaging concept.

**Unit – IV** - Communication tools used in Retailing – Sales promotion, e-tailing- window display – challenges and opportunities to Retail Industry.

**Unit -V-** Supply chain management – definition – importance – Role of information Technology in retailing.

**Text Book:**

➤ Harish Singh, "**Retail Management**" S. Chand Publications, New Delhi, 2011.

**Books for reference:**

✓ Suja Nair, "**Retail Management**" –, Himalaya Publishing house, New Delhi, 2011.

✓ Swapna Pradhan, "**Retailing Management Text & Cases**", Tata McGraw Hill Publications, New Delhi, 2010.

<b>Code: 15T404</b>	<b>LC-IV- செய்யுள் (பழந்தமிழ் இலக்கியம்), நாடகம், தமிழ் இலக்கிய வரலாறு, கட்டுரை வரைவியல்</b>	<b>Sem: IV</b>
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### அலகு – 1

#### குறுந்தொகை – 05 பாடல்கள்

1. “நள்ளென் றன்றே ....” (பாடல் எண்- 6)
2. “கழனி மாஅத்து விளைந்துகு ....” (பாடல் எண் -8)
3. “கான மஞ்சை ...” (பாடல் எண் - 38)
4. “யாயும் யாயும் .....” (பாடல் எண் - 40)
5. “கடும்புனல் தொடுத்த ...” (பாடல் எண் - 103)

#### ஐங்குறுநூறு – மருதம் - வேழப் பத்து -10 பாடல்கள்

#### அகநானூறு - 05 பாடல்கள்

1. “அன்னாய வாழிவேண் டன்னை ....” (பாடல் எண் - 68)
2. “சிலம்பிற் போகிய ...” (பாடல் எண் - 302)
3. “பெரும் பெயர் மகிழ்ந பேணா ...” (பாடல் எண் - 306)
4. “நீலத் தன்ன நீப்பொதி ...” (பாடல் எண் - 314)
5. “சாரல் யாஅத்து உயர்சினை ...” (பாடல் எண் - 337)

#### புறநானூறு - 05 பாடல்கள்

1. “நளியிரு முந்நீர் ஏணியாக ...” (பாடல் எண் 35)
2. “பாணன் சூடிய...” (பாடல் எண் 141)
3. “உற்றுழி உதவியும்...” (பாடல் எண் 183)
4. “கேட்டன் மாத்திரை யல்லதி யாவதும்...” (பாடல் எண் 216)
5. “யாதும் ஊரே...” (பாடல் எண் 192)

### அலகு – 2

#### திருக்குறள் 2 அதிகாரங்கள் -- ஊக்கமுடைமை , அவையடக்கம்

#### இனியவை நாற்பது – 10 பாடல்கள்

1. கற்றல் சான்றோரைச் சார்தல் - (பாடல் எண் 1)
2. அன்பும் நிலவும் - (பாடல் எண் -9)
3. குழந்தை அவையஞ்சாமை-(பாடல் எண்-12)
4. கற்றது உரைத்தல் பழகுதல் (பாடல் எண் -16)
5. துறவிகளின் இயல்பு - (பாடல் எண்-18)
6. புறங்கூறாமை (பாடல் எண் - 19)
7. வழங்கல் நல்லோராய் வாழ்தல் (பாடல் எண் -22)
8. செய்ந்நன்றி அடைக்கலம் வெளவாமை (பாடல் எண் -30)
9. இரவுப்பயணம், நற்பேச்சு வேண்டா நட்பு (பாடல் எண் -34)
10. கல்விக்கு நிகரான இனியது இல்லை (பாடல் எண் - 40)

## நல்வழி – 10 பாடல்கள் (பாடல்)

1. காலம் அறிந்து செய்க (பாடல் எண் -4)
2. பேராசை கூடாது – (பாடல் எண் - 6)
3. குடிபிறந்தார் வறுமையிலும் உதவுவார் (பாடல் எண் -9)
4. சிவாய நமவென்று - (பாடல் எண் - 15)
5. உயர் நோக்கம் இன்மை – (பாடல் எண் -19)
6. வஞ்சனை யில்லார்க்கு வாழ்வு சிறக்கும் - (பாடல் எண்- 21)
7. மன அமைதி வேண்டும் - (பாடல் எண் -28)
8. பொருள் இருக்கும் போதே அறம் செய்க (பாடல் எண்-32)
9. வன்சொல்லும் இன்சொல்லும் - (பாடல் எண்-33)
- 10.உண்மை நிலை – (பாடல் எண் 38)

## திரிகடுகம்– 10 பாடல்கள்

1. “கல்லார்க்கு இன்னாய...”(பாடல் எண் - 3)
2. “தொல்லவையுள் தோன்றுங் ...”(பாடல் எண் - 8)
3. “பெருமை யுடையா...” (பாடல் எண் - 9)
4. “கணக்காயர் இல்லாத...”(பாடல் எண் - 10)
5. “விளியாதான் கூத்தாட்டுக்...”(பாடல் எண் - 11)
6. “ஆசை பிறன்கட்...”(பாடல் எண் - 20)
7. “சிலசொற் பெருந்தோள்...”(பாடல் எண் - 47)
8. “காவோ டறக்குளந்...”(பாடல் எண் - 70)
9. “கயவரைக் கையிகந்து ...” (பாடல் எண் - 77)
- 10.“பத்திமை சான்ற...”(பாடல் எண் - 100)

## அலகு – 3 நாடகம்

பாடநூல் - பிசிராந்தையார் - பாரதிதாசன், தமிழ் நாதன் பதிப்பகம், சென்னை - 110

## அலகு – 4 தமிழ் இலக்கிய வரலாறு

சங்க காலம் - சங்க இலக்கியங்கள், சங்க காலம் பொற்காலம்,சங்க மருவிய காலம் - கீழ்க்கணக்கு நூல்கள் தொல்காப்பியம்,அகத்தியம், பிற்காலப் புலவர்கள், நாடகம் தோற்றம் வளர்ச்சி.

## அலகு – 5 கட்டுரை வரைவியல் - பொதுக்கட்டுரை

பாடநூல் - பொதுக்கட்டுரைகள், மகிழினி பதிப்பகம், சென்னை-106.

## பாடநூல்கள்

செய்யுள் திரட்டு (நான்கு பருவங்கள்), தமிழ்த்துறை வெளியீடு.

தமிழ் இலக்கிய வரலாறு, மு.அருணாசலம், இராஜா வரதராஜா, அருண் பதிப்பகம், திருச்சி-1. (2017-2018 கல்வியாண்டுக்கு).

<b>Code:15H404</b>	<b>ELC-IV- English Through Literary Texts</b>	<b>Sem: IV</b>
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**Objectives:**

1. To expose students to the creative use of the English language and make them appreciate it
2. To familiarize students with various forms and styles of writing in English

**UNIT I --- British Poetry**

1. Incident of the French Camp – *Robert Browning*
2. Ozymandias – *P.B.Shelley*
3. Lotus Eaters – *Alfred Tennyson*

**UNIT II --- Indian Poetry in English**

1. Where the Mind is Without Fear – *Rabindranath Tagore*
2. Very Indian Poem in Indian English – *Nissim Ezekiel*
3. On Killing a Tree – *Gieve Patel*

**UNIT III --- American Poetry**

1. Brahma – *Ralph Waldo Emerson*
2. Stopping by Woods on a Snowy Evening – *Robert Frost*
3. Strange Meeting – *Wilfred Owen*

**UNIT IV --- Poetry from the Third World and Indian Fiction**

- Australia – *A.D.Hope*  
Telephone Conversation – *Wole Soyinka*  
Five Point Someone – *Chetan Bhagat*

**UNIT V --- One Act Plays**

- The Rising of the Moon by *Lady Gregory (One-act play)*  
Little Man by *John Galsworthy (One-act play)*  
Seven Slaves – *A.Ball (One-act play)*

<b>Code:15B410</b>	<b>CC - VI - COST ACCOUNTING</b>	<b>Sem: IV</b>
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**Objectives:**

1. To equip the students with the knowledge of Cost Accounting.
2. To provide the basic knowledge on purchasing of materials.

**Unit I:** Meaning and scope of cost accounting – relationship of cost accounting and financial accounts – cost analysis – concept and classification- elements of cost – cost methods – preparation of cost sheets –tender and quotation.

**Unit II:** Purchasing of materials – procedure and documentation involved in purchasing – requisition for store - stock level – minimum, maximum reorder level – economic ordering quantity – perpetual inventory – Bin card – ABC analysis – control over scrap, spoilage – inventory records – methods of valuing material issue.

**Unit III:** Computation and control of labour – labour turnover – system of wage payment and incentives

**Unit IV:** Overhead – classification of overhead – primary distribution of overhead – secondary distribution of overhead

**Unit V:** Process costing – losses: Normal process loss, Abnormal loss, Abnormal gain – job costing – contract costing

**Text book:**

- R.S.N. Pillai, V. Bagavathi, “**Cost Accounting**”, Sultan.Chand & Sons, New Delhi, 2006.

**Books for reference:**

- ✓ S.P. Jain and Narang, “**Advanced cost Accounting**”, Kalyani Publishers, New Delhi, 2009.
- ✓ S.P. Iyengar , “**Cost Accounting**” , Sultan Chand & Sons, NewDelhi,1987.
- ✓ T.S. Reddy Y. Hari Prasad Reddy , “**Cost Accounting**”, Margham Publication, Chennai, 2006.

<b>Code:15B411A</b>	<b>AC - V - OPERATIONS RESEARCH</b>	<b>Sem: IV</b>
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**Objectives:**

1. To make the students to understand LPP, graphical methods and simplex methods applied in business.
2. To learn transportation problems, network analysis, Queuing theory, game theory and decision theory.

**Unit – I** – Introduction to OR and LPP - meaning and scope – characteristics – LPP – formulation – Graphical method – simplex method – application in business – merits and demerits

**Unit –II** – **Transportation Problems** – Introduction – basic feasible solution – formulation – solving transportation problems – North West corner Rule – **Vogel’s approximation** – least cost method – **Assignment problems**

**Unit – III** – Network Analysis – introduction – Numbering of event – time estimates in network analysis – Critical Path method – PERT method

**Unit – IV**- **Queuing Theory & Game theory** – definition – benefits of Queuing Theory – **single channel Queuing model** - **Queuing cost behaviour**

Game Theory: meaning and characteristics – saddle point – Dominance property – Different methods of solving game theory problems (No LPP)

**Unit – V** – Decision Theory – Definition – Structure of Decision making problem – **Types of decision making criteria** – Baye’s theorem and its application – Decision tree analysis

**Text book:**

- V.K. Kapoor, “Operation Research”, Sultan Chand & Sons, 1991

**Books for reference:**

- ✓ P.K. Gupta & Manmohan, “Problems in Operation Research”, Sultan Chand & Sons, 1994.
- ✓ R.Panneerselvam, “Operation Research” PHI Learning India Private Limited, 2009.
- ✓ P.R.Vittal and V. Malini, “Operation Research”, Margham Publications, 2012.

<b>Code:15B412A</b>	<b>AC - VI - ORGANIZATIONAL BEHAVIOUR</b>	<b>Sem:IV</b>
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**Objectives:**

1. To enlighten the students on various aspects of human behavior.
2. To make the students to understand and improve their personality in the work place and in the society.

**Unit I:** Need and scope of organizational behaviour –Disciplines contributing to O.B. - Determinants of individual behaviour - Personality – theories, determinants - Nature – types and uses of perception.

**Unit II:** Motivation – Financial and non financial motivational techniques – job satisfaction – meaning – factors – theories – measurement – morale – importance – employee attitude and behaviour and their significance to employee productivity.

**Unit III:** Work environment – good housekeeping practices- design of work place –fatigue – causes and preventions and their importance – Leadership – type and theories of leadership.

**Unit IV:** Group dynamics – formal and Informal Groups – Group Norms – Group Cohesiveness – Group behaviour and Group Decision-making.

**Unit V:** Organizational culture and climate – organizational effectiveness – organizational development – counselling and guidance – importance of counselling.

**Text book:**

- S.S.Khankha, “**Organisational Behaviour**”, Sultan Chand Publications, New Delhi, 4<sup>th</sup> edition, 2010.

**Books for reference:**

- ✓ Fred Luthans, “**Organisational Behaviour**”, McGraw Hill, 11<sup>th</sup> Edition, 2001.
- ✓ Hellrigal, Slocum and Woodman, “**Organisational Behaviour**”, Cengage Learning 2007.
- ✓ Stephen P. Robins, “**Organisational Behaviour**”, PHI Learning / Pearson Education, 11<sup>th</sup> edition, 2008.
- ✓ Subba Rao, “**Organisational Behaviour**”, Himalaya Publications, New Delhi, 2008.



<b>Code:15SSC</b>	<b>SSC- SOFT SKILLS COURSE</b>	<b>Sem:IV</b>
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**Objectives:**

*“Soft skills” or behavioral skills are those that are crucial to an employee’s ability to work “smarter”. A survey of employers has revealed a list of specific “soft skills” that they believe as essential for employees. The skills most frequently mentioned for fresh entrant engineers are English communication, knowing how to learn; competence in reading, writing, effective listening and oral communication skills; grammar and vocabulary; and initiative; interpersonal skills; the ability to work in teams, Knowledge of industry.*

**Unit I**

Importance of Spoken English: Indian and Global Context; Native and Nonnative Accents of English and Issue of Intelligibility

Aspects of English Pronunciation: Individual sounds: Vowels and Consonants

**Unit II**

- Features of Connected Speech: Word Stress, Rhythm and Intonation
- Fluency in Spoken English: Rate of Speaking, Volume of Voice, Pitch, Articulation, Clarity of Expression, Lack of Hesitation, Confidence
- Speaking Politely in English: Use of Can, Could, May, Might, Will, Would, Expressing Requests, Gratitude, Compliments, Agreement, and Disagreement.

**Unit III**

Definition and Functions of Communication, Types of Communication: Interpersonal (Dyadic), Group Communication, Mass Communication

Maxims of Good Conversation

**Unit IV**

- Characteristics of Competent Speaker
- Styles of Speaking
- Interview and Group Discussion

**Unit V**

- Speaking with Confidence: Speech Anxiety, Ways to Overcome Speech Anxiety, Building Credibility as a Speaker: Competence, Character, Charisma Situational Conversations: Meeting People, Greetings, Introducing Yourself, Introducing People, Saying Thanks.

<b>Code:15B513</b>	<b>CC-VII- HUMAN RESOURCE MANAGEMENT</b>	<b>Sem: V</b>
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**Objectives:**

1. To understand the basic aspects of Human Resource Management and its relevance in corporate world.

2. To motivate students to discuss and analyze the various problems relating to Human resource development

**Unit I:** Introduction – Meaning and Definition, Nature, Scope, Objectives and importance of HRM – Functions of HRM.

**Unit II:** Human Resource planning - Manpower planning – Nature, Importance and objectives of Manpower planning – Process of Manpower planning-Uses and Benefits of Manpower planning – HR Inventory – Succession Planning methods.

**Unit III:** Recruitment and Selection – Sources of Recruitment – Selection of employees – Difference between recruitment and selection-procedures for selection – Tests – Interview – Types of Interview – Process of conducting interview – checking of references – Final selection.

**Unit IV:** Training and Development: Importance of training of employees – Types of training –Methods of training Management development: Importance of management development – objectives and methods.

**Unit V:** Promotion , Transfer and termination – promotions policy, - Internal promotional system – Seniority Vs Merit – Benefits of effective promotion policy – Transfer –objectives and types of transfer – employee termination – Dismissal.

**Text book:**

- S.S. Khanka, “*Human resources Management*”, S. Chand & Co. Ltd, New Delhi, 2010.

**Books for reference:**

- ✓ K.Aswathappa, “*Human Resources and Personnel Management*” TMH, New Delhi.
- ✓ C.B. Gupta, “*Human Resource Management*”, Sultan Chand & Co., New Delhi, 2001.
- ✓ Biswajeet Pattanayak, “*Human Resource Management*”, Prentice Hall of India, New Delhi, 2003.
- ✓ V.S.P. Rao, “*Human Resource Management*”, Excel Books, New Delhi, 2006.

<b>Code:15B514</b>	<b>CC-VIII- PRODUCTION AND MATERIAL MANAGEMENT</b>	<b>Sem: V</b>
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**Objectives:**

1. To develop an insight and understanding of production management concepts.
2. To identify the factors supporting plant location, production planning, quality control, and material management.

**Unit I:**

An overall view of productions management – meaning – definition–scope – productivity - relationship of production management with marketing, finance, HRM and material management – plant location - factors determining plant location.

**Unit II:**

Plant layout – meaning – types of layouts and their suitability – principles of plant layout – Introduction to work study, time study and motion study, work measurement, normal time, standard time, capacity planning - various charts used in production management.

**Unit III:**

Productions planning and control – Routing – dispatching – scheduling – kinds of production plans, aggregate scheduling - monthly and weekly scheduling.

**Unit IV:**

Quality control and inspection – meaning – objectives - acceptance sampling technique – statistical quality control – control charts – Introduction to TQM – Plant maintenance – JIT – Six Sigma

**Unit V:**

Material management – meaning – objectives – stores management and its objectives – centralized and decentralized stores - Inventory control - meaning – Inventory management – methods – material handling – equipments handling – EOQ model & ABC analysis – VED – FSN – SDE – HML analysis

**Text book:**

- Martand T. Telsay. “**Production Management**”, S. Chand & Sons Educational Publisher, New Delhi, 2008

**Books for reference:**

- ✓ 1.A.K. Datta,” *Materials Management Procedures Text and Cases*”, PHI, New Delhi, 2012.
- ✓ 2.Kanishka Bedi,” *Production and Operation Management*”, Oxford University Press, 2012.
- ✓ 3.R.B. Khanna,” *Production and operations management*”, PHI learning private Ltd., Delhi, 2012 [www. phindia.com](http://www.phindia.com).
- ✓ R.Panneerselvam, “*Production and Operations Management*”, PHI learning Private Limited 2011 [www. phindia.com](http://www.phindia.com).
- ✓ Prof. K. Shridhra Bhat, Sowmya R. Rao,” *Production & Material Management*”, Himalaya Publishing House, New Delhi 2013.

<b>Code:15B515</b>	<b>CC-IX- MANAGEMENT ACCOUNTING</b>	<b>Sem: V</b>
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**Objectives:**

1. To learn the objectives of Management Accounting and analysis on Financial Statement.
2. To learn various ratios, Fund flow, Cash flow analysis, Marginal costing & Break even analysis.

**Unit I:** Management Accounting - meaning – objectives – scope of management accounting and financial accounting - Management Accounting and Cost Accounting – Utility and limitation of Management Accounting - Analysis of financial statements – tools for analysis comparative financial statements – common size statement.

**Unit II:** Analysis and interpretation of financial statement – Accounting ratios – analysis for liquidity solvency and profitability – significance of various ratios and their computation – uses and limitations of ratio analysis

**Unit III:** Fund flow analysis – concept of funds – sources and uses of funds – concepts of fund flow statements – managerial use of fund flow analysis – construction of fund flow statements.

**Unit IV:** Cash flow analysis – distinction of cash from funds utility of cash flow statements- construction of cash flow statements - working capital management – meaning and importance – management of cash balances, receivable and inventories.

**Unit V:** Marginal costing and profit planning – distinction between absorption costing and marginal costing, marginal costing direct costing, difference – key factor – Break even analysis – margin of safety – cost volume profit relationship.

**Text Books:**

- S.N.Maheswari, “*Principles of Management Accounting*”, Sultan Chand & Sons, New Delhi, 2012.

**Books for reference:**

- ✓ S.K.R. Paul, “*Management Accounting*”, New Central Book agency Kolkata, 2007.
- ✓ R.K.Sharma and Shoshi.K, “*Management Accounting Principles and practice*”, Sultan & sons, New Delhi, 1997.

<b>Code:15B516</b>	<b>CC-X- INTERNATIONAL BUSINESS</b>	<b>Sem: V</b>
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**Objectives:**

1. To enable the students to understand the concepts and theories of international business.
2. To know the concepts of BOP and functions of WTO,IBRD and IMF.

**Unit I:** International Trade – meaning of trade – types of trade – meaning of international trade - Difference and similarities between internal and international trade - importance of International Trade in the Global context - types of international trade – problems involved in international trade

**Unit II:** Theories of Foreign Trade – Mercantilism – Theory of Absolute advantage – Comparative Cost advantage – Opportunity cost – Factors proportion theory – Product Life Cycle theory – Diamond model National competitive advantage theory – Implication of theories. Equal cost differences.

**Unit III:** Balance of Trade - Balance of Payment – meaning - concepts – measures to correct the Balance of Payment - difference between BOP and BOT - Disequilibrium – meaning – causes for disequilibrium in BOP – types of disequilibrium - methods to correct unfavourable disequilibrium –Exchange rate – meaning - fixed and floating exchange rates.

**Unit IV:** International monetary system - IMF- features –stages in international monetary system – IMS performance - International liquidity –IBRD – FDI – EXIM – Export procedure - Export promotion schemes – methods of foreign payment

**Unit V:** WTO and its implications with special reference to India – tariff and non tariff barriers – functions of WTO – difference between WTO and GATT – TRIPS - TRIMS

**Text Book:**

- V.K. Bhalla, " *International Business* ", S. Chand & Company Pvt. Ltd. , New Delhi, 2013.

**Books for reference:**

- ✓ K. Aswathappa, " *International Business* ", Tata McGraw-Hill Education Private Limited, New Delhi, 2010.
- ✓ Francis Cherunillam, " *International Business Text and Cases* ", PHI Learning Private Limited, 2014.
- ✓ P. Subba Rao, " *International Business Text and Cases* ", Himalaya Publishing House, New Delhi, 2013.

<b>Code:15B517</b>	<b>EC-I - SERVICES MARKETING</b>	<b>Sem:V</b>
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**Objectives:**

1. To enable the students to understand and develop the knowledge on different aspects of Services Marketing
2. To make the students to be aware of various services and the quality service

**Unit I:** Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service – classification of service – designing of the service, blueprinting using technology, developing human resources, building service aspirations.

**Unit II:** Marketing Mix in service marketing: The Seven P's product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing - people, physical evidence and process.

**Unit III:** Effective management of service marketing: marketing demand and supply through capacity planning and segmentation –

internal marketing of services - external versus internal orientation of service strategy.

**Unit IV:** Delivering Quality Service: Causes of service- quality gaps. The customer's expectations versus perceived service gap. Factors and techniques to resolve the gap, Customer relationship management, gaps in services – quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap – External communication to the customers – the promise versus delivery gap – developing appropriate and effective communication about service quality.

**Unit V:** Marketing of service with special reference to : Financial services , Professional service, Public utility service and Educational services.

**Text Book:**

- S.M. Jha, “*Services marketing*”, Himalaya Publishers, Mumbai, 6<sup>th</sup> edition, 2003.

**Books for reference:**

- ✓ Dr.V. Balu, “*Financial Market & Services*”, Venkateshwara Publications, Chennai 2005.
- ✓ David Kurtz, Kenneth E. Glow “*Service marketing*” , John wiley & sons, New York, 2002.



<b>Code:15B5Na</b>	<b>NMEC - BANKING</b>	<b>Sem:V</b>
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**Objectives:**

1. To make the students to understand the fundamental concepts of banking.
2. To acquaint the students with the knowledge of banking functions and recent trends in banking services.

**Unit – I** – Introduction to Banking – meaning – kinds of banks – functions of commercial banks

**Unit – II** – Operation of Bank accounts – Fixed deposits – Saving deposit accounts – Current accounts – Recurring deposit accounts – Annuity deposit features and procedures

**Unit – III** – Negotiable Instruments – meaning – features – types – rights of a holder – holder in due course – cheques – types of cheques – dishonour of cheques

**Unit – IV** - Online banking service - Mobile banking – Debit cards- Credit cards – merits and demerits

**Unit- V** – NEFT (National Electronic Fund Transfer) – RTGS (Real time Gross Settlement) – ECS (Electronic Clearing Services) – e-Cheque – ATM – De-mat services

**Text Book**

- B. Santhanam, “*Banking Theory Law & Practice*”, Margham Publications, New Delhi, 2012.

**Books for reference:**

- ✓ Dr.S. Gurusamy, “*Banking Theory Law & Practice*”, M/S Tata McGraw Hill, New Delhi, 2013.
- ✓ S.N. Maheswari, “*Banking Law Theory and Practice*” — Kalyani Publications, Chennai.
- ✓ R. Parmeswaran, S. Natarajan, “*Indian Banking*”, SultanChand & Sons, New Delhi.



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<b>Code:15B5Nb</b>	<b>NMEC - BUSINESS COMMUNICATION TECHNIQUES</b>	<b>Sem: V</b>
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**Objectives:**

1. To give the basic information about internal and external communication of a business organization.
2. To give basic ideas about the modern means of communication used in business.

**Unit- I** - Communication - Definition - Process - Types – Principles of effective Communication: clarity – completeness – conciseness – consideration – courtesy – correctness.

**Unit- II** - Methods of communication – Verbal and non verbal - Barriers to Communication – Business Letter – Layout.

**Unit- III-** Kinds of Business Letters: Enquiries – Replies – Orders – Sales – Circular – Complaints.

**Unit- IV** -Internal Communication: Agenda, Minutes of Meeting – Memorandum – Circular.

**Unit- V-**Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.

**Text Book:**

- Rajendra Pal & J.S. Korlahalli, “**Essentials of Business Communication**”, Sultan Chand & Sons, New Delhi, 2011.

**Books for references:**

- ✓ Bovee, Thill, Schatzman, “**Business Communication Today**”, Pearson Education Private Ltd, New Delhi.
- ✓ Dr.H.G.Patil, Chandralok Prakashan, “**Business Communication**”, New Releases Books, Kanpur, 2012.
- ✓ ShirleyTaylor, “**Communication for Business**”, Pearson Publications, New Delhi.

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Code:15B618	CC – XI - BUSINESS TAXATION	Sem:VI
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**Objectives:**

1. To understand the concepts and benefits of taxation.
2. To explore and offer knowledge on various indirect taxes.

**Unit I:** Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types

**Unit II:** Income Tax Act 1961 – Basic concepts and Definitions – Income, Assessee, Person, Previous year, Assessment year, Gross Total income, Total income – Computation of total Income

**Unit III:** The Excise Duty Act 1944- meaning – types – conditions for levying excise duty -Goods – definition - classification of goods - bases of Excise duty – VAT - objectives - advantages and limitations of VAT

**The Customs Duty Act 1962**– meaning – objectives-powers of customs authority-types of customs duty-procedure - customs duty draw back - prohibited goods - **Entry Tax** – objectives - types and payment

**Unit IV:** The Central Sales Tax Act 1956 - objectives – features - inter and intra state sales - Registered dealer – goods – sale or purchase in the course of export or import - declared goods Service Tax Act 1994 – meaning of service – types of service tax

**Unit V:** An overview of Tax Audit – meaning – scope – circumstances for tax audit— export and import procedure - Export promotion schemes – benefits of export promotion.

**Text Book**

- V. Balachandran, “**Indirect Taxation**”, Sultan Chand & Sons, Educational publishers, New Delhi, 2012

**Books for reference:**

- ✓ Dr. Parameswaran, “**Principles of Taxation**”, Prasanna publications, Chennai, 2010.
- ✓ T.S. Reddy, “**Indirect Taxes**”, Margham Publication, Chennai, 2006.
- ✓ Senthil & Senthil, “**Business Taxation**”, Himalaya Publishing House, 2006.
- ✓ Vinod.K. Singania, “**Indirect Tax Laws**”, Taxmann publications, New Delhi, 2012.

<b>Code:15B619</b>	<b>CC – XII-FINANCIAL MANAGEMENT</b>	<b>Sem:VI</b>
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**Objectives:**

1. To understand the concepts and functions of Financial Management
2. To learn the concept of cost of capital, capital structure, capital budgeting and investment proposals

**Unit I:** Nature of financial management – meaning and scope of finance – function – financial management and its function- goals of financial management profit. Maximization – wealth maximization – importance of financial management – organization of financial department.

**Unit II:** Cost of capital – concept – importance and types of cost of capital – measurement of cost of capital – weighted average cost of capital – operating and financial leverages.

**Unit III:** Capital structure – meaning, factors affecting capital structure – capital gearing, high and low gearing, significance: meaning of trading on equity, limitations on the policy of trading of equity.

**Unit IV:** Capital budgeting – nature of capital expenditure, concept of capital budgeting, capital budgeting procedures – methods of ranking investment proposals- payback method- return on investment method – present value method.

**Unit V:** Financial planning and forecasting. Concept – characteristics and factor affecting financial planning – necessity and limitations – cash forecasting.

**Text Book:**

- I.M.Pandey, “*Financial Management*” Vikas Publishing House, New Delhi, 2002.

**Books for reference:**

- ✓ M.Y. Khan, P.K.Jain, “*Financial Management*”, Tata McGraw Hill Education, New Delhi, 2005.
- ✓ Kuchal, “*Financial Management*”, Chatyana Publishing house, Allahabad, 1993.
- ✓ Prasanna Chandra, “*Financial Management Theory and Practice*”, Tata McGraw Hill, 2009.

<b>Code:15B620</b>	<b>CC – XIII- ENTREPRENEURIAL DEVELOPMENT</b>	<b>Sem: VI</b>
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**Objectives:**

1. To enlighten the students on different aspects of entrepreneurship.
2. To identify the role and skills of an entrepreneur.

**Unit I** - Entrepreneur – Definition – Traits of an Entrepreneur, Functions, Types of Entrepreneurship – Concept – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship

**Unit II** - Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Factors, Need for Achievement Motivation – Barriers to Entrepreneurship Development.

**Unit III** - Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Evaluation of EDP – EDP Institutions in India and their functions – DIC, SISI, TCOs.

**Unit IV** - Project Management – Sources of a Business Idea, Concept of Project and Classification – Project Identification – Project Formulation - Elements – Project Report – Project Appraisal.

**Unit V** - Incentives and Subsidies – Incentives to Small Scale Industries – Benefits to Industrial Units located in Backward Areas – Industrial Estates.

**Text Book:**

- C.B. Gupta & Srinivasan “*Entrepreneurial Development*” – Sultan Chand & Sons, New Delhi, 2010.

**Books for reference:**

- ✓ Gordan & Natarajan “*Entrepreneurship Development*”, Himalaya Publishing House, Chennai, 2009.
- ✓ K. Ramachandran, “*Entrepreneurial Development*” Tata McGraw Hill publications, New Delhi, 2009.
- ✓ Vasanthdesai. “*Dynamics of Entrepreneurial Development*” – Sultan Chand & Sons, New Delhi, 2003.

<b>Code:15B621</b>	<b>CC – XIV- STRATEGIC MANAGEMENT</b>	<b>Sem:VI</b>
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**Objectives:**

- To acquaint the students with core concepts of strategic management.*
- To enable the students to analyze the competence of organizations through various analysis and strategic alternatives in corporate sectors.*

**Unit –I** – Introduction to Strategic Management – meaning of strategy and strategic management – objectives – nature of strategy – concepts of strategy – levels at which strategy operates – mission – vision – objectives – business policy – benefits and limitations of strategic management.

**Unit – II** – analysing corporate level strategy – Environmental scanning – SWOT analysis– BCG analysis – GE nine cell matrix – Industry analysis – opportunity matrix – Generic Strategies (cost leadership, differentiation and focus).

**Unit – III** – Strategic alternatives – Diversification – meaning – types – merger and acquisition - liquidation strategy – synergy – takeover – joint venture – divestment – dis-investment – turnaround strategy – modernization – modification - merits and demerits - guidelines for crafting business strategies.

**Unit– IV** – Formulation and Implementation – strategy implementation process – performance standards - value chain analysis – approaches to strategic decision making – resource allocation – social audit – Role of strategist in formulating and implementing strategy.

**Unit – V-** Strategic Evaluation and control – meaning –process of evaluation – evaluation techniques (gap analysis, SWOT, PEST, Benchmarking) – barriers in evaluation Control: meaning – process – types – advantages of evaluation & control – case study

**Text Book:**

- Azar Hazmi, "**Business Policy and Strategic Management**", Tata McGraw-Hill Publishing Company Limited, New Delhi.2004. [www. tata mcgrawhill. Com.](http://www.tatamcgrawhill.com)

**Books for reference:**

- ✓ Francis Cherunilam,"**Business Policy & Strategic Management**", Himalaya Publishing House, Chennai.
- ✓ Fred R. David,"**Strategic Management Concept and Cases**", PHI Learning Private Limited, New Delhi 2008- [www.phindia.com](http://www.phindia.com)
- ✓ P.K. Khosh, "**Strategic Planning and Management**", - S. Chand & sons, New Delhi, 2006.
- ✓ B.Hiritapa,"**Strategic Management**", New Age International (P) Ltd Publishers, New Delhi.
- ✓ Vipin Gupta,"**Business Policy & strategic Management**", PHI, New Delhi.

<b>Code:15B622</b>	<b>EC – II - STOCK EXCHANGE PRACTICES</b>	<b>Sem:VI</b>
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**Objectives:**

1. To make the students to understand the functional system of stock market.

2. To acquaint the students with the procedure of on line stock trading.

**Unit I:** Investment – meaning – features – sources of Investments  
Information – Capital Market meaning – features – risks, types.

**Unit II:** Capital Market – Structure – New issue market – role, functions  
– Capital market reforms – free pricing – book building.

**Unit III:** Secondary Market – Stock Exchange – functions – listing of  
shares – conditions – advantages of listing – Depository Systems.  
Players in Secondary market – Gambling – Speculation – market  
dealings in a Stock Exchange.

**Unit IV:** NSE – OTCEI – SEBI – objectives and functions – SEBI  
Guidelines.

**Unit V:** Procedures of on line stock trading – advantages – problems  
and defects – stock market indices – Dematerialization.

**Text Book:**

- Punithavathi Pandian – “**Security Analysis & Portfolio Management**”, Vikas Publishing House Private Limited, New Delhi, 2003.

**Books for reference:**

- ✓ V.A. Avadhani, “**Investment Management**”, Himalaya Publishing House, New Delhi, 1996.
- ✓ V.K. Bhalla, “**Security Analysis & Portfolio Management**”, S.Chand & Sons Co., New Delhi, 2007.

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