

B.A Economics
(Distance Education Programme)
Curriculum (2018 - 19 onwards)
with
Credit Based System



Directorate of Distance Education

Alagappa University

[State University Accredited with A⁺ Grade by NAAC (CGPA: 3.64) in the Third Cycle]

Karaikudi - 630 003

Degree of Bachelor of Arts (B.A) in Economics
Credit Based System (CBS)
(With effect from June 2018 - 19 onwards)

Degree of Master of Arts (B.A) Economics

Credit Based System (CBS)

(With effective from June 2018 - 2019 onwards)

a. Programme's Mission & Objectives:

To afford a High Quality Under Graduate Degree (B.A) Economics through Distance Learning mode to the candidates who aspire to acquire elaborate knowledge of Economics and maximize the employability for their livelihood.

The objectives of the programme include;

- To impart knowledge of fundamental concepts and theoretical propositions in Economics
- To train the students to understand the society, economy and the world at large
- To equip students with right analytical skill in economic development of the nation
- To give the students an exposure to the way economic problems and issues to be looked at without any bias
- To provide the students with a skill that is useful both in job market and in academia
- To create awareness among the students with recent developments in Economics
- To equip the student community with the theoretical and empirical material for enhancing their capability to address the basic problems confronted by the society

b. Relevance of the Programme with Alagappa University's Mission and Goals:

In order to align with the mission and goals of Alagappa University the B.A., Economics programme is planned to deliver in Distance Learning mode which may reach the maximum number of student aspirants who are unable to thrive to spend non-elastic timings of formal conventional class room education. Such a higher education in Arts subject will enrich the human resources for the uplift of the nation to Educational, Social, Technological, Environmental and Economic Magnificence (ESTEEM).

c. Nature of Prospective Target Group of Learners:

A candidate who has passed in Higher Secondary (10 +2) or three years diploma shall be eligible for B.A. Economics programme. Also, the target group of learners includes various level employees of educational institutions, business institutions and other institutions and women taking care of family.

d. Appropriateness of programme to be conducted in Distance learning mode to acquire specific skills and competence:

B.A., Economics programme through Distance Learning mode is developed in order to provide subject-specific skills including knowledge about Micro Economics, Indian Economy, Elements of Statistics, Fiscal Economics, Economics for Competitive Examinations, Development Economics, Money and Banking, Agricultural Economics, Tamil Nadu Economy, International Economics and Computers and Data Processing.

e. Instructional Design:

e. 1. Curriculum Design:

Sl. No.	Course Code	Title of the Course	CIA Max.	ESE Max.	TOT Max.	C Max
FIRST YEAR						
I Semester						
1	13611	Part-I: Tamil Paper-I / Communication Skills-I	25	75	100	4
2	13612	Part-II: English Paper-I	25	75	100	4
3	13613	Micro Economics - I	25	75	100	4
4	13614	Indian Economy	25	75	100	4
		Total	100	300	400	16
II Semester						
5	13621	Part-I:Tamil Paper-II / Communication Skills-II	25	75	100	4
6	13622	Part-II: English Paper-II	25	75	100	4
7	13623	Micro Economics - II	25	75	100	4
8	13624	Elements of Statistics	25	75	100	4
		Total	100	300	400	16
SECOND YEAR						
III Semester						
9	13631	Part-I: Tamil Paper-III / Human Skills Development - I	25	75	100	4
10	13632	Part-II: English Paper-III	25	75	100	4
11	13633	Macro Economics - I	25	75	100	4
12	13634	Fiscal Economics	25	75	100	4
		Total	100	300	400	16
IV Semester						
13	13641	Part-I: Tamil Paper-IV / Human Skills Development - II	25	75	100	4
14	13642	Part-II: English Paper-IV	25	75	100	4
15	13643	Macro Economics - II	25	75	100	4
16	13644	Economics for Competitive Examinations	25	75	100	4
		Total	100	300	400	16
THIRD YEAR						
V Semester						
17	13651	Development Economics	25	75	100	4
18	13652	Money and Banking	25	75	100	4
19	13653	Agricultural Economics	25	75	100	4
20	13654	History of Economic Thought	25	75	100	4
		Total	100	300	400	16
VI Semester						
21	13661	Tamil Nadu Economy	25	75	100	4
22	13662	Environmental Economics	25	75	100	4
23	13663	International Economics	25	75	100	4
24	13664	Computers and Data Processing	25	75	100	4
		Total	100	300	400	16

Course Code Legend:

1	3	6	X	Y
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136 - B.A., Economics

X - Semester Number

Y - Course Number in the Semester

CIA: Continuous Internal Assessment, ESE: End Semester Examination, TOT: Total, C: Credit Points, Max.: Maximum

No. of Credits per Course - 4

Total No. of Credits per Semester - 16

Total No. of Credits the Programme - 16 X 4 = 64

e. 2. Detailed Syllabi:

FIRST SEMESTER

Course Code	Title of the Course
13611	Part-I: Tamil Paper - I

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

1. கண்ணதாசன் - ஸ்ரீ கிருஷ்ண கானம்

1. புல்லாங்குழல் கொடுத்த
2. குருவாயூருக்கு வாருங்கள்

கூறு 2

1. கோகுலத்து பசுக்கள்
2. கோகுலத்தில் ஒரு நாள் ராதை
3. ஆயர்பாடி மாளிகையில்

கூறு 3

பட்டுக்கோட்டை கல்யாண சுந்தரம்

1. நெஞ்சில் குடியிருக்கும்
2. செய்யும் தொழிலே தெய்வம்

கூறு 4

1. பாரதியார்

கண்ணன் என் விளையாட்டுப்பிள்ளை

பாரத மாதா திருப்பள்ளி எழுச்சி

கூறு 5

1. பாரதிதாசன் - உலகப்பன் பாட்டு (5)
2. நாமக்கல் கவிஞர் - நோயற்ற வாழ்வு 7 பாட்டு
3. பெ.தூரன் - நிலா பிஞ்சு

கூறு 6

1. வல்லிக் கண்ணன் - வெறும் புகழ்
2. கு.ப.இராஜகோபாலன் - எதற்காக?
3. மீரா - பதினைந்து

கூறு 7

1. சிற்பி - சர்ப்ப யாகம்
2. ஞானக்கூத்தன் - தோழர் மோசிகீரனார்

கூறு 8

1. அப்துல் ரகுமான் - கண்ணும் எழுதேம்
2. சண்முக சுப்பையா - வயிறு

கூறு 9

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. கம்பராமாயணம் - அயோத்தியா காண்டம்

கூறு 10

1. சீறாப்புராணம் - ஈத்தங்குலை வரவழைத்த படலம் (1)

கூறு 11

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
1. இன்னவாயில்
 2. கொழுந்துறும்
 3. பஞ்சு அரங்கில்

கூறு 12

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
4. எண்ணுளே
 5. ஒண்தலங்கள்
 6. இரவியேந்த கஞ்சக்

கூறு 13

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
7. கன்னியாயதாயும்
 8. ஏந்தி ஓங்கு உளத்து
 9. ஆவ தேமுனர்

10. கொல்லும் வேலொடும்

கூறு 14

தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

11. என்று வாசகம்

12. அம்பினால்

13. வேண்டும் ஓர் வினை

Course Code	Title of the Course
13611	Part-I: Communication Skills - I

Objectives:

On completion of the course the students will be able to

- ❖ Make students to understand the basic skills of Communication.
- ❖ Acquaint students with the important features of Communication skills.

Unit-1: Communication - Meaning - Types- Importance.

Unit-2: Barriers to Effective Communication - Principles - Principles of Effective Communication.

Unit-3: Oral Communication - Meaning - Importance - Forms of Oral Communication.

Unit-4: Intonation - Meaning - Function - Types Preparation of Speech- Steps Involved.

Unit-5: Principles of Effective Oral Communication.

Unit-6: Written Communication - Meaning - Steps - Importance - Advantages - Use of words and Phrases.

Unit-7: Sentence - Meaning - Sentence formation - Characteristics of an Effective Sentence.

Unit-8: Paragraph Writing - Essay Writing - Steps Involved - Outline-Layout - Contents - Drafting-Correction - Final Draft.

Unit-9: Application for Employment and Curriculum Vitae - Steps involved.

Unit-10: Non-Verbal Communication - Meaning - Types - Body Language - Postures -Gestures - Facial Expressions - Eye Contact.

Unit-11: Report Writing - Report - Types of Reports - Format of a Report.

Unit-12: Essentials of a Good Report - Preparation of Report - Procedure Involved.

Unit-13: Meetings - Purpose of the Meeting - Procedure.

Unit-14: Group Discussion - Quality of Content - Participation - Logical Presentation - Behavioural Skills.

References:

1. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
2. Geetha Nagaraj, Write to Communicate, 2004.
3. Wren & Martin, English Grammar and Composition, 2002.
4. Dale Carnegie, How to Win Friends and Influence People, 1981.
5. Dale R Jordan, Language Skills and Use.
6. Gartside L. Bahld, Nagammiah and McComas, Satterwhite, Modern Business Correspondence.
7. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.
8. Wallace, Michael J, Study Skills in English.
9. Editors of Readers Digest, Super Word Power.

Course Code	Title of the Course
13612	PART-II : English Paper - I

Objective:

- ❖ To make the students master the different topics prescribed in the Prose, Grammar and Composition.

Prose

- Unit-1:** Water-the Elixir of life - C.V. Raman
Unit-2: Mrs. Packletide's Tiger - SAKI
Unit-3: A Deed of Bravery - Jim Carbett
Unit-4: The Cat - Catharine M. Willson
Unit-5: On Letter Writing - Alpha of the Plough
Unit-6: Our Ancestors - Carl Sagan
Unit-7: Our Civilization - C.E.Foad
Unit-8: A Hero on Probation - B.R. Nanda
Unit-9: Dangers of Drug Abuse - Hardin B. Fones
Unit-10: Food - J.B.S. Haldane

Grammar

- Unit-11:** Articles - Gerunds – Participles – Infinitives – Modals - Proposition - Tenses.
Unit-12: Direct and Indirect Speech - Transformation of sentences - Active and passive voice.

Composition

- Unit-13:** Letter writing - Precis writing - Developing hints.
Unit-14: Dialogue writing - Paragraph writing.

References:

1. Sebastian D K, *Prose for the Young Reader*, Macmillan.
2. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
3. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Course
13613	Micro Economics - I

Objectives:

On completion of the course the students will be able to

- ❖ Acquire in-depth knowledge on basic theoretical foundations in micro-economics to the students.
- ❖ Understand different market structure and price determination.

Unit-1: Basic Economic Problem - Choice and Scarcity; Distinction between Micro and Macro Economics.

Unit-2: Methods of Analysis: Deductive and Inductive Methods of Analysis - Economic Statics and Dynamics.

Unit-3: Consumer Behaviour - Cardinal and Ordinal Utility - Law of Diminishing Marginal Utility - Law of Equi - Marginal Utility.

Unit-4: Demand: Demand Schedule and Demand Curve - Determinants of Demand.

Unit-5: Elasticity of Demand: Definition and Types of Elasticity of Demand.

Unit-6: Measurement of Elasticity: Measurement of Price Elasticity of Demand: Determinants of Price Elasticity of Demand - Demand and Supply Equilibrium.

Unit-7: Factors of Production - Production Function - Short Run and Long Run.

Unit-8: Production Function - Law of Variable Proportions - Laws of Returns - Iso-Quants - Producer's Equilibrium.

Unit-9: Cost Function: Meaning - Types - Cost in Short and Long Run - Importance.

Unit-10: Revenue Function: Meaning - Types - Short and Long Run Revenue - Price - Profit.

Unit-11: Market Structure: Characteristics - Market Schedule- Perfect Competition and Imperfect Competition.

Unit-12: Market Pricing: Pricing under Different Market Structure.

Unit-13: Monopoly - Monopolistic Competition - Meaning - Features - Price Discrimination.

Unit-14: Duopoly and Oligopoly - Concepts - Features - Price Determination under Duopoly and Oligopoly.

Reference:

1. Jhingan, M.L. (2011), "**Micro Economic Theory**", Vikas Publishing House, Delhi.
2. Dewett, K.K. (1985), "**Modern Economic Theory**", S. Chand and Company, Delhi.

3. Ahuja, H.L. (2004), "**Micro Economics**", S. Chand and Company, Delhi.
4. Koutsyiannis, A. (2000), "**Modern Microeconomics**", (2nd Edition), Macmillan press, London.
5. Layard, P.R.G. and A.W. Walters (1978), "**Microeconomic Theory**", McGraw Hill, London.
6. Sen, A. (1999), "**Micro Economics: Theory and Application**", Oxford University Press, New Delhi.
7. Stigler, G. (1996), "**Theory of Price**", PHI, New Delhi.
8. Varian, H.R. (2000), "**Microeconomic Analysis**", W.W. Norton, NewYork.

Course Code	Title of the Course
13614	Indian Economy

Objectives:

On completion of the course the students will be able to

- ❖ Provide the essential components of various sectors of Indian economy over a period of time.
- ❖ Understand the importance of international trade organisations.

Unit-1: Indian Economy: Nature - Scope and Features of Less Developed and Developing Economies.

Unit-2: Economic and Non-Economic Factors Impeding Economic Development - Factors Determining Economic Development.

Unit-3: Planning and Economic Development - Objectives of Planning - Types of Planning - Indian Planning Since Independence.

Unit-4: Agriculture: Role and importance - Agriculture Development under Five Year Plans - Productivity - Measures.

Unit-5: Industry: Role of Small - Medium and Cottage Industries - Industrial policy of 1948 - Problems - Industrial Development under Five Year Plans - LPG.

Unit-6: Appraisal of Planning: An Appraisal of India's Economic Reforms - NITI Aayog.

Unit-7: Capital Formation - Human and Physical - Savings and Investment.

Unit-8: National Income - Methods - Recent Trends in National Income.

Unit-9: Human Resources - Population Growth - Population Policy 2010.

Unit-10: Infrastructure Development: Importance of Transport to Economic Growth - Transport Coordination - Road - Railways - Shipping and Civil Aviation.

Unit-11: Poverty in India: Meaning - Types - Poverty and Unemployment Eradication Programmes in India.

Unit-12: Foreign Trade: Meaning - India's Foreign Trade and Balance of Payments - EXIM Policy.

Unit-13: Finance Commission: Evolution - Function - Principles - Central and State Relations - Recent Finance Commission.

Unit-14: Macro Policy: National Agricultural Policy - GATT, WTO and India's Foreign Trade.

Reference:

1. Dutt and Sundaram (2014), "**Indian Economy**", S. Chand and Company, New Delhi.
2. Misra, S.K. and V.K. Puri (2014), "**Indian Economy**", Himalaya Publishing House, New Delhi.
3. Kapila, U. (2012), "**Indian Economy since Independence**", Academic Foundation, New Delhi.
4. Joshi, V. and I.M.D. Little (1996), "**India's Economic Reforms: 1991-2001**", Oxford University Press, New Delhi.
5. Economic Survey (2014-15), Government of India, New Delhi.

SECOND SEMESTER

Course Code	Title of the Course
13621	Part-I: Tamil Paper - II

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
14. சொல் தவிர்ந்த
15. அன்னை
16. அஞ்சுவார்
17. சொல்லக் கேட்டனள்
18. மற்செய்கை
19. மண்கனியப்
20. அழுது ஆர்ந்த

கூறு 2

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
21. பொய் பொதுளும்
22. இன்பு அருந்தி
23. வழதாயின இன்பு
24. மறம் ஏவினர்

கூறு 3

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
25. மண்ணோர்கள்
26. பொய்யா விதியோய்
27. விடியா இருள்
28. அழுவார் எவரும்

கூறு 4

சிறுகதை - நீலபத்மநாபனின் “வான வீதியில்”

கூறு 5

உரைநடை - கம்பன் புறத்திணை - தி.சொக்கலிங்கம்

இலக்கணம் - எழுத்தும் சொல்லும்

Course Code	Title of the Course
13621	Part-I: Communication Skills - II

Objectives:

- ❖ To make students understand the basic skills of Communication.
- ❖ To acquaint students with the important features of Communication skills.

Unit-1: Code and Content of Communication Skills.

Unit-2: Stimulus and Response of Communication Skills.

Unit-3: Effective Speaking Guidelines.

Unit-4: Pronunciation Etiquette of Communication Skills.

Unit-5: Phonetics in Communication Skills.

Unit-6: A Self-Assessment of Communicating Soft Skills.

Unit-7: Language Skills - Ability - Skill Selected Need - Learner Centre activities.

Unit-8: Listening Skills - Importance - Types of Listening - Interview Skills.

Unit-9: Conversation Skills - Modes.

Unit-10: Presentation Skills - Preparing - Planning - Presentation.

Unit-11: Written Communication - Structure of Effective Sentences - Paragraph.

Unit-12: Technical Writing - Creative Writing - Editing and Publishing.

Unit-13: Corporate Communication Skills - Internal - Effective business writing -Letters, Proposals, Resume.

Unit-14: Corporal Communication Skills - External - Press release - Newsletters-Interviewing skills.

References:

1. Dutt. Kiranmai & Geeta Rajjevan. Basic Communication Skills. Rev.ed. Foundation Books Pvt.Ltd. Cambridge House, New Delhi 2006.
2. Bill R. Swetmon. Communication Skills for the 21st Century. Chennai: Eswar Press. First South Asian Edition 2006.
3. Glass. Lillian. Talk to Win. New York: Perigee Books,1987.
4. Pease. Alan. Signals: How to Use Body Language for Power, Success and Love, New York: Bantam Books, 1981.

5. Walters. Lilly. *Secrets of Successful Speakers*. New York: McGraw-Hill, Inc., 1993.
6. Mandal. S.K. *How to Succeed in Group Discussions & Personal Interviews*. Mumbai: JAICO Publishing House.
7. Rogoff. Leonard and Ballenger. Grady. *Office Guide to Business Letters, Memos & Reports*. New York: Macmillan, 1994.
8. Krishna Mohan & Meera Banerjee, *Developing Communication Skills*, 2005.
9. Geetha Nagaraj, *Write to Communicate*, 2004.
10. Wren & Martin, *English Grammar and Composition*, 2002.
11. Rajendra Pal and Kortahalli J S, *Essentials of Business Communication*.

Course Code	Title of the Course
13622	PART-II : English Paper - II

Objective:

- ❖ To make the students master the different topics prescribed in the Poetry and Language use Sections.

Poetry

- Unit-1:** Sonnet - William Shakespeare
- Unit-2:** Lines Composed upon Westminster Bridge
-William Wordsworth
- Unit-3:** Grecian Urn - John Keats (1795-1827)
- Unit-4:** Andrea Del Sarto - Robert Browning (1812-1889)
- Unit-5:** The Road Not Taken - Robert Frost (1874-1963)
- Unit-6:** Strange Meeting - Wilfred Owen (1813-1918)
- Unit-7:** Gitanjali - Rabindranath Tagore (1861-1946)
- Unit-8:** The Coromandel Fishers - Sarojini Naidu
- Unit-9:** The Express - Stephen Spender
- Unit-10: Shakespeare:** The Merchant of Venice

Language Use:

- Unit-11:** Essay writing
- Unit-12:** Note Making
- Unit-13:** Report writing
- Unit-14:** Comprehension

References:

1. *The Golden Quill*, P.K. Seshadri, Macmillan.
2. *The Merchant of Venice*, Shakespeare. (Any overseas edition).
3. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.

4. Modern English – *A Book of Grammar Usage and Composition* by
N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Course
13623	Micro Economics - II

Objectives:

On completion of the course the students will be able to

- ❖ Provide theoretical foundation of the macro-economic theory especially about the basic concepts such as scarcity, choice, efficiency, equity, equilibrium and uncertainty.
- ❖ Understand the rent theories, wage theories, interest and profit theories.

Unit-1: Economies of Scale: Meaning and Its Usefulness.

Unit-2: Different Concepts of Costs - Types of Cost.

Unit-3: Concept of Revenue - Types of Revenue.

Unit-4: Market - Concept and Classification - Different Market Structures.

Unit-5: Perfect Competition and Market Equilibrium.

Unit-6: Monopoly: Meaning - Features of Monopoly - Price and Output Determination under Monopoly.

Unit-7: Monopolistic Competition - Features - Price and Output Determination under Monopolistic Competition.

Unit-8: Oligopoly - Meaning - Features - Kinked Demand Curve.

Unit-9: Marginal Productivity Theory of Distribution.

Unit-10: Theory Concept of Adding up Theorem.

Unit-11: Theories of Rent - Ricardian Theory of Rent - Modern Theory of Rent - Quasi-Rent.

Unit-12: Theories of Wages - The Subsistence Theory of Wages - Wage Fund Theory-Marginal Productivity Theory of Wages.

Unit-13: Theories of Interest and Profit: Classical Theory of Interest - Neo-Classical's Loanable Funds Theory - Modern Theory of Interest.

Unit-14: Innovation Theory - Schumpeter's Innovation Theory.

Reference:

1. Sankaran, S. (2000), “**Micro Economics**”, Margham Publications, Chennai.
2. Ahuja, H.L. (1996), “**Principles of Micro Economics**”, A New Look at Economic Theory, S. Chand and Company Ltd., New Delhi.
3. Misra and Puri, (1996), “**Advanced Micro Economics**”, Himalaya Publishing House, Mumbai,.
4. Jhingan, M.L. (2002), “**Micro Economic Theory**”, Vrinda Publications Ltd., New Delhi.
5. Lokanathan, V. (2003), “**Principles of Economics, Economic Analysis**” S. Chand & Co., New Delhi.
6. Seth, M.L. (2001), “**Principles of Economics**”, Lakshmi Narain Agarwal, Agra.
7. Dutt & Sundaram (1990), “**Micro Economics**”, S. Chand & Co Ltd, New Delhi.

Course Code	Title of the Course
13624	Elements of Statistics

Objectives:

On completion of the course the students will be able to

- ❖ Be familiar the importance of the application of statistical methods in socio-economic analysis among the students.
- ❖ Understand difference between census, sample methods and techniques of sampling.

Unit-1: Statistics: Definition - Nature - Scope - Role and Importance of Statistics.

Unit-2: Index Numbers: Definition - Uses - Problems in Construction - Methods - Simple and Weighted.

Unit-3: Index Numbers in Economics: Laspeyer’s and Paache’s Index Numbers - Fishers Ideal Index Number - Marshall and Edgeworths Index Numbers.

Unit-4: Census and Sampling: Meaning - Features - Population and Sample.

Unit-5: Sampling: Meaning - Types of Sampling.

Unit-6: Sampling Design: Meaning - Types - Challenges.

Unit-7: Design of Questionnaire.

Unit-8: Sampling Errors.

Unit-9: Collection of data: Meaning - types of data: Primary and Secondary - Qualitative and Quantitative.

Unit-10: Tabulation of Data: Meaning - Objectives - Classification of Tabulation - Types of Tables - Presentation of Tables.

Unit-11: Measures of Central Tendency: Characteristics - Median - Mode - Harmonic Mean - Geometric Mean - Simple Problems.

Unit-12: Measures of Dispersion-I: Features - Quartile Deviation - Mean Deviation - Standard Deviation - Its usefulness.

Unit-13: Measures of Dispersion-II: Range - Quartiles - Deciles - Percentiles - Characteristics - Simple Problems.

Unit-14: Diagrammatic and Graphic Representation - Bar Diagrams - Pie Diagrams - Histograms - Pictograms - Cartograms - Frequency Graphs - Ogives – LorenzCurve.

Reference:

1. Gupta, S.P. (1993), “**Introduction to Statistical Methods**”, S. Chand and Company, New Delhi.
2. Gupta, S.P. (1993), “**Fundamentals of Applied Statistics**”, S. Chand and Company, New Delhi.
3. Pillai, R.S.N. and Bagavathi (2014), “**Statistics: Theory and Practices**” S. Chand and Company, New Delhi.
4. Nagar. A.L. and R.K. Das (1983), “**Basic Statistics**”, Oxford University Press, Bombay.
5. Speigal, M.R. (1992), “**Theory and Problems of Statistics**”, Mcgraw Hill Book Co., London.

THIRD SEMESTER

Course Code	Title of the Course
13631	Part-I: Tamil Paper - III

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1: பத்துப்பாட்டு – முல்லைப்பாட்டு

கூறு 2: எட்டுத்தொகை – ஐங்குறுநூறு

கூறு 3: கபிலர் - குறிஞ்சித்திணை

கூறு 4: மஞ்சைப்பத்து – முதல் மூன்று பாடல்கள்

கூறு 5: குறுந்தொகை – பரணர் பாடல்கள் பா. எண். 19, 24, 36, 128, 399

கூறு 6: நற்றிணை – பெருங்குன்றூர்கிழார் - பா. எண். 5
பெருவழுதியார் - பா. எண். 55
பெருங்கௌசிகனார் - பா. எண். 139

கூறு 7: நற்றிணை – கருவூர்க்கோசிகனார் - பா. எண். 214
உலோச்சனார் - பா. எண். 249

கூறு 8: அகநானூறு – சேந்தம்பூதனார் பாடல்கள் பா.எண். 84, 207

கூறு 9: புறநானூறு – மறோக்கத்து நப்பசலையார் பாடல்கள்
பா. எண். 37, 39, 126, 226, 280

கூறு 10: பதினெண் கீழ்க்கணக்கு – திருக்குறள் - வாழ்க்கைத் துணை நலம் (6),
அறிவுடைமை (43), பிரிவாற்றாமை (116)

கூறு 11: நான்மணிக்கடிகை – எள்ளற்க (3), பறைபடவாழா (4),

கூறு 12: நான்மணிக்கடிகை - மண்ணயறிப (5), கள்ளிவயிற்றில் (6), கல்லிற்பிறக்கும்(7)

கூறு 13: நாடகம் - இராசராசசோழன் - அரு. இராமநாதன்

கூறு 14: நாவல் - சுவடுகள் - இரா. பாலசுப்பிரமணியன், சத்யா வெளியீடு, மதுரை.

Course Code	Title of the Course
13631	Part-I: Human Skills Development - I

Objectives:

❖ To Make the Students develop human skills.

Unit-1: Human Skills - Developing skills - Types.

Unit-2: Mind-Levels of functions - Habits - Meaning - Types - Merits of good habits - Interpersonal Relationship - Features - Interpersonal Behaviour.

Unit-3: Thinking ahead - Significance of thinking ahead.

Unit-4: Developing Personality - Meaning - Need - Factors influencing personality, Ways of developing personality - Building positive personality.

Unit-5: Self-concept - Self-esteem - Meaning-Importance - Self-efficacy - Self-acceptance - Meaning- Importance - Etiquette - Meaning - Etiquettes in using mobile, telephones - Dais Etiquette.

Unit-6: Goal - setting Skills - Meaning - Types - Importance.

Unit-7: Decision-making skills - Meaning - Types - Steps in decision-making

Unit-8: Negotiating Skills - Styles - Structure - Creating negotiation - Competitive Negotiation.

Unit-9: Attitudes - Meaning - Types - Importance - Developing positive attitudes.

Unit-10: Coping with Change - Meaning - Characteristics - Importance of change Resistance to change - Dealing with change.

Unit-11: Leadership - Meaning - Importance - Characteristics - Styles.

Unit-12: Human Relations Skill - Need - Canons of good human relations.

Unit-13: Counselling - Meaning - Importance - Forms - Conflicts - Meaning - Types - Causes - Effects - Managements of conflicts

Unit-14: Stress-Meaning - Types - Causes - Effects - Managing the stress - Anger - Meaning - Causes - Consequences - Anger Management.

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

Course Code	Title of the Course
13632	PART-II : English Paper - III

Objective:

- ❖ To make the students master the different topics prescribed in the Short Stories, One Act Plays, Grammar and Composition.

Short Stories

- Unit-1:** A Hero - R.K. Narayanan
Unit-2: The Diamond Necklace - Guy de Maupassant
Unit-3: The Verger - Somerset Maugham
Unit-4: The Postmaster - Rabindranath Tagore

One Act Plays

- Unit-5:** The Proposal - Anton Chekhov
Unit-6: The Boy Comes Home - A.A. Milne
Unit-7: The Silver Idol - James R. Waugh
Unit-8: Progress - St. John Ervine
Unit-9: The Pie and the Tart - Huge Chesterman
Unit-10: Reunion - W.st. Joh Tayleur

Unit-11: A kind of Justice - Margaret Wood
Unit-12: The Refugee - Asif Currimbhoy

Grammar

Unit-13: Parts of speech-Noun- Pronoun- Adjective
Degrees of Comparison- Verb- Adverb

Composition

Unit-14: Agenda- Minutes- Notice- Descriptive Writing

References:

1. *Aroma*, Ed. by the Board of Editors, Publishers- New Century Book House, Chennai.
2. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

Course Code	Title of the Course
13633	Macro Economics - I

Objectives:

On completion of the course the students will be able to

- ❖ Understand about various Macro-economic concepts and theories.
- ❖ Explain different Macro-economic policies.
- ❖ Analyse Macro-economic problems.

Unit-1: Nature and Scope of Macro Economics - Distinguish between Micro and Macro Economics.

Unit-2: Circular Flow of Income: Stock and Flow Concepts - Two Sector Model.

Unit-3: National Income - Definition - Concepts - Measurement - Social Accounting - Its Uses.

Unit-4: Classical Theory of Employment and Income - Say's Law of Market.

Unit-5: Post Keynesian Macro Analysis: Concepts - Contribution of Hicks - Hanson: ISLM - Diagram

Unit-6: Consumption Function: Meaning - Theories of Consumption Function.

Unit-7: Investment Function: Meaning - Determinants of Investment - MEC – MEI.

Unit-8: Keynesian Model: Simple Keynesian Model of Income and Employment Determination.

Unit-9: Multiplier: Assumptions - Leakages - Static and Dynamic Multipliers - Its Importance.

Unit-10: Accelerator: Concepts - Principles of Acceleration - Operation of the Acceleration Principle - Its use.

Unit-11: The Employment Multiplier: Concepts - The Interaction Principle Basics of Income and Employment Multiplier.

Unit-12: Macro Economic Policy and Goals: Full Employment, Price, Stability.

Unit-13: Growth and Distribution: Meaning - Economic Growth - Distribution of Income and Wealth.

Unit-14: Monetary, Fiscal and Income Policies in Developing Nation.

Reference:

1. Mithani, D.M. (2003), “**Modern Economic Analysis**”, Himalaya Publishing House, Mumbai.
2. Ahuja, H.L. (2000), “**Macro Economics**”, S. Chand and Company, New Delhi.
3. Vaish, M.C. (2005), “**Macro Economic Theory**”, Vikas Publishing House, New Delhi.
4. Shapiro, E. (2008), “**Macro Economic Analysis**”, Galyotia Publications, New Delhi.
5. Seth, M.L. (1999), “**Macro Economics**”, Lakshmi Narayan Agarwal Publishers, New Delhi.

Course Code	Title of the Course
13634	Fiscal Economics

Objectives:

On completion of the course the students will be able to

- ❖ Provide the conceptual framework, theoretical dimensions and policy underpinnings of core public and fiscal economics.
- ❖ Understand the public economic concepts, importance, instruments and objectives of fiscal economics.

Unit-1: Introduction: Meaning and Scope - Functions - Private and Public Finance.

Unit-2: Principle of Maximum Social Advantage: Assumptions - Marginal Social Sacrifice (MSS) - Marginal Social Benefit (MSB).

Unit-3: Public Finance: Financial Needs of Central - State and Local Finance.

Unit-4: Taxation: Meaning - Features - Direct and Indirect Taxes - Incidence of Taxation.

Unit-5: Public Expenditure: Meaning and Importance - Effects of Public Expenditure.

Unit-6: Growth of Public Expenditure: Growth of Public Expenditure in Recent Times -Public Expenditure in India - Control of Public Expenditure.

Unit-7: Public Debt: Forms, Need - Classification and Burden of Public Debt - Role of Public Debt in a Developing Economy.

Unit-8: Public Debt in India: Public Debt Recent Trends - Causes of Growth - Public Debt of the Centre and State Governments.

Unit-9: Public Borrowing: Meaning - Important - Sources of Public Borrowings and Development Finance in India.

Unit-10: Federal Finance - Principles - Analysis of Division of Revenue Expenditure other Powers between Union, State and Local Governments.

Unit-11: Finance Commission - Analysis of Latest Finance Commission's Recommendation.

Unit-12: Local Finance: Sources of Finance to Local Bodies - Functions - Importance.

Unit-13: Fiscal Policy - Objectives and Instruments - Uses and Limitations.

Unit-14: Fiscal Policy in India: Budget - Structure - Centre, State and Local Bodies Budget - Fiscal Policy in a Developing Economy with reference to India.

Reference:

1. Musgrave, R.A. and P.B. Musgrave (1976), "**Public Finance in Theory and Practice**", McGraw Hill, Kogakusha, Tokyo.
2. Sundharam, K.P.M. (2003), "**Public Finance**", S. Chand and Sons, NewDelhi.
3. Agarwal, R.C. (2007), "**Public Finance**", Lakshmi Narain Agarwal, Agra.
4. Sankaran, K. (2002), "**Fiscal Economics**", Kamala Publication, Chennai.
5. Tyagi, B.P. (2012), "**Public Finance**", Jai Prakash Nath and Co., Meerut.

FOURTH SEMESTER

Course Code	Title of the Course
13641	Part-I: Tamil Paper - IV

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1: செய்யுள் உறுப்புகள் - யாப்பு - எழுத்து, அசை, சீர்,

கூறு 2: செய்யுள் உறுப்புகள் - யாப்பு - தளை, அடி, தொடை

கூறு 3: வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா,

கூறு 4: புதிய யாப்பு வடிவங்கள் - சிந்து, கண்ணி, கீர்த்தனை

கூறு 5: புதுக்கவிதையில் குறியீடு - படிமம்.

கூறு 6: அகப்பொருள் - புறப்பொருள் - ஐந்திணை விளக்கம்

கூறு 7: அகப்பொருள் துறைகள் - வரைவு கடாதல், அறத்தொடு நின்றல்,

உடன்போக்கு

கூறு 8: புறப்பொருள் துறைகள் - வஞ்சினக்காஞ்சி, கையறுநிலை, செவியறிவுறூஉ

கூறு 9: அணி இலக்கணம் - உவமை, உருவகம், வேற்றுமை, பிறிது மொழிதல்,

தற்குறிப்பேற்றம், சிலேடை, பின்வருநிலை.

கூறு 10: நிறுத்தல் குறிகள்.

கூறு 11: தொல்காப்பியம் - சங்கஇலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு,

கூறு 12: பதினெண்கீழ்க்கணக்கு.

கூறு 13: ஐம்பெருங்காப்பியங்கள் - பிற்காலக் காப்பியங்கள் - கம்பராமாயணம் - பெரியபுராணம்.

கூறு 14: இக்காலக் காப்பியங்கள் - பாரதியின் பாஞ்சாலி சபதம் - பாரதிதாசனின் பாண்டியன் பரிசு - கண்ணதாசனின் இயேசு காவியம் , சிற்பியின் - மௌன மயக்கங்கள்.

Course Code	Title of the Course
13641	Part-I: Human Skills Development - II

Objective:

- ❖ To Make the Students develop human skills.

Unit-1: Guidance & Counselling - Role of Counsellor - Importance and Techniques of counselling.

Unit-2: Managerial skill - Need - Importance.

Unit-3: Human relational skills - Communication - Attention.

Unit-4: Conceptual skills - Meaning - Importance.

Unit-5: Technical skills - Techniques - Practices - Tools - Procedures.

Unit-6: Presentation skills - Planning - Preparation - Delivery.

Unit-7: Organization skills - Meaning - Nature - Importance - Types.

Unit-8: Multi-Tasking skills Responsibilities - Causes.

Unit-9: Leader - Qualities of a good leader.

Unit-10: Understanding Skills - Human systems: Individual, Group, organization, and their major interactions.

Unit-11: Understanding Skills - Human systems: Community and Society, and their major interactions.

Unit-12: Problem solving skills - Handling - Facing - Importance.

Unit-13: Cooperative Learning Skills.

Unit-14: Making Social Responsibilities - Causes.

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

Course Code	Title of the Course
13642	PART-II : English Paper - IV

Objective:

- ❖ To make the students master the different topics prescribed in the Short Stories, Drama, Fiction, Tales from Shakespeare, Biographies, Grammar and Composition.

Short Stories

Unit-1:Lalajee - Jim Corbelt

Unit-2: A Day's Wait - Hemmingway

Unit-3: Two old Men - Leo Tolstoy

Unit-4: Little Girls wiser than - Men Tolstoy

Unit-5: Boy who wanted more Cheese - William Elliot Griffir

Drama

Unit-6: Pygmalion - G.B. Shaw

Fiction

Unit-7: Swami and Friends - R.K. Narayanan

Tales from Shakespeare

Unit-8: The Merchant of Venice

Unit-9: Romeo and Juliet

Unit-10: The Winter's Tale

Biographies

Unit-11: Martin-Luther king - R.N. Roy

Unit-12: Nehru - A.J. Toynbee

Grammar

Unit-13: Concord- Phrases and Clauses-Question Tag

Composition

Unit-14: Expansion of Proverbs

- Group Discussion

- Conversation (Apologizing, Requesting, Thanking)

References:

1. *Sizzlers*, by the Board of Editors, Publishers:-Manimekala Publishing House, Madurai.
2. *Pygmalion* – G.B. Shaw
3. *Swami and Friends* – R.K. Narayan
4. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
5. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Course
13643	Macro Economics - II

Objectives:

On completion of the course the students will be able to

- ❖ Provide theoretical foundation of the Macro-economic theory especially about the basic concepts such as growth, money, trade cycles, equilibrium and Macro-economic policy.
- ❖ Understand the concepts of employment, inflation, deflation and model of economic growth.

Unit-1: Derivations of the IS and LM Functions; IS - LM and Aggregate Demand; Shifts in the AD curve.

Unit-2: Economic Growth - Meaning - Steady Growth - Rostow, Lewis, Rosenstien - Roden, Harrod - Domer Models.

Unit-3: Macroeconomic Equilibrium, Flow Equilibrium and Stock Equilibrium, Full Equilibrium.

Unit-4: Demand for Money - Classical, Neoclassical and Keynesian Approaches, The Keynesian Liquidity Trap and its Implications.

Unit-5: Supply of Money - Classical and Keynesian Approaches, The Theory of Money Supply Determination - Measures of Money Supply in India.

Unit-6: Theories of Employment: Classical and Keynesian Theory of Employment and Income Determination - Comparison between the Classical View and the Keynesian View

Unit-7: The Principles of Effective Demand: Meaning - Demand - Supply - Importance of Effective Demand.

Unit-8: Concept of Inflation: Determinants of Inflation - Relationship between Inflation and Unemployment - Phillips Curve in Short Run and Long Run.

Unit-9: Deflation: Meaning - Causes - Anti-Deflationary Measures; - Depression and Stagflation; Inflation vs. Deflation.

Unit-10: General Equilibrium: Hicks - Hansen Analysis.

Unit-11: Endogenous Growth Models - AK Models, Lucas Model of Human Capital, Romer Model of Endogenous Innovation.

Unit-12: Trade Cycle: Definition and Phases of Trade Cycle - Monetary and Non-Monetary Theories of Trade Cycle.

Unit-13: Macro Economic Research and Development; Human Capital and Externalities; Empirical Issues; Real Business Cycle Dynamics.

Unit-14: Macro Economic Policy - Objectives - Instruments - Economic Growth.

Reference:

1. Cauvery, R.; U.K. Sudhnanyak; M. Girira and R. Meenakshi (2004), “**Macro Economics**”, S. Chand & Company Pvt. Ltd.
2. Ahuja, H.L. (1992), “**Macro Economics Theory and Policy**”, S. Chand & Company Pvt. Ltd.
3. Shapiro, E. (2000), “**Macro Economic Analysis**” Oxford University press.
4. Mankiw, G. (2009), “**Macro economics**’ - 6th Edn.”, Tata McGraw Hill.
5. Sankaran, S. (2004), “**Macro Economics**”, Margham Publications, Chennai.

6. Jhingan, M.L.(2006), “**Macro Economics**”, Konark Publishers Pvt. Ltd., New Delhi,

Course Code	Title of the Course
13644	Economics for Competitive Examinations

Objectives:

On completion of the course the students will be able to

- ❖ Compete with the competitors in the forthcoming competitive examinations in the realm of economics.

❖ Understand the national and international important economic organisations.

Unit-1: Economic Development - Measurement of Development - Causes of under Development.

Unit-2: Development and the New Economic Policy.

Unit-3: Development and the Environment.

Unit-4: Population: Population Growth - Age Composition of Population.

Unit-5: National Population Policy - objectives - targets.

Unit-6: Poverty: Measurement of Poverty - Types - Poverty Line - Disadvantages.

Unit-7: Social Welfare Programmes: Policies for Poverty and Unemployment Problems.

Unit-8: Price Policy and Inflation History to Price Rise in India - Causes of Inflation.

Unit-9: Price Control Mechanism in the Post - Reform Period.

Unit-10: Monetary Policy in India - importance - effects.

Unit-11: Fiscal Policy in India - importance - effects.

Unit-12: International Economic Co-operation: OECD - SAARC - EEU - BRICS.

Unit-13: International Finance Institutions: World Bank - IMF - ADB.

Unit-14: International Trade Organizations: UNCATD - GATT - WTO - OPEC.

Reference:

1. Datt and Sundharam (2014), "**Indian Economy**", S. Chand and Company, New Delhi.
2. Dhingra, S. (2010), "**The Indian Economy, Environment and Policy**", S. Chand and Sons. New Delhi.
3. Dewett, K.K.; J.D. Varma and M.L. Sharma (2004), "**Indian Economics**", S. Chand and Company, New Delhi.
4. Agarwal, A.N. (2009), "**Indian Economy**", New Age International, New Delhi.
5. General Studies Manual for the UPSC Civil Services Preliminary Examination (Latest edition).
6. Indian Economy, Pratiyogita Darpan, (Latest edition).

FIFTH SEMESTER

Course Code	Title of the Course
13651	Development Economics

Objectives:

On completion of the course the students will be able to

- ❖ Explore into concepts and issues of economic growth and development, models and theories and developmental policies.
- ❖ Understand various social-economic welfare concepts - Agricultural policy and state level marketing

Unit-1: Concept of Economic Growth and Economic Development - Factors Determining Economic Development.

Unit-2: Economic and Non-Economic Factors.

Unit-3: Economic Development - Features of Indian Economy.

Unit-4: Capital Formation: Meaning - Savings and Investment Pattern - Importance.

Unit-5: Sectoral Growth: Share in National Income - Contributions since 1991.

Unit-6: Concept of Human Resources - Role of Human Capital - Demographic Change.

Unit-7: Social Development Index: Human Development Index (HDI), Gender Development Index, Global Hunger Index - Health and Education.

Unit-8: Industry and Infrastructure - Its Contribution to Economic Development.

Unit-9: MSME- Startup Programmes (New Industrial Policy).

Unit-10: Green Revolution: Role of Technology - Agricultural Productivity.

Unit-11: Food Security: Problem and Recent Trends in Agriculture Production.

Unit-12: New Agricultural Policy - objectives - importance - scope.

Unit-13: Agricultural Marketing of Tamil Nadu - meaning - types of marketing.

Unit-14: Regulated Markets and Uzhavar Sandhai in Tamil Nadu.

Reference:

1. Datt, R. and Sundharam, K.P.M. (2014), “**Indian Economy**”, S. Chand and Company, New Delhi.
2. Dhingra, S. (2010), “**The Indian Economy, Environment and Policy**”, S. Chand and Sons, New Delhi.
3. Dewett, K.K.; J.D. Varma and M.L. Sharma (2004), “**Indian Economics**”, S. Chand and Company, New Delhi.
4. Agarwal, A.N. (2009), “**Indian Economy**”, New Age International, New Delhi.

Course Code	Title of the Course
13652	Money and Banking

Objectives:

On completion of the course the students will be able to

- ❖ Understand the importance of banks in modern monetary economies and financial markets, the role of banks in financial intermediation, and the significance of bank behaviour in monetary policy.
- ❖ Understand various types of theory of money and role and importance of money in national development.

Unit-1: Money: Definitions - Concept and Functions.

Unit-2: Theory of Money-I: Fisher's Quantity - Cambridge Equation.

Unit-3: Theory of Money-II: General Evaluation of the Quantity Theory of Money.

Unit-4: Monetary Standards: Meaning.

Unit-5: Paper Currency - Systems of Note Issue - Gold Standard.

Unit-6: Indian Currency System - Development and Problems.

Unit-7: Definition of Money - Evolution of Money - Functions of Money.

Unit-8: Forms of Money - Qualities of a Good Money Material.

Unit-9: Role of Money: Capitalist, Socialist and Mixed Economies.

Unit-10: Money Supply - Money Supply and Price Level - Keynesian Approach - Neutrality of Money - Classical Dichotomy - Real Balance Effect.

Unit-11: Friedman's Restatement of Quantity Theory.

Unit-12: Inflation: Causes - Types and Remedies - Inflationary Trends in India.

Unit-13: Trade Cycle - meaning - importance.

Unit-14: Monetary Policy of RBI.

Reference:

1. Mishkin, F. (2008), "**The Economics of Money, Banking, and Financial Markets**", Pearson Addition Wesley, New York.
2. Pierce D.G. and P.J. Tysome (1985), "**Monetary Economics: Theories, Evidence and Policy**", Butterworths, London.
3. Rangarajan, C. and B. H. Dholakia (1979), "**Principles of Macroeconomics**", Tata-McGraw Hill Publishing Company Limited, New Delhi.
4. Prasad, K. N. (2001), "**Developments in India's Financial System**", Sarup and Sons, New Delhi.
5. Reddy, Y.V. (2000), "**Monetary and Financial Sector Reforms in India: A Central Banker's Perspective**", UBSPD, New Delhi.
6. Reserve Bank of India: "**Report on Currency and Finance**", various issues.

Course Code	Title of the Course
13653	Agricultural Economics

Objectives:

On completion of the course the students will be able to

- ❖ Provide a detailed account on the development of agricultural economy and the related issues with a special focus on Indian agriculture.
- ❖ Understand the agricultural economics models, marketing system, agricultural finance and role of government in agricultural development.

Unit-1: Agricultural Economics: Definition, Scope and Nature - Need for a Separate Study of Agricultural Economics - Agricultural Linkages with other Sectors.

Unit-2: Agriculture and Economic Development: Role of Agriculture Development -Declining of Agriculture in Economic Development.

Unit-3: Transforming Traditional Agriculture: Ranis and Fei - Schultz and Mellor Models.

Unit-4: Lewis Model of Unlimited Supply of Labour.

Unit-5: Land Holding Pattern and Land Reforms - Impact on Agriculture Production.

Unit-6: Farming System: System of Farming - Farm Size and Productivity Relationship.

Unit-7: Agricultural Price Policy: MSP.

Unit-8: Agricultural Taxation: Scope and Importance.

Unit-9: New Agricultural Strategy and Green Revolution.

Unit-10: Small Farmers and Agricultural Labourers: Meaning - Characteristics - Trends - Problems.

Unit-11: Agricultural Marketing - Structure and Function - Margin and Efficiency - Measures to Improve Marketing Efficiency - Marketing System in India- Finances of Agricultural Marketing.

Unit-12: Role of FCI, State Agencies - Price Expectation and Price Uncertainties, Price Stabilization.

Unit-13: Agricultural Credit: Importance of Agriculture Finance - Need for Government Intervention.

Unit-14: Agricultural Credit System in India - NABARD - RRBs - Co-operatives.

Reference:

1. Hanumantha Rao C.H. (1965), “**Agricultural Production Function, Costs and Returns in India**”, Tata McGraw Hill, Bombay.
2. Joshi P.C. (1975), “**Land Reforms in India: Trends and Prospects**”, Allied Publishers, New Delhi.
3. Shultz T.W. (1965), “**Transforming Traditional Agriculture**”, New Haven, London Yale University Press.

4. Mellor J.W. (1969), **“The Economics of Agriculture Development”**, Vora and Co Bombay.
5. Hanumantha Rao, C.H. (2005), **“Agriculture, Food Security, Poverty and Environment: Essays on Post-reform India”**, Oxford University Press, New Delhi.
6. Bhalla G.S. (2007), **“Indian Agriculture since Independence”**, National Book Trust, New Delhi.

Course Code	Title of the Course
13654	History of Economic Thought

Objectives:

On completion of the course the students will be able to

- ❖ Provide the in-depth knowledge about the History of Economic Thought, Significance of History of Economic Thought, and Difficulties in the Study.
- ❖ Understand the Indian thoughts on economics given by various economists.

Unit-1: Introduction: Nature - Approaches - Significance of History of Economic Thought.

Unit-2: Mercantilism: Main Characteristics - Thomas Mun.

Unit-3: Physiocracy: Natural Order - Primary of Agriculture - Social Classes - Tableau Economique - Taxation.

Unit-4: Classical School -I: Adam Smith - T.R. Malthus - David Ricardo - J.S. Mill - J.B. Say.

Unit-5: Classical School -II: Alfred Marshall - J.A. Schumpeter - Pigou.

Unit-6: Socialism: Introduction - Role - Karl Marx.

Unit-7: Schools of Socialism: Different Schools of Socialism: Utopian - Christian.

Unit-8: Fabian - Syndicalism - Guild Socialism.

Unit-9: Institutional Economics: Gunnar Myrdal - Thorstein Veblen.

Unit-10: Romesh Dutt - Wesley Clair Mitchell.

Unit-11: John Maurice Clark - John Kenneth Galbraith.

Unit-12: Indian Economic Thought I: Thiruvalluvar - Gokale - Nauroje - Ranade.

Unit-13: Indian Economic Thought II: Nehru - Gandhi - E.V. Ramasamy - Amartya Sen.

Unit-14: Welfare Economics: Meaning - Education - Health - Poverty.

Reference:

1. Hagela, (2000), "**History of Economic Thought**", Konark Publications, New Delhi.
2. Loganathan, V. (1998), "**History of Economic Thought**", S. Chand and Company, New Delhi.
3. Sankaran, S. (2000), "**History of Economic Thought**", Margham Publications, Chennai.
4. Desai and N. Bhalerao (1999), "**Economic History of Indian**", Himalaya Publishing House, New Delhi.
5. Neelakantan, S. (2012), "**Aatam Smith Mutal Karl Marx Varai: Cevviyal Araciyal Porulataaram (in Tamil)**", Kalachuvadu Publications Private Limited, Nagercoil, Tamil Nadu.

SIXTH SEMESTER

Course Code	Title of the Course
13661	Tamil Nadu Economy

Objectives:

On completion of the course the students will be able to

- ❖ Understand the process of growth in Tamil Nadu economy and to expose them to specific economic issues pertaining to the region.
- ❖ Understand the performance of various sectors and welfare programmes.

Unit-1: Tamil Nadu - Salient Features - Land Area - Distribution of Occupational Structure in Tamil Nadu.

Unit-2: Demographic Trends: Population - Growth - National Family Health Survey - Human Development India Index - Gender Development Index.

Unit-3: Trends in State Income - Structural Growth Before and After Reforms - Dynamism of the Economy.

Unit-4: State Planning Commission: Targets and Achievements - Financing of Plans: Revenue, Expenditure, and Debt - Current Year Budget.

Unit-5: Agricultural Sector: Sources of Irrigation - Cropping Pattern - Productivity and Yield of Major Crops.

Unit-6: Agriculture Marketing: Agricultural Marketing - Regulated Markets - Uzhavar Sandhai - Agricultural Finance - Livestock.

Unit-7: Industrial Sector: Trends and Patterns in Industrial Growth - Large Scale and Small Scale Industries - Industrial Estate - KVIC and DIC - Labour Welfare Measures.

Unit-8: Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).

Unit-9: Infrastructure-I: Rural - Urban Education, Health, Banking, Power, Transport and Communication.

Unit-10: Infrastructure -II: Transport: Road, Rail, Air and Sea.

Unit-11: Energy Sector: Hydro, Thermal and Nuclear Power Systems - Energy Policy.

Unit-12: State Finance & Development Programmes: State Finance - Revenue and Expenditure of the State - Tamil Nadu's recent Budget

Unit-13: Welfare Programmes of the State Government: Education and Health - ICDS - Unemployment - Anti-Poverty Strategies -PDS - Women Development.

Unit-14: Self - Employment - Micro Financing and Self Help Groups - Entrepreneurial Development in Tamil Nadu.

References:

1. Leonard(2006), “**Tamil Nadu Economy**”, Mac Millian, New Delhi.
2. Rajalakshmi, N. (1999), “**Tamil Nadu Economy**”, Business Publishers, Mumbai.
3. Perumalsamy, S. (1990), “**Economic Development of Tamil Nadu**”, S. Chand & Co. Ltd, New Delhi.
4. Perumalsamy, S. (1988), “**Tamil Nadu Economy Performance and Issues**”, Oxford and IBH.
5. Veeramani A.R. (2005), “**Tamil Nadu Agricultural Economy**”, Divyasre, Chennai.
6. Manickam, S. (2007), “**Economic Development of Tamil Nadu in Perspective**”, Uyirmmmai Publication, Chennai.

Course Code	Title of the Course
13662	Environmental Economics

Objectives:

On completion of the course the students will be able to

- ❖ Understand the Nature and Scope of Environmental Economics in India.
- ❖ Understand the environmental issues related with national and international level.

Unit-1: Definition and Scope of Environmental Economics: Concepts - Relationship with other Sciences - Problems in Pollution - Approaches in Environmental Economics - Environment and Economics

Unit-2: Environmental Ecology: Biotic and Ecosystem - Limiting Factors and Law of Tolerance - Economics, Environmental and Ecology - Inter Linkages.

Unit-3: Natural Resources: Conservation of Natural Resources - Green House Effect - Ozone Depletion - Acid Rain - Tragedy of Commons.

Unit-4: Environmental Pollution: Air, Water and Noise Pollution - Clean Development Mechanism (Swachh Bharath).

Unit-5: Economic Growth and Environment: Environmental Quality - Environmental Problem in Developed and Developing Countries.

Unit-6: Energy Conservation: Meaning of Energy - Types - Features - Sustainable Economic Development Conservation.

Unit-7: Environmental Education: Valley Environmental Awareness - Environmental Awareness Movements in India - Silent value and Narmada Bachao Movements.

Unit-8: Welfare Economics and Environmental Economics - Pareto Theory - Environment Quality as Public Good - Optimum Theory - Private and Social Cost - Problem of Second Cost.

Unit-9: Cost Benefit Analysis - Environmental Cost of Economic Growth - Limits to Growth - Pollution Cost Distribution - Effects - Plans - Total and Marginal Benefits of Pollution Control - Efficiency in Pollution-

Unit-10: Environment and Urbanisation: Land - Air and Water Pollution - Noise Pollution.

Unit-11: Environment and Health: Human Development and Human Productivity

Unit-12: Management of Environment: Centre and State - Environmental Protection Laws- National and International - Recent conference on Environmental Issues.

Unit-13: Measures of Pollution Control: Measures of Pollution Control - Fiscal and Direct control measures - Taxes and Subsidies - Pollution Control Methods

Unit-14: Global Issues in Environmental Quality - Role of Government Voluntary and Consumer Organization - Treaties and Agreements at Global Level.

Reference:

1. Kolstad, C.D. (2007), “**Environmental Economics**”, Oxford University Press, New Delhi.
2. Hanley, N.; J.F. Shogren and B. White (2007), “**Environmental Economics: Theory and Practice**”, Palgrave MacMillan.
3. Singh, K. and A. Sisodia (2007), “**Environmental Economics: Theory and Application**”, Sage Publications, New Delhi.
4. Karpagam (2008), “**Environmental Economics**”, Sterling Publishers, New Delhi.
5. R.K. Lekhi et al. (2008), “**Development and Environmental Economics**”, Kalyani Publishers, Ludhiana.
6. S.P. Misra & S.N. Pandey (2008), “**Essential Environmental Studies**”, Ane Books, New Delhi.
7. Maureen L.C. and W.E. Oates (1992) “**Environmental Economics: A Survey**”, *Journal of Economic Literature*, Vol. 30, pp. 675-740.
8. Kolstad, H. (2010), “**Intermediate Environmental Economics**”, Oxford University Press, 2nd edition.

Course Code	Title of the Course
13663	International Economics

Objectives:

On completion of the course the students will be able to

- ❖ Understand some vital international trade theories and the practical aspects of international economics.
- ❖ Understand the importance of foreign trade, monetary system and various trade policies.

Unit-1: Introduction to International Trade: Meaning - Nature and Scope - Distinction between Internal and International Trade.

Unit-2: Theories of International Trade - Classical - Theories of Trade - Adam Smith - Ricardo - Hicksher and Ohlin

Unit-3: Instruments of Trade Policy - Political Economy of Trade Policy - Controversies in Trade Policy.

Unit-4: Firms in the Global Economy - Outsourcing and Multinational Enterprises.

Unit-5: Exchange Rate and Types of Exchange Rate: Fixed versus Flexible Exchange Rates.

Unit-6: Theories of Foreign Exchange Rate - The Mint-Parity Theory - The Purchasing Power Parity.

Unit-7: Balance of Payments: Concept - Importance - Structure - Distinction between Balance of Trade and Balance of Payments.

Unit-8: Balance of Trade: Concept - Importance - Short Run and Long Run - Causes.

Unit-9: Devaluation of Currency: Convertibility of Currency - Partial Account and Full Account.

Unit-10: Free Trade versus Protection: Tariffs - Meaning - Types and Effects; Quotas - Meaning - Types - Effects; Dumping - Effects - Anti-Dumping Measures.

Unit-11: Disequilibrium in Balance of Payment: Causes for Disequilibrium in Balance of Payments - Methods of Correcting the Disequilibrium.

Unit-12: India's Foreign Trade - Foreign Trade and Economic Development - Composition - Direction - Trends - Foreign Trade Policy.

Unit-13: International Trade and Monetary System: International Liquidity - IMF - IBRD - Asian Development Bank - SAARC - WTO and India.

Unit-14: New Development Bank (BRICS Development Bank).

References:

1. Jhingan, M.L. (2013), “**International Economics**”, Vrinda Publications (P) Ltd, Delhi.
2. Raheem, A. and Vagheesan (2006), “**International Economics**”, Learntech Press, Trichy.
3. Desai, S.S. and N. Bhalerao (2003), “**International Economics**”, Himalaya Publishing House, Mumbai.
4. Mithani, D.M. (2003), “**International Economics**”, Himalaya Publishing House, Mumbai.
5. Cherunilam, F. (2006), “**International Economics**”, Tata McGraw, Hill Publishing Company, New Delhi.
6. Bhatia, H.L. (2006), “**International Economics**”, Vikas Publishing House Pvt. LTD, New Delhi.

Course Code	Title of the Course
13664	Computers and Data Processing

Objectives:

On completion of the course the students will be able to

- ❖ Provide an in-depth exposure about the use of computer in economic analysis.
- ❖ Understand the basic level of computers, use of computers in statistics and analysis.

Unit-1: Computer System Concepts: Components and Functions.

Unit-2: Input and Output Devices.

Unit-3: Hardware and Software: Assembly and Languages.

Unit-4: Operating Systems - Usage of Programming Languages.

Unit-5: Database: Advantages and Types.

Unit-6: Data Base Management Systems-I: Data Manipulation Language (DML), Query Language (QL), and Report Generator.

Unit-7: Data Base Management System-II: Creating and Using a Database (Fox Pro) - Relational Database Management System (RDBMS).

Unit-8: Data Processing Techniques: Basic Features of Microsoft Excel.

Unit-9: Data Computing-I: Mean - Variance - Correlation Coefficient - Regression Coefficient in Two Variable Models - Multiple Regressions

Unit-10: Using Statistical Packages: SPSS - STATA.

Unit-11: Business Communication: Introduction - Importance - Its Uses.

Unit-12: Internet and Intranet - Electronic Mailing (Email) - Google Search - MSN - Yahoo.

Unit-13: Internet Banking and Finance: ECS - RTGS - NEFT - Online Account-Mobile Account.

Unit-14: E-Commerce - Cyber Crime (Economic Offences).

Reference:

1. Sanders, D.H. (1988), “**Computers Today**”, McGraw Hill, New York.
2. Sinha P.K. (2007), “**Computer Fundamentals**”, BPB Publications, New Delhi.
3. Rajaraman, V. (1999), “**Fundamentals of Computers**”, Prentice Hall of Indian, New Delhi.
4. Lipschutz, M.M. and S. Lipschultz (1982), “**Theory and Problems of Data Processing**”, Schum’s Outline Series, McGraw Hill, New York.

e. 3. Duration of the Programme:

The programme for the degree of Bachelor of Arts in Economics shall consist of three academic years divided into six semesters. Each semester consists of four theory courses. The course carries 4 credits each. Each semester consists of 16 credits.

e. 4. Faculty and Support Staff Requirements:

The programme for the degree of Bachelor of Arts in Economics requires the following faculty and supporting staff:

Staff Category	Required
Core Faculty	3
Faculty for Specialization	2
Faculty for Language	2
Clerical Assistant	1

e. 5. Instructional Delivery Mechanisms:

The instructional delivery mechanisms of the programme includes SLM - study materials, face to face contact session, e-content of the study materials in the form of CD, MOOC courses.

e. 6. Identification of Media:

The SLM - designed study materials will be provided in print media as well is in the form of CD which carries electronic version of the study material in addition to MOOC.

e. 7. Student Support Services:

The student support services will be facilitated by the head quarter i.e., Directorate of Distance Education, Alagappa University, Karaikudi and its approved Learning Centres located at various parts of Tamil Nadu. The pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarter and Learning Centres. The post-admission

student support services like issuance of identity card, study materials, etc. will be routed through the Learning Centres. The face to face contact sessions of the programme for theory courses will be held at the head quarter and Learning Centres. The conduct of end semester examinations, evaluation and issuance of certificates will be done by office of the Controller of Examinations, Alagappa University, Karaikudi.

f. Procedure for Admission, curriculum transaction and evaluation:

f. 1. Procedure for Admission:

A candidate who has passed in Higher Secondary (10 +2) or three years diploma shall be eligible for B.A. Economics.

f. 2. Curriculum Transactions:

PCP Classes are conducted at regular intervals. The classroom teaching would be through chalk and talk method, use of OHP, Power Point presentations, web-based lessons, animated videos, etc. The face to face contact sessions would be such that the student should participate actively in the discussion. Student seminars would be conducted and discussions would be arranged to improve their communicative skill.

The face to face contact sessions will be conducted in following durations;

Course Type	Face to Face Contact Session per Semester (in Hours)
Theory Courses (4 courses with 4 credits each)	64

f. 3. Evaluation:

The evaluation shall be conducted to assess the knowledge acquired during the course of study. There shall be two systems of evaluation viz., internal assessment and end semester examinations.

Internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignment preparation. The internal assessment shall comprise of maximum 25 marks for each subject. The end semester examination shall be of three hours duration to each course at the end of each semester. The end semester examinations shall comprise of maximum of 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

f. 3.1. Question Paper Pattern:

Answer all questions Time: 3 Hours

Max. Marks: 75

Part A- 10 x 2 Marks = 20 Marks

Part B -5 x 5 Marks = 25 Marks

Part C- 3 x 10 Marks = 30 Marks

f. 3.2. Distribution of Marks in Continuous Internal Assessments:

The following procedure shall be followed for awarding internal marks for the courses

Component	Marks
Assignments (5 questions per course)	25
Total	25

f. 3.3. Passing Minimum:

The candidate shall be declared to have passed the examination if the candidate secures a minimum of 40% (40 marks out of 100 marks) in the University end semester examination. Then the total marks secured by the candidate will be taken and added with his/her internal marks (Maximum marks 25).

Candidate who does not obtain the required minimum marks for a pass in a course shall be required to appear and pass the same at a subsequent appearance.

f. 3.4. Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B+	Average
40-49	4.0-4.9	B	Below Average
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course i in any semester

G_i = Grade Point obtained for course i in any semester.

n refers to the semester in which such courses were credited

For a semester;

$$\text{Grade Point Average [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

Grade Point Average = $\frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = $\frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses for the entire programme}}$

9.0 and above but below 9.5	O	First Class- Exemplary*
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+++	Second Class
5.0 and above but below 5.5	B++	
4.5 and above but below 5.0	B+	
4.0 and above but below 4.5	B	
0.0 and above but below 4.0	U	Re-appear

*The candidates who have passed in the first appearance and within the prescribed semester of the UG Programme are eligible.

f. 3.5. Maximum duration for the completion of the course:

The maximum duration for the completion of B.A., Economics programme shall not exceed ten semesters from the completion of stipulated course period.

f. 3.6. Commencement of this Regulation:

These regulations shall take effect from the academic year 2018-2019 (June session) i.e., for students who are to be admitted to the first year of the course during the academic year 2018-2019 (June session) and thereafter.

f. 4. Fee Structure:

The programme has the following Fee Structure:

Sl.	Fee Detail	Amount in Rs.	Nature of Fee
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No.		First Year	Second Year	Third Year	
1	Admission Processing Fee	100	--	--	Non- Refundable
2	Course Fee	2500	2500	2500	Non- Refundable
3	ICT Fee	150	150	150	Non- Refundable
	TOTAL	2750	2650	2650	

The above mentioned fee structure is exclusive of Exam fees.

g. Requirement of the laboratory support and Library Resources:

The students who enroll themselves in B.A., Economics programme shall attend the face to face contact session for theory courses at their respective Learning Centres.

Directorate of Distance Education, Alagappa University, Karaikudi housing an excellent Library facility with adequate number of copies of books in relevant titles for B.A., Economics programme. The Central Library of Alagappa University also having good source of reference books. The books available at both the libraries are only for reference purpose and not for lending services.

h. Cost estimate of the programme and the provisions:

The cost estimate of the programme and provisions for the fund to meet out the expenditure to be incurred in connection with B.A., Economics Programme as follows:

Sl. No.	Expenditure Heads	Approx. Amount in Rs.
1	Programme Development (Single Time investment)	10,00,000
2	Programme Delivery (Per Year)	20,00,000
3	Programme Maintenance (Per Year)	3,00,000

i. Quality assurance mechanism and expected programme outcomes:

i. 1. University's Motto:

‘Excellence in Action’

i. 2. University's Vision Statement:

Achieving Excellence in all spheres of Education, with particular emphasis on “PEARL”- Pedagogy, Extension, Administration, Research and Learning.

i. 3. University's Objectives:

1. Providing for Instructions and Training in such Branches of Learning as the University may determine.

2. Fostering Research for the Advancement and Dissemination of Knowledge.

i. 4. University's Quality Policy:

Attaining Benchmark Quality in every domain of 'PEARL' to assure Stakeholder Delight through Professionalism exhibited in terms of strong purpose, sincere efforts, steadfast direction and skillful execution.

i. 5. University's Quality Quote:

Quality Unleashes Opportunities Towards Excellence (QUOTE)

i.6. Programme's Review Mechanism:

The quality of the programme depends on scientific construction of the curriculum, strong-enough syllabi, sincere efforts leading to skillful execution of the course of study. The ultimate achievement of B.A. Economics programme may reflect the gaining of knowledge and skills in the subject. All these gaining of knowledge and skills will lead the students to get new job opportunities, upgrading their position in employment and in the society as well and make students feel thirsty to achieve in their fields associated with the discipline- Economics and achieving in competitive examinations on the subject.

The benchmark qualities of the programme may be reviewed based on the performance of students in their end semester examinations. Apart from the end semester examination-based review, feedback from the alumni, students, parents and employers will be received and analyzed for further improvement of the quality of B.A. Economics programme.

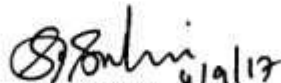
Minutes of the Meeting of the Board of Studies in Economics for B.A Economics & M.A. Economics Programmes (Tamil and English Medium) to be offered through ODL Mode, held at the Directorate of Distance Education, Alagappa University, Karaikudi on 04.09.2017, at 10.30 am.

Members Present

- | | | |
|--------------------------|---|----------|
| 1. Dr.A. Narayanamoorthy | - | Chairman |
| 2. Dr.S. Iyyampillai | - | Member |
| 3. Dr.S. Rajendran | - | Member |
| 4. Dr.S. Selvi | - | Member |

The modified syllabi of B.A. Economics & M.A. Economics programmes were scrutinized and discussed in the meeting. The Board has resolved the following:

1. The Board has unanimously accepted the curriculum design and modified syllabi of B.A. Economics & M.A. Economics programmes prepared as per the norms.
2. The Board has approved the Regulations, Curriculum and Syllabi for B.A Economics & M.A. Economics programmes to be offered by the Directorate of Distance Education, Alagappa University.
3. The Approved Syllabi are provided in the Annexure-I for B.A. Economics & Annexure-II for M.A. Economics.


(S. SELVI) 4/9/17


(S. RAJENDRAN) 4/9/17


(S. IYYAMPILLAI) 04/09/17


(A. NARAYANAMOORTHY) 04/9/2017

PROGRAMME PROJECT REPORT (PPR)

For

B.A. ENGLISH



Submitted

By

DIRECTORATE OF DISTANCE EDUCATION

ALAGAPPA UNIVERSITY

KARAIKUDI- 630 003, TN.

Degree of Bachelor of Arts (B.A.) English
Credit Based System (CBS)
(With effect from June 2018 – 2019 onwards)

a. Programme's Mission & Objectives:

To afford a High Quality Under Graduate Degree in English (B.A) through Distance Learning mode to the students in order to make them appropriate English literature and develop a critical outlook. The students will be able to become creative writers and teachers in the field of English language and literature.

The objectives of the programme include:

- To make the students appropriate and evaluate the prescribed English prose.
- To make the students appropriate and evaluate the prescribed English poetry.
- To make the students appropriate and evaluate the prescribed English drama.
- To make the students appropriate and evaluate the prescribed English fiction.
- To develop the habits of effective reading.
- To develop effective writing skills especially for academic purpose.

b. Relevance of the Programme with Alagappa University's Mission and Goals:

In order to align with the mission and goals of Alagappa University the B.A. English Programme is planned to deliver in Distance Learning mode which may reach the maximum number of student aspirants who are unable to thrive to spend non-elastic timings of formal conventional class room education. Such a higher education in Arts subject with appropriate practical experiences will enrich the students with the literary concepts and literary genre so as to make them appreciate and evaluate literary works. Thus they would become in future veteran teachers and critics.

c. Nature of Prospective Target Group of Learners:

This B.A. English Programme through Distance Learning mode is developed by keeping in mind to give opportunity to economically and socially excluded people includes graduates of various socio-economic status viz., unemployed youths, employed with marginalized salary due to lack of sufficient knowledge in English literature. Also, the target group of learners includes various level employees of hospitals, secondary –level school teachers, research aspirants, women taking care of family –the important unit of the community, etc.,

d. Appropriateness of programme to be conducted in Distance learning mode to acquire specific skills and competence:

B.A. English Programme through Distance Learning mode is developed in order to give subject-specific skills including i) knowledge about communication skills ii) knowledge about English language teaching iii) knowledge about English grammar.

e. Instructional Design:

e. 1. Curriculum Design:

Sl. No.	Course Code	Title of the Course	CIA Max.	ESE Max.	TOT Max.	C Max.
FIRST YEAR						
I Semester						
1.	11211	Part-I: Tamil / Communication Skills -I	25	75	100	4
2.	11212	Part-II : English Paper - I	25	75	100	4
3.	11213	Literary Forms	25	75	100	4
4.	11214	Elizabethan Literature	25	75	100	4
		Total	100	300	400	16
II Semester						
5.	11221	Part-I: Tamil / Communication Skills-II	25	75	100	4
6.	11222	Part-II : English Paper - II	25	75	100	4
7.	11223	Restoration Literature	25	75	100	4
8.	11224	Romantic Literature	25	75	100	4
		Total	100	300	400	16
SECOND YEAR						
III Semester						
9.	11231	Part-I: Tamil / Human Skills Development-I	25	75	100	4
10.	11232	Part-II : English Paper - III	25	75	100	4
11.	11233	Victorian Literature	25	75	100	4
12.	11234	Indian English Literature	25	75	100	4
		Total	100	300	400	16
IV Semester						
13.	11241	Part-I: Tamil / Human Skills Development-II	25	75	100	4
14.	11242	Part-II : English Paper - IV	25	75	100	4
15.	11243	Shakespeare	25	75	100	4
16.	11244	Modern and Post- Modern Literature	25	75	100	4
		Total	100	300	400	16

THIRD YEAR						
V Semester						
17.	11251	American and Commonwealth Literature	25	75	100	4
18.	11252	English for Competitive Examinations	25	75	100	4
19.	11253	Introduction to Mass Communication	25	75	100	4
20.	11254	History of English Literature	25	75	100	4
		Total	100	300	400	16
VI Semester						
21.	11261	English Language Teaching	25	75	100	4
22.	11262	Indian Writing in English	25	75	100	4
23.	11263	Women's Writing in English	25	75	100	4
24.	11264	Remedial English Grammar	25	75	100	4
		Total	100	300	400	16

Course Code Legend:

1	1	2	Y	Z
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112- B.A. English, Programme

Y -Semester Number

Z- Course Number in the Semester

CIA: Continuous Internal Assessment, ESE: End Semester Examination, TOT: Total,
C: Credit Points, Max.: Maximum

e.2. Detailed Syllabi:

FIRST SEMESTER

Course Code	Title of the Course
11211	PART-I : TAMIL - I

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

1. கண்ணதாசன் - ஸ்ரீ கிருஷ்ண கானம்

1. புல்லாங்குழல் கொடுத்த
2. குருவாயுருக்கு வாருங்கள்

கூறு 2

1. கோகுலத்து பசுக்கள்
2. கோகுலத்தில் ஒரு நாள் ராதை
3. ஆயர்பாடி மாளிகையில்

கூறு 3

பட்டுக்கோட்டை கல்யாண சுந்தரம்

1. நெஞ்சில் குடியிருக்கும்
2. செய்யும் தொழிலே தெய்வம்

கூறு 4

1. பாரதியார்

கண்ணன் என் விளையாட்டுப்பிள்ளை
பாரத மாதா திருப்பள்ளி எழுச்சி

கூறு 5

1. பாரதிதாசன் - உலகப்பன் பாட்டு (5)
2. நாமக்கல் கவிஞர் - நோயற்ற வாழ்வு 7 பாட்டு
3. பெ.தூரன் - நிலா பிஞ்சு

கூறு 6

1. வல்லிக் கண்ணன் - வெறும் புகழ்
2. கு.ப.இராஜகோபாலன் - எதற்காக?
3. மீரா - பதினைந்து

கூறு 7

1. சிற்பி - சர்ப்ப யாகம்
2. ஞானக்கூத்தன் - தோழர் மோசிகீரனார்

கூறு 8

1. அப்துல் ரகுமான் - கண்ணும் எழுதேம்
2. சண்முக சுப்பையா - வயிறு

கூறு 9

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. கம்பராமாயணம் - அயோத்தியா காண்டம்

கூறு 10

1. சீறாப்புராணம் - ஈத்தங்குலை வரவழைத்த படலம் (1)

கூறு 11

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
1. இன்னவாயில்
 2. கொழுந்துறும்
 3. பஞ்சு அரங்கில்

கூறு 12

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
4. எண்ணுளே
 5. ஒண்தலங்கள்
 6. இரவியேந்த கஞ்சக்

கூறு 13

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
7. கன்னியாயதாயும்
 8. ஏந்தி ஓங்கு உளத்து
 9. ஆவ தேமுனர்
 10. கொல்லும் வேலொடும்

கூறு 14

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
11. என்ற வாசகம்
 12. அம்பினால்
 13. வேண்டும் ஓர் வினை

FIRST SEMESTER

Course Code	Title of the Course
11211	PART-I : COMMUNICATION SKILLS - I

Learning objectives:

1. To make students to understand the basic skills of Communication.
2. To acquaint students with the important features of Communication skills.

- Unit - I** Communication – Meaning – Types- Importance
- Unit – II** Barriers to Effective Communication – Principles – Principles of Effective Communication
- Unit – III** Oral Communication – Meaning – Importance- Forms of Oral Communication
- Unit – IV** Intonation –Meaning – Function- Types
Preparation of Speech- Steps Involved
- Unit – V** Principles of Effective Oral Communication
- Unit – VI** Written Communication – Meaning –Steps – Importance- Advantages
Use of words and Phrases
- Unit – VII** Sentence – Meaning –Sentence formation- Characteristics of an Effective Sentence
- Unit – VIII** Paragraph Writing –Essay Writing –Steps Involved –Outline-Layout – Contents-Drafting-Correction- Final Draft
- Unit – IX** Application for Employment and Curriculum Vitae –Steps involved
- Unit – X** Non –Verbal Communication – Meaning –Types –Body Language – Postures-Gestures –Facial Expressions –Eye Contact
- Unit – XI** Report Writing –Report –Types of Reports –Format of a Report
- Unit – XII** Essentials of a Good Report –Preparation of Report-Procedure Involved
- Unit – XIII** Meetings-Purpose of the Meeting – Procedure
- Unit – XIV** Group Discussion –Quality of Content-Participation –Logical Presentation –Behavioural Skills

References:

1. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
2. Geetha Nagaraj, Write to Communicate, 2004.
3. Wren & Martin, English Grammar and Composition, 2002.
4. Dale Carnegie, How to Win Friends and Influence People, 1981.
5. Dale R Jordan, Language Skills and Use.
6. Gartside L. Bahld, Nagammiah and McComas, Satterwhite, Modern Business Correspondence.
7. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.
8. Wallace, Michael J, Study Skills in English.
9. Editors of Readers Digest, Super Word Power.

FIRST SEMESTER

Course Code	Title of the Course
11212	PART-II : ENGLISH PAPER - I

Learning objective:

1. To make the students master the different topics prescribed in the Prose, Grammar and Composition.

Prose

Unit – I	Water-the Elixir of life	- C.V. Raman
Unit – II	Mrs. Packletide’s Tiger	- SAKI
Unit – III	A Deed of Bravery	- Jim Carbett
Unit – IV	The Cat	- Catharine M. Willson
Unit – V	On Letter Writing	- Alpha of the Plough
Unit – VI	Our Ancestors	- Carl Sagan
Unit – VII	Our Civilization	- C.E.Foad
Unit – VIII	A Hero on Probation	- B.R. Nanda
Unit – IX	Dangers of Drug Abuse	- Hardin B. Fones
Unit – X	Food	- J.B.S. Haldane

Grammar

Unit – XI	- Articles-Gerunds-Participles-Infinitives-Modals-Proposition-Tenses
Unit – XII	- Direct and Indirect Speech-Transformation of sentences- Active and passive voice.

Composition

Unit – XIII	- Letter writing - Precis writing - Developing hints.
Unit – XIV	- Dialogue writing - Paragraph writing.

References:

1. Sebastian D K, *Prose for the Young Reader*, Macmillan.
2. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
3. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

FIRST SEMESTER

Course Code	Title of the Course
11213	LITERARY FORMS

Learning objective:

1. To enrich the knowledge of the students with different literary forms.

Poetry

Unit – I - Lyric

Unit – II - Ode

Unit – III - Sonnet

Unit – IV - Elegy

Unit – V - Epic

Unit – VI - Ballad

Unit – VII - Mock epic

Unit – VIII - Satire

Unit – IX - Idyll

Drama

Unit – X - Tragedy –Comedy-Tragic Comedy-Farce –Masque

Unit – XI - One act Plays-Absurd drama-Melodrama

Novel

Unit – XII - Historical –Social –Picaresque –Regional novel –Sentimental –

Psychological epistolary- Gothic- Detective – Dramatic –Science fiction

Essay

Unit – XIII - Essay – Aphoristic –Character –Critical –periodical – personnel, 20th Century essay.

Unit – XIV - Short story –Biography –Auto biography

References:

1. Abrahams, M.H, *A Glossary of Literary Terms*, California, Wadsworth Publishing, 2011.
2. Boulton, Marjorie, *Anatomy of the Novel*, New Delhi, Kalyani Publishing, 2006.
3. Rees, R, J., *English Literature: An Introduction for Foreign Readers*, London, Macmillan, 1973.
4. Seturaman, V.S., Indra, C.T, *Practical Criticism*, Madras, Macmillan, 1990.

FIRST SEMESTER

Course Code	Title of the Course
11214	ELIZABETHAN LITERATURE

Learning objective:

1. To acquaint the students with the British prose, poetry and drama written during the Elizabethan, Jacobean, Caroline and the Pre-Restoration years.

Unit – I	Shakespeare’s England (1564-1616) I Shakespeare’s England II The England of Charles and Cromwell
Unit –II	Edmund Spenser : Prologue to Faerie Queen
Unit – III	Sir Philip Sidney : The Nightingale
Unit – IV	Thomas Nashe : A Litany in time of plague
Unit – V	John Donne : The Funeral
Unit – VI	Andrew Marvel : To his Coy Mistress
Unit – VII	George Herbert : The Pulley
Unit – VIII	William Shakespeare’s : When to the sessions of sweet silent Thought
Unit – IX	Robert Herrick : Delight in Disorder
Unit – X	Bacon’s Essay : Of Truth, Of Nobility, Of Ambition, Of Simulation and Dissimulation
Unit – XI	Thomas More : Utopia Book I&II
Unit – XII	Christopher Marlowe : Edward II
Unit – XIII	Ben Johnson : The Alchemist
Unit – XIV	Thomas Dekker : The Shoemaker’s Holiday

References:

1. "Elizabethan Literature", Encyclopedia Britannica.
2. "Elizabeth I, Queen of England 1533–1603", *Anthology of British Literature*, Peterborough: Broadview, 2009, p. 683.
3. Nicholl, Charles (1990). "'Faustus' and the Politics of Magic". *London Review of Books*. pp. 18–19. Retrieved 11 May 2015.
4. John O'Connell (2008). "Sex and books: London's most erotic writers". *Time Out*. Retrieved 26 November 2015.
5. *The Norton Anthology of English Literature: Sixteenth/Early Seventeenth Century*, Volume B, 2012, p. 647.
6. Poetry, LII (1939). *Elizabethan Poetry. Modern Essays in Criticism*. Oxford: Oxford University Press, 1967.
7. *Poetry*, LII (1939). *Elizabethan Poetry. Modern Essays in Criticism*. Oxford: Oxford University Press, 1967: 98.
8. *The Oxford Companion to English Literature* (1996), pp. 266–7.

SECOND SEMESTER

Course Code	Title of the Course
11221	PART-I : TAMIL - II

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
14. சொல் தவிர்ந்த
15. அன்னை
16. அஞ்சுவார்
17. சொல்லக் கேட்டனர்
18. மற்செய்கை
19. மண்கனியப்
20. அழுது ஆர்ந்த

கூறு 2

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
21. பொய் பொதுளும்
22. இன்பு அருந்தி
23. வழதாயின இன்பு
24. மறம் ஏவினர்

கூறு 3

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
25. மண்ணோர்கள்
26. பொய்யா விதியோய்
27. விடியா இருள்
28. அழுவார் எவரும்

கூறு 4

சிறுகதை - நீலபத்மநாபனின் “வான வீதியில்”

கூறு 5

உரைநடை - கம்பன் புறத்திணை - தி.சொக்கலிங்கம்

SECOND SEMESTER

Course Code	Title of the Course
11221	PART-I : COMMUNICATION SKILLS - II

Learning objectives:

1. To make students understand the basic skills of Communication.
2. To acquaint students with the important features of Communication skills.

- Unit – I** Code and Content of Communication Skills
- Unit – II** Stimulus and Response of Communication Skills
- Unit – III** Effective Speaking Guidelines
- Unit – IV** Pronunciation Etiquette of Communication Skills
- Unit – V** Phonetics in Communication Skills
- Unit – VI** A self Assessment of Communicating Soft Skills
- Unit – VII** Language Skills –Ability –Skill Selected Need- Learner Centre activities
- Unit – VIII** Listening Skills –Importance –Types of Listening- Interview Skills
- Unit – IX** Conversation Skills –Modes
- Unit – X** Presentation Skills - Preparing –Planning-Presentation
- Unit – XI** Written Communication –Structure of Effective Sentences –Paragraph
- Unit – XII** Technical Writing-Creative Writing- Editing and Publishing
- Unit – XIII** Corporate Communication Skills-Internal –Effective business writing – Letters, Proposals, Resume
- Unit – XIV** Corporal Communication Skills-External - Press release - Newsletters- Interviewing skills

References:

1. Dutt. Kiranmai & Geeta Rajjevan. Basic Communication Skills. Rev.ed. Foundation Books Pvt.Ltd. Cambridge House, New Delhi 2006.
2. Bill R. Swetmon. Communication Skills for the 21st Century. Chennai: Eswar Press. First South Asian Edition 2006.
3. Glass. Lillian. Talk to Win. New York: Perigee Books, 1987.

4. Pease. Alan. Signals: How to Use Body Language for Power, Success and Love, New York: Bantam Books, 1981.
5. Walters. Lilly. Secrets of Successful Speakers. New York: McGraw-Hill, Inc., 1993.
6. Mandal. S.K. How to Succeed in Group Discussions & Personal Interviews. Mumbai: JAICO Publishing House.
7. Rogoff. Leonard and Ballenger. Grady. Office Guide to Business Letters, Memos & Reports. New York: Macmillan, 1994.
8. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
9. Geetha Nagaraj, Write to Communicate, 2004.
10. Wren & Martin, English Grammar and Composition, 2002.
11. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.

SECOND SEMESTER

Course Code	Title of the Course
11222	PART-II : ENGLISH PAPER - II

Learning objective:

1. To make the students master the different topics prescribed in the Poetry and Language use Sections.

Poetry

- Unit – I** Sonnet - William Shakespeare
- Unit – II** Lines Composed upon Westminster Bridge
-William Wordsworth
- Unit – III** Grecian Urn - John Keats (1795-1827)
- Unit – IV** Andrea Del Sarto - Robert Browning (1812-1889)
- Unit – V** The Road Not Taken - Robert Frost (1874-1963)
- Unit – VI** Strange Meeting - Wilfred Owen (1813-1918)
- Unit – VII** Gitanjali - Rabindranath Tagore (1861-1946)
- Unit – VIII** The Coromandel Fishers - Sarojini Naidu
- Unit – IX** The Express - Stephen Spender
- Unit – X** **Shakespeare** : The Merchant of Venice

Language Use:

- Unit – XI** Essay writing
- Unit – XII** Note Making
- Unit – XIII** Report writing
- Unit – XIV** Comprehension

References:

1. *The Golden Quill*, P.K. Seshadri, Macmillan.
2. *The Merchant of Venice*, Shakespeare. (Any overseas edition).
3. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

SECOND SEMESTER

Course Code	Title of the Course
11223	RESTORATION LITERATURE

Learning objective:

1. To make the students study the literary trends and new classical movement through the poems, prose and plays written during the Restoration and the past restoration years.

Unit – I	Restoration Period	: Religious, Politics, and Class
Unit – II	John Milton	: ‘L’ Allegro, “Penseroso”
Unit – III	Alexander Pope	: Atticus from Epistle to Arbuthnot
Unit – IV	John Dryden	: A Song for St. Cecilia’s Day
Unit – V	Thomas Grey	: Elegy Written in a Country Churchyard
Unit – VI	William Collins	: Ode to Evening
Unit – VII	William Cowper	: The Castaway
Unit – VIII	William Blake	: The Lamb
Unit – IX	William Blake	: The Tiger
Unit – X	Richard Street	: The Spectator
Unit – XI	Joseph Addison	: Westminster Abbey
Unit – XII	Henry Fielding	: Joseph Andrews
Unit – XIII	Richard Sheridan	: The School for Scandal
Unit – XIV	Oliver Goldsmith	: She Stoops to Conquer

References:

1. Holman, C. Hugh and Harmon, William (eds.) (1986). *A Handbook to Literature*. New York: Macmillan Publishing.
2. Dryden, John (1670). *The Works of John Dryden*, Volume 04, Project Gutenberg. Prepared from Walter Scott's edition. Retrieved 18 June 2005.
3. Holman, C. Hugh and Harmon, William (eds.) (1986). *A Handbook to Literature*. New York: Macmillan Publishing.
4. Howe, Elizabeth (1992). *The First English Actresses: Women and Drama 1660–1700*. Cambridge: Cambridge University Press.
5. Tillotson, Geoffrey and Fussell, Paul (eds.) (1969). *Eighteenth-Century English Literature*. New York: Harcourt, Brace, and Jovanovich.
6. Todd, Janet (2000). *The Secret Life of Aphra Behn*. London: Pandora Press.
7. Ward, A. W, & Trent, W. P. et al. (1907–21). *The Cambridge History of English and American Literature*. New York: G.P. Putnam's Sons. Retrieved 11 June 2005.

SECOND SEMESTER

Course Code	Title of the Course
11224	ROMANTIC LITERATURE

Learning objectives:

1. To make the students study and appreciate Romantic literature.
2. To acquaint students with the important features of the Romantic age.

Unit – I The Romantic Movement in England-Romantic Revival-The Writing of the Lyrical Ballad-The Concept of Nature, Reason and Imagination

Unit – II The Return to Nature- Realism-Concept of Introversion-English drama during the Romantic Age-The decline of drama-The Lyric-The Ode

Unit – III The Theory of Poetic Diction-Women's writing-The spread of education-The historical Novel

Unit – IV Thomas Grey : Elegy Written in a Country Churchyard

Unit – V William Blake : The Tiger

Unit – VI Robert Burns : Highland Mary

Unit – VII Wordsworth : Ode on Intimations of Immortality

Unit – VIII S.T. Coleridge : The Rime of Ancient Mariner

Unit – IX Shelley : Ode to the West Wind –Ode to a Skylark

Unit – X John Keats : Ode to a Nightingale

Unit – XI John Keats : Ode on a Grecian Urn

Unit – XII Oliver Goldsmith : The Vicar of Wakefield

Unit – XIII Sir Walter Scott : The Talisman

Unit – XIV Jane Austen : Emma

References:

1. Abrams, M.H. and Stephen Greenblatt, eds. *The Norton Anthology of English Literature, Seventh Edition, Volume 2*. New York: W.W. Norton & Company, 2000.
2. Bloom, Harold and Lionel Trilling. *Romantic Poetry and Prose...* New York: Oxford University Press, 1973.
3. Longley Arthur, Paul. "Capturing the Antipodes: Imaginary Voyages and the Romantic Imagination." *Journal of Australian Studies* (2001).
4. Richardson, Alan. *British Romanticism and the Science of the Mind*. Cambridge, England: Cambridge University Press, 2001.

THIRD SEMESTER

Course Code	Title of the Course
11231	PART-I : TAMIL - III

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1: பத்துப்பாட்டு – முல்லைப்பாட்டு

கூறு 2 : எட்டுத்தொகை – ஐங்குறுநூறு

கூறு 3 : கபிலர் - குறிஞ்சித்திணை

கூறு 4 : மஞ்சைப்பத்து – முதல் மூன்று பாடல்கள்

கூறு 5 : குறுந்தொகை – பரணர் பாடல்கள் பா. எண். 19, 24, 36, 128, 399

கூறு 6 : நற்றிணை – பெருங்குன்றூர்கிழார் - பா. எண். 5
பெருவழுதியார் - பா. எண். 55
பெருங்கௌசிகனார் - பா. எண். 139

கூறு 7 : நற்றிணை – கருவூர்க்கோசிகனார் - பா. எண். 214
உலோச்சனார் - பா. எண் 249

கூறு 8 : அகநானூறு – சேந்தம்பூதனார் பாடல்கள் பா.எண். 84, 207

கூறு 9 : புறநானூறு – மறோக்கத்து நப்பசலையார் பாடல்கள்
பா. எண். 37, 39, 126, 226, 280

கூறு 10 : பதினெண் கீழ்க்கணக்கு – திருக்குறள் - வாழ்க்கைத் துணை நலம் (6),
அறிவுடைமை (43), பிரிவாற்றாமை (116)

கூறு 11: நான்மணிக்கடிகை – எள்ளற்க (3), பறைபடவாழா (4),

கூறு 12: நான்மணிக்கடிகை - மண்ணயறிப (5), கள்ளிவயிற்றில் (6), கல்லிற்பிறக்கும்(7)

கூறு 13: நாடகம் - இராசராசசோழன் - அரு. இராமநாதன்

கூறு 14: நாவல் - சுவடுகள் - இரா. பாலசுப்பிரமணியன், சத்யா வெளியீடு, மதுரை

THIRD SEMESTER

Course Code	Title of the Course
11231	PART-I : HUMAN SKILLS DEVELOPMENT - I

Learning objective:

1. To Make the Students develop human skills.

Unit – I Human Skills –Developing skills-Types

Unit – II Mind-Levels of functions

Habits-Meaning-Types-Merits of good habits - Interpersonal Relationship-Features- Interpersonal Behaviour

Unit – III Thinking ahead- Significance of thinking ahead

Unit – IV Developing Personality-Meaning -Need- Factors influencing personality, Ways of developing personality -Building positive personality

Unit – V Self-concept-Self-esteem-Meaning-Importance - Self- efficacy-Self-acceptance-Meaning-Importance - Etiquette-Meaning-Etiquettes in using mobile, telephones-Dais Etiquette

Unit – VI Goal-setting Skills-Meaning-Types-Importance-

Unit – VII Decision-making skills-Meaning-Types-Steps in decision-making

Unit – VIII Negotiating Skills-Styles-Structure-Creating negotiation-Competitive Negotiation

Unit – IX Attitudes-Meaning-Types-Importance-Developing positive attitudes

Unit – X Coping with Change-Meaning-Characteristics-Importance of change Resistance to change-Dealing with change

Unit – XI Leadership-Meaning-Importance-Characteristics-Styles-

Unit – XII Human Relations Skill-Need-Canons of good human relations

Unit – XIII Counselling-Meaning-Importance-Forms- Conflicts-Meaning-Types- Causes-Effects-Managements of conflicts

Unit – XIV Stress-Meaning-Types-Causes-Effects-Managing the stress - Anger- Meaning-Causes-Consequences-Anger Management

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

THIRD SEMESTER

Course Code	Title of the Course
11232	PART-II : ENGLISH PAPER - III

Learning objective:

1. To make the students master the different topics prescribed in the Short Stories, One Act Plays, Grammar and Composition.

Short Stories

- Unit – I** A Hero - R.K. Narayanan
Unit – II The Diamond Necklace - Guy de Maupassant
Unit – III The Verger - Somerset Maugham
Unit – IV The Postmaster - Rabindranath Tagore

One Act Plays

- Unit – V** The Proposal - Anton Chekhov
Unit – VI The Boy Comes Home - A.A. Milne
Unit – VII The Silver Idol - James R. Waugh
Unit – VIII Progress - St. John Ervine
Unit – IX The Pie and the Tart - Huge Chesterman
Unit – X Reunion - W.st. Joh Tayleur
Unit – XI A kind of Justice - Margaret Wood
Unit – XII The Refugee - Asif Currimbhoy

Grammar

- Unit – XIII** Parts of speech-Noun- Pronoun- Adjective
Degrees of Comparison- Verb- Adverb

Composition

- Unit – XIV** Agenda- Minutes- Notice- Descriptive Writing

References:

1. *Aroma*, Ed. by the Board of Editors, Publishers- New Century Book House, Chennai.
2. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
4. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
5. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

THIRD SEMESTER

Course Code	Title of the Course
11233	VICTORIAN LITERATURE

Learning objective:

1. To make the students study and appreciate Victorian literature.

Unit – I	Victorian Age	: Social, Political, Economic, Religious and Literary tendencies
Unit – II	R.Browning	: Andrea Del Sarto
Unit – III	Alfred Tennyson	: Ulysses
Unit – IV	Matthew Arnold	: The Scholar Gipsy
Unit – V	G.M. Hopkins	: The Wreck of Deutschland
Unit – VI	W.B.Yeats	: Sailing to Byzantium
Unit – VII	T.S. Eliot	: The Waste Land
Unit – VIII	Mathew Arnold	: The Study of Poetry
Unit – IX	T.S. Eliot	: Tradition and the Individual Talents
Unit – X	Charles Dickens	: Great Expectations
Unit – XI	Thomas Hardy	: Tess of the d'Urbervilles
Unit – XII	D.H. Lawrence	: Sons and Lovers
	James Joyee	: A Portrait of the Artist as a Young Man
Unit – XIII	T.S. Eliot	: Murder in the Cathedral
	Bernnardshaw	: Pygmalion
Unit – XIV	J.M. Synge	: Riders to the Sea
	Oscar Wilde	: The Importance of Being Earnest

References:

1. *Introduction and Notes for The Tenant of Wildfell Hall*. Penguin Books. 1996.
2. Stedman, Jane W. (1996). W. S. Gilbert, *A Classic Victorian & His Theatre*, pp. 26–29. Oxford University Press.
3. Evans, Denise; Onorato, Mary. "Nineteenth-Century Literary Criticism". Enotes. Gale Cengage. Retrieved 16 June 2014.
4. Khale, Brewster. "Early Children's Literature". Children's Books in the Victorian Era. International Library of Children's Literature. Retrieved 16 June 2014.
5. Dawson, Carl (1979). *Victorian High Noon: English Literature in 1850*. Baltimore: Johns Hopkins U. Press.

THIRD SEMESTER

Course Code	Title of the Course
11234	INDIAN ENGLISH LITERATURE

Learning objectives:

1. To initiate the learners to the varied genres of Indian English Literature as a distinct part of Indian Literature.
2. To inculcate in the learners the values enshrined in this two – hundred – year old literature which has grown in volume, variety, scope, scholarship and depth.

Unit – I	Jawaharlal Nehru	: The Discovery of India
Unit – II	Swami Vivekananda	: Addresses at the Parliament of World Religions
Unit – III	Toru Dutt	: Our Casuarina Tree
Unit – IV	Rabindranath Tagore	: The Heaven of Freedom
Unit – V	Aurobindo Ghose	: Satyavan and Savitri
Unit – VI	Nissim Ezekiel	: Night of the Scorpion
Unit – VII	Kamala Das	: An Introduction
Unit – VIII	Mulk Raj Anand	: Untouchable
Unit – IX	R.K. Narayanan	: The English Teacher
Unit – X	Kamala Markandaya	: A Handful of Rice
Unit – XI	Anita Desai	: Fire on the Mountain
Unit – XII	Vijay Tendulkar	: Silence! The Court is in Session!
Unit – XIII	Girish Karnad	: Tughlaq
Unit – XIV	Ruskin Bond	: Tiger in the Tunnel

References:

1. K.R. Srinivasa Iyengar. *Indian Writing in English*. Sterling Publishers Pvt. Ltd.
2. M.K. Naik. *A History of Indian English Literature*. Sahitya Akademi.
3. C.D. Narasimhaiah. *The Swan and the Eagle*. Indian Institute of Advanced Study.
4. Paul C. Verghese. *Problems of the Indian Creative Writer in English*. Somaiya Publications.
5. M.K. Naik. *Perspectives on Indian Prose & Drama in English*.
6. Haq, Kaiser (ed.). *Contemporary Indian Poetry*. Columbus: Ohio State University Press, 1990.
7. Mehrotra, Arvind Krishna (ed.). *A History of Indian Literature in English*. New York: Columbia University Press, 2003. Distributed in India by Doaba Books Shanti Mohan House 16, Ansari Road, New Delhi.

FOURTH SEMESTER

Course Code	Title of the Course
11241	PART-I : TAMIL - IV

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1 : செய்யுள் உறுப்புகள் - யாப்பு - எழுத்து, அசை, சீர்,

கூறு 2 : செய்யுள் உறுப்புகள் - யாப்பு - தளை, அடி, தொடை

கூறு 3 : வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா,

கூறு 4 : புதிய யாப்பு வடிவங்கள் - சிந்து, கண்ணி, கீர்த்தனை

கூறு 5 : புதுக்கவிதையில் குறியீடு - படிமம்.

கூறு 6 : அகப்பொருள் - புறப்பொருள் - ஐந்திணை விளக்கம்

கூறு 7 : அகப்பொருள் துறைகள் - வரைவு கடாதல், அறத்தொடு நின்றல்,

உடன்போக்கு

கூறு 8 : புறப்பொருள் துறைகள் - வஞ்சினக்காஞ்சி, கையறுநிலை, செவியறிவுறூஉ

கூறு 9 : அணி இலக்கணம் - உவமை, உருவகம், வேற்றுமை, பிறிது மொழிதல்,

தற்குறிப்பேற்றம், சிலேடை, பின்வருநிலை

கூறு 10 : நிறுத்தல் குறிகள்

கூறு 11 : தொல்காப்பியம் - சங்கஇலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு,

கூறு 12 : பதினெண்கீழ்க்கணக்கு

கூறு 13 : ஐம்பெருங்காப்பியங்கள் - பிற்காலக் காப்பியங்கள் - கம்பராமாயணம் -

பெரியபுராணம்

கூறு 14 : இக்காலக் காப்பியங்கள் - பாரதியின் பாஞ்சாலி சபதம் -

பாரதிதாசனின் பாண்டியன் பரிசு- கண்ணதாசனின் இயேசு காவியம் ,
சிற்பியின் - மௌன மயக்கங்கள்.

FOURTH SEMESTER

Course Code	Title of the Course
11241	PART-I : HUMAN SKILLS DEVELOPMENT - II

Learning objective:

1. To Make the Students develop human skills.

- Unit – I** Guidance & Counselling – Role of Counsellor - Importance and Techniques of counselling
- Unit – II** Managerial skill- Need – Importance
- Unit – III** Human relational skills-Communication-Attention
- Unit – IV** Conceptual skills-Meaning-Importance
- Unit – V** Technical skills-Techniques-Practices-Tools-Procedures
- Unit – VI** Presentation skills-Planning-Preparation-Delivery
- Unit – VII** Organization skills-Meaning-Nature-Importance-Types
- Unit – VIII** Multi-Tasking skills Responsibilities-Causes
- Unit – IX** Leader- Qualities of a good leader
- Unit – X** Understanding Skills -Human systems: Individual, Group, organization, and their major interactions
- Unit – XI** Understanding Skills -Human systems: Community and Society, and their major interactions
- Unit – XII** Problem solving skills – Handling –Facing - Importance
- Unit – XIII** Cooperative Learning Skills
- Unit – XIV** Making Social Responsibilities-Causes

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

FOURTH SEMESTER

Course Code	Title of the Course
11242	PART-II : ENGLISH PAPER - IV

Learning objective:

1. To make the students master the different topics prescribed in the Short Stories, Drama, Fiction, and Tales from Shakespeare, Biographies, Grammar and Composition.

Short Stories

- Unit – I** Lalajee - Jim Corbelt
Unit – II A Day's Wait - Hemmingway
Unit – III Two old Men - Leo Tolstoy
Unit –IV Little Girls wiser than - Men Tolstoy
Unit – V Boy who wanted more Cheese - William Elliot Griffir

Drama

- Unit – VI** Pygmalion - G.B. Shaw

Fiction

- Unit – VII** Swami and Friends - R.K. Narayanan

Tales from Shakespeare

- Unit – VIII** - The Merchant of Venice
Unit – IX - Romeo and Juliet
Unit – X - The Winter's Tale

Biographies

- Unit – XI** - Martin-Luther king - R.N. Roy
Unit – XII - Nehru - A.J. Toynbee

Grammar

- Unit – XIII** - Concord- Phrases and Clauses-Question Tag

Composition

Unit – XIV - Expansion of Proverbs

- Group Discussion

- Conversation (Apologizing, Requesting, Thanking)

References:

1. *Sizzlers*, by the Board of Editors, Publishers:- Manimekala Publishing House, Madurai.
2. *Pygmalion* – G.B. Shaw.
3. *Swami and Friends* – R.K. Narayan.
4. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
5. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

FOURTH SEMESTER

Course Code	Title of the Course
11243	SHAKESPEARE

Learning objectives:

1. To make the students study and appreciate select plays of Shakespeare.
2. To provide the students a first-hand knowledge of the plays of Shakespeare and to create in them an awareness of the genius of Shakespeare as a playwright.

Unit – I - A Midsummer Night's Dream

Unit – II - As You Like It

Unit – III - Richard II-Tragedy

Unit – IV - Richard II-Political Play

Unit – V - Julius Caesar

Unit – VI - winter's Tale

Unit – VII - Shakespeare's Theatre and Audience

Unit – VIII - Shakespeare's Comedy

Unit – IX - Shakespeare's Tragedy

Unit – X - Shakespeare's Historical Plays

Unit – XI - Shakespeare Criticism

Unit – XII - Shakespeare's Women's Characters

Unit – XIII - Shakespeare's Songs – Music in - Shakespeare's Plays

Unit – XIV - Clowns and Fools in Shakespeare's

References:

1. A.C. Bradley: Shakespearean Tragedy.
2. H. Granville-Barker: Preface to Shakespeare.
3. G.W. Knight: The Imperial Theme.
4. E.M.W. Tillyard: Shakespeare's Last Plays.
5. B. Evans: Shakespeare's Comedies.
6. E.K. Chambers: Shakespeare: A Survey.
7. K. Muir: Shakespeare: The Comedies.
8. A.L. Rouse: Shakespeare's Sonnets.
9. Wilson Knight: The Wheel of Fire.

FOURTH SEMESTER

Course Code	Title of the Course
11244	MODERN AND POST- MODERN LITERATURE

Learning objective:

1. To make the students acquaint with modern and post-modern literature.

Poetry

Unit – I W.B. Yeats : A Prayer for my Daughter

Unit – II W.B. Yeats : The Second Coming

Unit – III T.S. Eliot : The Journey of the Magi

Unit – IV W.H. Auden : The Unknown Citizen

Unit – V Seamus Heaney : Death of a Naturalist

Drama

Unit – VI Ibsen : A Doll's House

Unit – VII Samuel Becker : Waiting for Godot

Novel

Unit – VIII Virginia Woolf : To the lighthouse- The window

Unit – IX Virginia Woolf : To the lighthouse - Time passes

Unit – X Virginia Woolf : To the lighthouse (Chapters I to X)

Unit – XI George Orwell : Animal Farm

Unit – XII Murray Leinster : Sidewise in Time

Unit – XIII Salman Rushdie : Midnight's Children

Prose

Unit – XIV World Famous Speeches

References:

1. Fowler, Alastair. *The History of English Literature*, p. 372 Harvard University Press, Cambridge, MA (1989).
2. Childs, Peter (2008). *Modernism*. Routledge.
3. J. H. Dettmar "Modernism" in *the Oxford Encyclopedia of British Literature* ed. by David Scott Kastan. Oxford University Press, 2006.
4. Pratt, William. *The Imagist Poem, Modern Poetry in Miniature* (Story Line Press, 1963, expanded 2001).
5. *McHale, Brian. "Postmodernist Fiction". Methuen, 1987.*
6. Hutcheon, Linda. *A Poetics of Postmodernism: History, Theory, Fiction*. NY: Routledge, 2004.
7. Hans-Peter Wagner, *A History of British, Irish and American Literature*, Trier 2003.

FIFTH SEMESTER

Course Code	Title of the Course
11251	AMERICAN AND COMMONWEALTH LITERATURE

Learning objectives.

1. To make the students study and appreciate select works from American and Commonwealth literature.
2. To introduce the students to the literary works of the major American writers.
3. To enable them to understand the American life and culture against the background of American history.
4. To provide the learners to know about a knowledge of different aspects of American Commonwealth literature.

Unit – I	Walt Whitman	: Crossing Brooklyn Ferry
	Robert Frost	: Mending wall
Unit – II	Wallace Stevens	: The Emperor of ice-Cream
	Marianne Moore	: Poetry
Unit – III	Sylvia Plath	: Mirror
Unit – IV	A.J.M. Smith	: Like an Old Proud King in a Parable
	Judith Wright	: The Harp and the King
Unit – V	Derek Walcott	: A Far Cry from Africa
	Chinua Achebe	: Refugee Mother and Child
Unit – VI	Jean Arasanayagam	: In the month of July
Unit – VII	Ralph Waldo Emerson	: The American Scholar
	Irving Babbitt	: The Critic and American life
Unit – VIII	Katherine Mansfield	: Bliss
Unit – IX	Ernest Hemingway	: The Old Man and the Sea

Unit – X	Patrick White	: Voss
Unit – XI	Margaret Atwood	: The Blind Assassin
Unit – XII	O'Neill	: The Emperor Jones
Unit – XIII	Wole Soyinka	: The Lion and the Jewell
Unit – XIV	Sharon Pollock	: Blood Relations

References:

1. *American Literature*. Volume 2, Ed. William E. Cair. New York: Penguin Academics 2004.
2. William J Fisher Ed.: *American Literature of the Nineteenth Century*.
3. William J Fisher Ed.: *American Literature: 1890-1965*.
4. Spiller: *Literary History of the United States*.
5. Edward H Davidson: *Poe: A Critical Study*.
6. Richard Chase: *Emily Dickinson*.
7. J. M. Cox: *Robert Frost: A Collection of Critical Essays*.
8. Rushdie, Salman. "Commonwealth Literature Does not exist." *Imaginary Homelands: Essays and Criticism. 1981-1991*. by Salman Rushdie. London: Granta, 1991. 63-70.
9. Tiffin, Helen. "Commonwealth Literature: Comparison and Judgment." *The History and Historiography of Commonwealth Literature*. Ed. Dieter Riemenschneider. Tübingen: Gunter Narr, 1983. 19-35.
10. Symons Report. *Learning from Each Other: Commonwealth Studies for the 21st Century*. London: Report of the Commission on Commonwealth Studies, Commonwealth Secretariat.

FIFTH SEMESTER

Course Code	Title of the Course
11252	ENGLISH FOR COMPETITIVE EXAMINATIONS

Learning objective:

1. To make the students learn modern English grammar and prepare for competitive examinations.

Unit – I Basics of English : Sentence, Clause, Phrase Word, and Morpheme

Unit – II Tenses : Importance - Uses- Kinds of tenses

Unit – III Voices : Passive voice - Active voice, Interpersonal Passive voice

Unit – IV Degrees of Comparison : Four Types

Unit – V The transformation of Sentence

Unit – VI Punctuation : Meaning –Importance - Marks of Punctuation use of Punctuation - Use of Capital letters

Unit – VII Précis writing : Note making

Unit – VIII Paragraph writing - Essay writing

Unit – IX Comprehension - Letter writing - Report writing

Unit – X Words often confused

Unit – XI Abbreviations - Use of appropriate tense forms - Use of one word substitution

Unit – XII Spelling - Use of Correct Spelling - Synonyms and antonyms

Unit – XIII Match words with their meanings-Spotting common errors in English grammar, appropriate use of prepositions

Unit – XIV Conversion of diagrams into Literal language - Word formation - Idioms and Phrases - Intelligence test

References:

1. Krishnaswamy, N. *Modern English: A Book of Grammar, Usage and Composition*. India Laxmi Publishers, 2000.
2. Prasad, Hari M, and Uma R. Shina. *Objective English for Competitive Examination*.
New Delhi: TataMcGraw-Hill Education Pvt. Ltd., 2005.
3. Pillai, Radhakrishna. G. *English Grammar and Composition*. Emerald Publishers, 2002.
4. Bhatnagar, R. P. *English for Competitive Examination*. New Delhi: Laxmi Publishers India, 2009.

FIFTH SEMESTER

Course Code	Title of the Course
11253	INTRODUCTION TO MASS COMMUNICATION

Learning objective:

1. To make the students acquaint with the principles of mass communication.

Unit – I Mass communication – Definition, Needs and Significance

Unit – II Types – Theories

Unit – III Nature and Function

Unit – IV Mass Media –Definition – Functions and Modes

Unit – V Types and Features

Unit – VI Journalism – Journalist Functions

Unit – VII News paper Departments – functions

Unit – VIII News Agencies

Unit – IX Broadcasting Journalism - Television and its Programmes

Unit – X Radio and its Programmes – Films

Unit – XI Mass Media – Uses and Misuses in Modern Society

Unit – XII Mass Media - Government control and Regulatory measures

Unit – XIII Mass Communication –Training – Needs

Unit – XIV Future of Mass Communication

References:

1. *The Professional Journalism*: John Hohenberg (Oxford and IBH).
2. *Basic Journalism*: Rangasamy Parthasarathy (MacMillan).

3. *Professional Journalism*: M.V.Kamath.
4. *Mass Communication and Journalism in India*: D.S.Mehta (Allied Publishers).
5. *Theory and Practice of Journalism in India*: B.N.Ahuja, (Surjeet Publications).
6. *News Editing*: Bruce, Wesley, (Oxford and IBH).
7. *Professional Journalism*: Patanjali Sethi: (Orient Longman).
8. *Mass Communication in India*: Keval J Kumar.
9. *Radio and TV Journalism*, K M Srivatsava.

FIFTH SEMESTER

Course Code	Title of the Course
11254	HISTORY OF ENGLISH LITERATURE

Learning objectives:

1. To make the students study and appreciate select works from History of English literature.
2. To provide the learners to know about a knowledge of different aspects of English literature.

Unit – I The Age of Shakespeare – Verse, Drama

Unit – II The Age of Shakespeare – Prose

Unit – III The Age of Milton – Milton

Unit – IV The Age of Dryden - Verse, Drama and Prose

Unit – V The Age of Pope - Verse, Drama and Prose

Unit – VI The Age of Johnson -General Prose

Unit – VII The Age of Johnson -Novel

Unit –VIII The Age of Wordsworth - General Prose and the Novel

Unit – IX The Age of Wordsworth -The older Poets, the Younger Poets

Unit –X The Age of Tennyson -Verse, General Prose

Unit – XI The Age of Tennyson -Novel

Unit – XII The Age of Hardy

Unit –XIII The Present Age

Unit –XIV Modern Age

References:

1. An Outline History of English Literature, by William Henry Hudson, B.I Publications Pvt. Ltd.
2. History of English Literature, by Edward Albert, OUP, New Delhi.
3. A History of English Literature Ed. by Board of Editors, Harrows Publications, Chennai.

SIXTH SEMESTER

Course Code	Title of the Course
11261	ENGLISH LANGUAGE TEACHING

Learning objectives:

1. To acquaint student with the history of the English Language.
2. To help Students learn the essential aspects of ELT and the different types of language Teaching.
3. The students will be trained to teach lessons in English Prose, Poetry and Grammar at the Secondary School level.

Unit – I Present position of English in India- English Language and School Curriculum- Aims and Objectives of Teaching English

Unit – II Qualities of Good English Teacher – Principles of Language Teacher-Principles of Practice – Oral work, Grading, Grouping, Repetition - Principles of Attitude, Interest, and Motivation-Immediate Correction-Using Mother Tongue

Unit – III Methods of Teaching English Grammar- Grammar – Translation Method, Direct Method, Audio- Lingual Method

Unit – IV Approaches of Teaching English – Structural Approach – Situational Approach – Oral Approach

Unit – V The Organs of Speech – Production of Sounds – Description of Vowels – Diphthongs - Consonants - Description of Consonants

Unit – VI Phoneme – Syllable – Word Stress – Sentence Stress – Rhythm – Intonation

Unit – VII Teaching of English Pronunciation – Objectives – Causes – Reasons - Methods

Unit – VIII Teaching of English Vocabulary – Definitions – Meaning – Procedures

Unit – IX Teaching of English Grammar – Characteristics – Objectives – Methods - Principles

- Unit – X** Teaching of Spelling – Importance – Characteristics – Methods – Rules
- Unit – XI** Teaching of Writing – Aspects – Characteristics - Teaching of Composition – Meaning - Characteristics – Objectives – Principles
- Unit – XII** Teaching of English Prose – Definition – Characteristics – Procedures
- Unit – XIII** Teaching of English Poetry – Definition – Importance – Objectives - Procedures
- Unit – XIV** Audio-Visual Aids, Types – Advantages of Audio-Visual Aids

References:

1. Baruah, T.C. *The English Teacher's Handbook*. New Delhi: Sterling Publishers, 1991.
2. Bright, John A., and G.P. McGregor. *Teaching English as a Second Language*. Longmans, 1970.
3. Language Teaching: *A Description and Analysis*. Cambridge: CUP, 1986.
4. Varghese, Paul. *Teaching English as a Second Language*. New Delhi: Sterling Publishers, 1990.
5. Jack C.Richards & Theorde S.Rodgers. *Approaches and Methods in Language Teaching*.
6. Harria David. P *Testing English as Second Language*.
7. Howatt.AP.R_ *A History of English Language Teaching*.
8. Wilkins, D.A. *Notional Syllabus*.
9. Little word, W.T. *Communicative Language Teaching*.

SIXTH SEMESTER

Course Code	Title of the Course
11262	INDIAN WRITING IN ENGLISH

Learning objective:

1. To expose students to a wide range of Indian Writing in English.
2. To help students learn the meaning of “Indianness” through representative works.

Unit - I	Sir Aurobindo	: The Fear of Life and Death
Unit - II	Rabindranath Tagore	: Where the Mind is Without Fear
Unit - III	Sarojini Naidu	: Love and Death
Unit - IV	Toru Dutt	: Lakshman
Unit - V	Nissim Ezekiel	: Goodbye Party for Miss Pushpa. T.S
Unit - VI	Kamala Das	: A Hot Noon in Malabar
Unit - VII	Mahatma Gandhi	: Tolstoy and the Youth
Unit - VIII	Sir C.V. Raman	: Water the Elixir of Life
Unit - IX	Jawaharlal Nehru	: Kamala Nehru
Unit – X	Mahesh Dattani	: Seven Steps Around Fire
Unit - XI	Vijay Tendulkar	: Silence the Court is in Session
Unit - XII	Chetan Bhagat	: The Three Mistakes of my Life.
Unit - XIII	R.K.Narayan	: Sweets for Angels
Unit - XIV	Raja Rao	: Kanthapura

References:

1. Hoskote, Ranjit. *Reasons for Belonging: Fourteen Contemporary Indian Poets*. Viking Penguin Books India, New Delhi, 2002.
2. King, Bruce Alvin. *Modern Indian Poetry in English: Revised Edition*. New Delhi: Oxford University Press, 1987.

3. Srikanth, Rajini. *The World Next Door: South Asian American Literature and the Idea of America*. Asian American History and Culture. Philadelphia: Temple UP, 2004.
4. *Silence the Court is in Session*- Vijay Tendulkar (Macmillan).
5. *Indian Verse in English* by Srinath (Macmillan).
6. *Coolie* by Mulk Raj Anand (any edition).

SIXTH SEMESTER

Course Code	Title of the Course
11263	WOMEN'S WRITING IN ENGLISH

Learning objective:

1. To acquaint the students with the works of select women's writers in English.

Prose

- Unit - I** Virginia Woolf - A Room of One's Own
Unit - II Elaine Showalter - Towards a Feminist Poetics

Poetry

- Unit - III** Kamala Das - A Hot Noon in Malabar
Unit - IV Sarojini Naidu - The Soul's Prayer
Unit - V E.B. Browning - How do I love thee? Let me count the ways
Unit - VI Sylvia Plath - Daddy
Unit - VII Maya Angelo - Still I Rise

Drama

- Unit - VIII** Manjula Padmanapan - Harvest
Unit - IX Lorraine Hansberry - A Raisin in the Sun

Fiction

- Unit - X** Margaret Atwood - The Surfacing

Novel

- Unit - XI** Alice Walker - The Colour Purple

Short Stories

- Unit - XII** Katherine Mansfield - A Cup of Tea

Unit - XIII	Geetha Goswami	- The Lost Shore
Unit - XIV	Alice Munro	- Silence

References:

1. Blain, Virginia, Isobel Grundy, and Patricia Clements, Eds. *The Feminist Companion to Literature in English*. New Haven and London: Yale UP, 1990.
2. Todd, Janet, ed. *British Women Writers: a critical reference guide*. London: Rutledge, 1989.
3. Lonsdale, Roger ed. *Eighteenth-Century Women Poets*. New York: Oxford University Press, 1989.
4. Blain et al. Todd xv; Spender, Dale, and Janet Todd. *Anthology of British Women Writers*. Harper Collins, 1989.
5. Black, Helen C. *Notable Women Authors of the Day: Biographical Sketches* Glasgow: David Bryce & Son, 1893.

SIXTH SEMESTER

Course Code	Title of the Course
11264	REMEDIAL ENGLISH GRAMMAR

Learning objectives:

1. To enable to understand the basic of grammar.
2. To help learners write effective paragraphs and essays.
3. To help students understand how grammatical structures are systematically related to meaning.
4. To give practice in clause analysis.
5. To enable students write correct English.

Unit – I The Sentence- Parts of Speech- Nouns.

Unit – II Adjectives- Comparison of Adjectives- Articles- Pronouns.

Unit – III Verbs- Mood and Tense –Non-finite Verbs – Strong and Weak Verbs.

Unit – IV Auxiliaries- Anomalous Finites- Adverbs.

Unit – V Prepositions – Conjunction- Interjections.

Unit – VI Simple, Compound, Complex and Compound Complex Sentences – Analysis of Simple Sentences- Clauses- Analysis of Sentences- Synthesis of Sentences – Transformation of Sentences.

Unit – VII Direct and Indirect Speech- Punctuation and Capitals.

Unit – VIII Verb Patterns – Structures- Word – Formation.

Unit – IX The Use of Prefixes, the Use of Suffixes, Compound Words- Synonyms and Antonyms – Words often Confused – Words with Appropriate Prepositions.

Unit – X Paragraph Writing – Letter Writing.

Unit - XI Précis Writing – Expansion of Passages.

Unit – XII Essay Writing- Writing Stories from Outlines.

Unit – XIII Writing Stories from Outlines.

Unit – XIV Concord, Tag Questions.

References:

1. Modern English – *A book of Grammar Usage and Composition* by N.Krishnaswamy.
2. *A Remedial English Grammar for Foreign Students* – F.T.Wood – Macmillan India Ltd.
3. Barbara Strong- *Modern English Structure*.
4. *Grammar* – Palmer.

e. 3. Duration of the Programme:

The programme for the degree of B.A. English consist of three academic years divided in to six semesters. Each semester consists of four Theory Papers. Theory course carry 4 credits each. Each semester consist of 16 credits.

e. 4. Faculty and Support Staff Requirements:

The programme for the degree of **B.A. English** requires following faculty and supporting staff:

Staff Category	Required
Core Faculty	3
Faculty for Specialization	2
Faculty for Language	2
Clerical Assistant	1

e. 5. Instructional Delivery Mechanisms:

The instructional delivery mechanisms of the programme includes SLM – study materials, face to face contact session for theory programme, e-content of the study materials in the form of CD.

e. 6. *Identification of Media:*

The SLM – designed study materials will be provided in print media as well as in the form of CD which carries electronic version of the study material.

e. 7. *Student Support Services:*

The student support services will be facilitated by the head quarter i.e., Directorate of Distance Education, Alagappa University, Karaikudi and its approved Learning Centres located at various parts of Tamil Nadu. The pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarter and Learning Centres. The post-admission student support services like issue of identity card, study materials, etc. will be routed through the Learning Centres. The face to face contact sessions of the programme for theory will be held at the head quarter and its approved Learning Centres. The conduct of end-semester examinations, evaluation and issue of certificates will be done by office of the controller of examinations, Alagappa University, Karaikudi.

f. *Procedure for Admission, curriculum transaction and evaluation:*

f. 1. *Procedure for Admission:*

A candidate who has passed Higher Secondary or Three year Diploma in the Government recognized schools shall be eligible to appear and qualify for the B.A. English Degree of this University after a course of study of three academic years.

f. 2. *Curriculum Transactions:*

The classroom teaching would be through chalk and talk method, use of OHP, Power Point presentations, web-based lessons, animated videos, etc. The face to face contact sessions would be such that the student should participate actively in the discussion. Student seminars would be conducted and scientific discussions would be arranged to improve their communicative skill.

The face to face contact sessions will be conducted in following durations:

Course Type	Face to Face Contact Session per Semester (in Hours)
Theory Courses (4 courses with 4 credits each)	96
Total	96

f. 3. Evaluation:

The evaluation shall be conducted for theory to assess the knowledge acquired during the course of study. There shall be two systems of evaluation viz., internal assessment and end semester examinations.

In the case of theory courses the internal evaluation shall be conducted as Continuous Internal Assessment viz. student assignment preparation. The internal assessment shall comprise of maximum 25 marks for each subject. The end semester examination shall be of three hours duration to each course at the end of each semester. The end semester examinations shall comprise of maximum of 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

f. 3.1. Question Paper Pattern:

Answer all questions (one question from each unit with internal choices Time: 3 Hours Max. Marks: 75

Part A- 10 x 2 Marks = 20 Marks

Part B -5 x 5 Marks = 25 Marks

Part C- 3 x 10 Marks = 30 Marks

f. 3.2. Distribution of Marks in Continuous Internal Assessments:

The following procedure shall be followed for awarding internal marks for theory courses.

Component	Marks
Assignments (5 questions per Course)	25
Total	25

f. 3.3. *Passing Minimum:*

The candidate shall be declared to have passed the examination if the candidate secures a minimum of 40% (40 marks out of 100 marks) in the University end semester examination. Then the total marks secured by the candidate will be taken and added with his/her internal marks (Maximum marks 25).

Candidate who does not obtain the required minimum marks for a pass in a course shall be required to appear and pass the same at a subsequent appearance.

f. 3.4. *Marks and Grades:*

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B+	Average
40-49	4.0-4.9	B	Below Average
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course i in any semester

G_i = Grade Point obtained for course i in any semester.

n refers to the semester in which such courses were credited

For a semester;

Grade Point Average [GPA] = $\sum_i C_i G_i / \sum_i C_i$

Grade Point Average = $\frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$

For the entire programme;

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses for the entire programme}}$$

CGPA	Grade	Classification of Final Result
9.5-10.0	O+	First Class- Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+++	Second Class
5.0 and above but below 5.5	B++	
4.5 and above but below 5.0	B+	
4.0 and above but below 4.5	B	
0.0 and above but below 4.0	U	Re-appear

*The candidates who have passed in the first appearance and within the prescribed semester of the UG Programme are eligible.

f. 3.5. Maximum duration for the completion of the course:

The maximum duration for completion of B.A. English Degree programme shall not exceed ten semesters from their sixth semester.

f. 3.6. Commencement of this Regulation:

These regulations shall take effect from the academic year 2018-2019 (June session) i.e., for students who are to be admitted to the first year of the course during the academic year 2018-2019 (June session) and thereafter.

f. 4. Fee Structure:

The programme has the following Fee Structure:

Sl. No.	Fees Detail	Amount in Rs.			Nature of Fee
		First Year	Second Year	Third Year	
1	Admission Processing Fee	100.00	-	-	Non-Refundable
2	Course Fee	2500.00	2500.00	2500.00	Non-Refundable
3	ICT Fee	150.00	150.00	150.00	Non-Refundable
	TOTAL FEES	2750.00	2650.00	2650.00	Non-Refundable

The above mentioned fee structure is exclusive of Exam fees.

g. Requirement of the laboratory support and Library Resources:

Directorate of Distance Education, Alagappa University, Karaikudi housing an excellent Library facility with adequate number of copies of books in relevant titles for B.A. English programme. The Central Library of Alagappa University also having good source of reference books. The books available at both the libraries are only for reference purpose and not for lending services.

h. Cost estimate of the programme and the provisions:

The cost estimate of the programme and provisions for the fund to meet out the expenditure to be incurred in connection with B.A. English Programme as follows:

Sl. No.	Expenditure Heads	Approx. Amount in Rs.
1	Programme Development (Single Time Investment)	10,00,000
2	Programme Delivery (Per Year)	20,00,000
3	Programme Maintenance (Per Year)	3,00,000

i. Quality assurance mechanism and expected programme outcomes:

i. 1. University Moto:

‘Excellence in Action’

i. 2. University Vision Statement:

Achieving Excellence in all spheres of Education, with particular emphasis on “PEARL”- Pedagogy, Extension, Administration, Research and Learning.

i. 3. University Objectives:

1. Providing for Instructions and Training in such Branches of Learning as the University may determine.
2. Fostering Research for the Advancement and Dissemination of Knowledge

i. 4. University Quality Policy:

Attaining Benchmark Quality in every domain of ‘PEARL’ to assure Stakeholder Delight through Professionalism exhibited in terms of strong purpose, sincere efforts, steadfast direction and skillful execution.

i. 5. University Quality Quote:

Quality Unleashes Opportunities Towards Excellence (QUOTE)

i.6. Programme’s Review Mechanism:

The quality of the programme depends on scientific construction of the curriculum, strong-enough syllabi, sincere efforts leading to skilful execution of the course of the study. The ultimate achievement of B.A. English programme of study

may reflect the gaining of knowledge and skill in language and literature. Gaining of knowledge in language and literature may help the students to get new job opportunities, upgrading their position not only in employment but also in the society, make students feel thirsty to achieve in the fields associated with the discipline- English Language, achieving in competitive examinations on the subject- English Language, etc.

The benchmark qualities of the programme may be reviewed based on the performance of students in their end semester examinations. Also the feedback from the alumni, students, parents and employers will be received and analyzed for the further improvement of the quality of the B.A. English Programme.

**MINUTES OF THE MEETING OF THE BOARD OF STUDIES IN ENGLISH (DDE)
HELD ON 17.06.2017 AT 10.00 a.m. IN THE DEPARTMENT OF ENGLISH,
ALAGAPPA UNIVERSITY, KARAIKUDI.**

Members Present

1. Dr. V. Vinod Kumar - Chairman
2. Dr. P. Jeyapriya - Member
3. Dr. V. Nagarajan - Member
4. Dr. P. Madhan - Member
5. Dr. S. Valliammai - Member
6. Dr. KS. Dhanam - Special Invitee

The chairman of the Board Dr. V. Vinod Kumar, welcomed the members.

1. Board of Studies in English has thoroughly discussed the B.A.,(English), MA.,(English) and common language papers(Part-I and Part-II) syllabus and made necessary changes and made corrections in the existing syllabus of all the above said programmes.

2. The corrected syllabus is enclosed herewith.


Dr.V.Vinod Kumar


Dr.P. Jeyapriya


Dr.V. Nagarajan


Dr. P. Madhan


Dr. S. Valliammai



Dr. KS. Dhanam

Submitted to the vice-chancellor

The minutes of the Board
of Studies in English (BSE) is submitted
for kind perusal and approval please.

This may be placed before the
Standing Committee on Academic affairs for
ratification.


19/7/17
Director IC


19/7/17
Registrar IC


24/7/17
Vice-chancellor

ALAGAPPA UNIVERSITY

Accredited with A+ Grade by NAAC (CGPA 3.64) in the Third Cycle
Karaikudi – 630003. TamilNadu, INDIA

Directorate of Distance Education



PROGRAMME PROJECT REPORT

for

Bachelor of Arts (History)

Submitted to

**UGC, Distance Education Bureau (DEB),
New Delhi**

for seeking approval to introduce programme through Distance Education Mode

B.A.(History), Credit Based Curriculum and Evaluation System

ALAGAPPA UNIVERSITY, KARAIKUDI DIRECTORATE OF DISTANCE EDUCATION

PROGRAMME PROJECT REPORT

Bachelor of Arts in History

(a) Programme's Mission and Objectives

Mission

Mission is to promote the values and ideals of humanism, secularism, socialism and democracy and impart employability and creativity to the Under graduate students and lives up to the standards of history field.

Programme Objectives:

- ✓ To understand students to ancient to modern trends in history.
- ✓ To promote an understanding of the processes of change and development through human societies have evolved to their present condition growth.
- ✓ To develop an appreciation of the contributions made by various cultures to the total heritage of mankind.
- ✓ To know the common roots of human civilization.
- ✓ To foster the Identify the need and develop the various cultures to the society.
- ✓ To encourage the student to understand that all are equal irrespective of sex, creed, language, etc.
- ✓ To classify the countries and wealth for the betterment of the individual and society.

Programme Outcome:

- ✓ To acquire the cultural knowledge and develop in problem solving in the specific field
- ✓ To widen the ability knowledge from all historical sources.
- ✓ To advanced studies of human society directly bearing on man's activities in related area.
- ✓ To find out new truths about human relationships so as to contribute to social utility and advancement of knowledge.
- ✓ To prepare the students to pursue higher studies in history or related disciplines and to work in the fields of teaching and research.

B.A.(History), Credit Based Curriculum and Evaluation System

(b) Relevance of the program with HEI's and Alagappa University Mission and Goals

This programme is aligned with HEI's and Alagappa University mission and goals to be offered through distance mode to reach quality higher education to the unreachable and/or rural learners. Higher education in History offered through distance mode meets the mission of HEI's like civilized India and peaceful transaction will enrich the Human resources for the uplift of the nation.

(c) Nature of prospective target group of learners

The nature of prospective target group of learners is graduates from various disciplines like Arts, Science, Management, Professional and Engineering etc. It also includes the learners who want to become employeelikeGovernment, Private and Individuals etc.,

d) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence;

B.A. (HISTORY) Programme through Distance Learning mode is developed in order to give subject-specific knowledge from all the subjects. i) Knowledge about various kinds of nations and languages ii) Principles of Rulers and their achievements to the people through the era. Update events from the policy making internal and external relations the nations.

(e) Instructional Design

e.1 Revisions of Regulation and Curriculum Design

1. The University reserves the right to amend or change the regulations, schemes of examinations and syllabi from time to time based on recent competitive exams developments, research and feedback from learners.
2. Each student should secure 64 credits to complete B.A (HISTORY). Programme.
3. Each theory and assignments course carries 4 credits with 75 marks in the University End Semester Examination (ESE) and 25 marks in the Internal Evaluation (assignments).

Programme code

B.A. (HISTORY)	108
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B.A.(History), Credit Based Curriculum and Evaluation System**B.A.(HISTORY) COURSE OF STUDY & SCHEME OF EXAMINATIONS**

S.No	Subject Code	Title of the course	INTE RNAL Marks Max.	ESE Marks Max.	Total Marks Max.	C
FIRST YEAR						
I SEMESTER						
1	10811	Part – I : Tamil / Communication skills - I	25	75	100	4
2	10812	Part – II : English – I	25	75	100	4
3	10813	HISTORY OF INDIA (Beginning to 1707 A.D.)	25	75	100	4
4	10814	PRINCIPLES OF ECONOMICS	25	75	100	4
Total			100	300	400	16
II SEMESTER						
5	10821	Part – I : Tamil / Communication skills - II	25	75	100	4
6	10822	Part – II : English - II	25	75	100	4
7	10823	HISTORY OF INDIA (FROM 1707 to 1947 A.D.)	25	75	100	4
8	10824	HISTORY OF EUROPE (From 1453 to 1789 A.D.)	25	75	100	4
Total			100	300	400	16
SECOND YEAR						
III SEMESTER						
9	10831	Part – I : Tamil / Human skills development - I	25	75	100	4
10	10832	Part – II : English - III	25	75	100	4
11	10833	HISTORY OF EUROPE (1789 TO 1945 A.D.)	25	75	100	4
12	10834	CONTEMPORARY POLITICAL SYSTEM	25	75	100	4
Total			100	300	400	16
IV SEMESTER						
13	10841	Part – I : Tamil / Human skills development II	25	75	100	4
14	10842	Part - II: English - IV	25	75	100	4
15	10843	CONTEMPORARY INDIA SINCE 1947 A.D.	25	75	100	4
16	10844	HISTORY OF SCIENCE AND TECHNOLOGY	25	75	100	4
Total			100	300	400	16
THIRD YEAR						

B.A.(History), Credit Based Curriculum and Evaluation System

V SEMESTER						
17	10851	HISTORY OF TAMILNADU (Beginning to 1947 A.D.)	25	75	100	4
18	10852	HISTORY OF RUSSIA (FROM 1800 TO 1970 A.D.)	25	75	100	4
19	10853	INTERNATIONAL RELATIONS (FROM 1914A.D.Till Present)	25	75	100	4
20	10854	Computers and Data Processing	25	75	100	4
		Total	100	300	400	16
VI SEMESTER						
21	10861	SOCIAL REFORMERS OF MODERN INDIA	25	75	100	4
22	10862	HISTORY OF INDIAN NATIONAL MOVEMENT From 1885 to 1947 A.D.	25	75	100	4
23	10863	INTRODUCTION TO HISTORIOGRAPHY	25	75	100	4
24	10864	TOURISM MANAGEMENT	25	75	100	4
		Grand Total	600	1800	2400	96

CIA :Continuous Internal Assessment **ESE** : End semester Examination **Max.** Maximum Marks;
C: Credits

Course Code Legend:

1	0	8	S	C
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108 - Programme code for Bachelor of Arts (B.A. (HISTORY))

S - Semester Number

C - Course Number in the Semester

e.2 Detailed Syllabi

- The detailed Syllabi of Core course study and shall be as shown in Appendix A.
- The detailed Syllabi of Part I course study and shall be as shown in Appendix B.
- The detailed Syllabi of Part II: English course study and shall be as shown in Appendix C.

e.3. Duration of the Programme:

The B.A. (HISTORY) programme shall consist of a period of three years (Six Semester).

e.3.1. Medium of Instruction

The medium of instruction is in **English and Tamil**

The course material is in **English and Tamil**

e.4 Faculty and Support Staff Requirements:

B.A.(History), Credit Based Curriculum and Evaluation System

The following faculty and support staff is required for this programme.

S.N2o	Staff Category	Required
1	Core Faculty*	3
2	Faculty -Specialization	2
3	Faculty for Language	2
4	Clerical Staff	1

* Faculty at least in Assistant Professor Level

e.5 Instructional Delivery mechanisms

The instructional delivery mechanisms of the programme includes SLM - Study materials, Lab instruction manual, Personal contact session for all courses of the programme, e-version of the course materials in the form of CD, e-book, e-tutorials, Massive Open Online Courses (MOOC) courses, Open Educational Resources(OER) and virtual lab.

e.6 Identification of media

The printed version of SLM – study material shall be given to the learners in addition to MOOC, e-tutorial and virtual lab.

e.7. Student Support Services

The student support services will be facilitated by the Directorate of Distance Education, Alagappa University, Karaikudi and its approved learning centres located in various parts of Tamilnadu.

The pre-admission student support services like counseling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at Directorate of Distance Education or Learning centres.

The post-admission student support services like issuing Identity card, study materials will be provided thru Directorate or Learning centres. The face to face contact sessions of the programme for theory will be held at the Directorate or Learning centres.

The student support regarding the conduct of ex amination, evaluations, publication of results and certificates are done by Office of the Controller of Examinations, Alagappa University, Karaikudi.

f. Procedure for Admission:

f.1 Minimum qualification for admission

Candidates for admission to the Bachelor of Arts (B.A.(HISTORY) programme shall be required to have passed any degree of any Recognized University or authority accepted by the Syndicate of the Alagappa University as equivalent thereto shall be eligible.

B.A.(History), Credit Based Curriculum and Evaluation System

f.2 Curriculum transaction

- The face to face contact sessions in class room teaching with the support of SLM, Power Point Presentations, web based tools, audio and animated videos.
- Face to face contact sessions will be conducted in the following manner.

Course Type	Face to face contact session per semester (in Hours)
Theory courses (4 Courses with 4 credits each) 16 hours per course	64
Total	64

f.3 Evaluation

There shall be two types of evaluation systems; internal assessment and end semester examination will be conducted by the University according to the following scheme. The maximum marks for the internal assessment is 25 marks. The maximum marks for end semester examination is 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

Internal assessment

- Internal assessment of theory courses is through home assignment with workbook, case studies, review questions, quiz, multiple choice questions etc., for 25 marks.
- Student should submit assignment for theory courses of every course and semester.

End Semester Examination (ESE)

The university end Semester Examinations shall be of three hours duration with maximum of 75 Marks for eachcourse.

f.3.1 Minimum for a pass:

To pass in each course, a candidate is required to secure 40% marks in the end Semester examination (maximum marks 75) 40% marks in the aggregate (marks in Semester Examination + marks in Internal Assessment)(maximum marks 100).

B.A.(History), Credit Based Curriculum and Evaluation System

The student who does not secure required minimum marks for pass in a course(s) shall be required to reappear and pass the same in the subsequent examination.

f.3.2 Question Paper Pattern - Theory

The end semester examination will be conducted in the duration of 3 Hours and maximum of 75 Marks.

Answer ALL questions

Equal weight age should be given to all units

Part – A (10 x 2 Marks: 20 Marks) Answer all questions

Part – B (5 x 5 Marks: 25 Marks) Either or choice (a) or (b)

Part – C (3 x 10 Marks: 30 Marks) (Answer any 3 out of 5 questions)

f.3.3 Procedure for Completing the Course:

A student shall be permitted to continue the programme from I to VI semester irrespective of failure(s) in the courses of the earlier semesters. The candidate will qualify for the B.A (HISTORY) degree only if he/she passes all the (including arrears) courses with in a period of FIVE years from the date of admission.

f.3.4 Results and Classification:

Results will be declared at the end of each semester of the University examination and the marks/grade obtained by the candidate will be forwarded to them by the Controller of Examinations, Alagappa University.

f.3.4.1Marks and grades

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0 - 10.00	O	Outstanding
80-89	8.0 - 8.9	D+	Excellent
75-79	7.5 - 7.9	D	Distinction
70-74	7.0 - 7.4	A+	Very Good

B.A.(History), Credit Based Curriculum and Evaluation System

60-69	6.0 - 6.9	A	Good
50-59	5.0 - 5.9	B	Average
40-49	4.0 - 4.9	C	Satisfactory
00-39	0.00	U	Reappear
ABSENT	0.00	AAA	Absent

For a semester

$$\text{Grade Point Average [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

GPA = Sum of the multiplication of Grade points by the credit of the courses / Sum of the credit of the courses in the semester

$$= \frac{\text{Sum of [Credit earned x Grade Points]}}{\text{Sum of the credits earned in the semester}}$$

For the entire programme

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

= sum of the multiplication of grade points by the credits of the entire programme / Sum of the credits of the courses for the entire programme

Where

C_i - Credits earned for the course i in any semester

G_i - Grade Point earned for course i in any semester

n - is number of all Courses successfully cleared during the particular semester in the case of GPA and during all the semesters (programme) in the case of CGPA.

CGPA	Grade	Classification of Final Result
9.5 – 10.00	O+	First class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	

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0.0 and above but below 4.0	U	Reappear
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* The candidates who have passed in the first appearance and within the prescribed semester

F.4 Fees Structure:

Fee Particulars	Amount in Rs.		
	First Year	Second Year	Third Year
Admission Processing Fees	100	--	--
Course Fees	2500	2500	2500
ICT fees	150	150	150
Total Fees	2,750	2,650	2,650

The above mentioned fees structure is exclusive of examination fees.

g. Library Resources

The Directorate of Distance Education, Alagappa University provides library facility with number of books B.A. History programmes. The Central library of Alagappa University provides the collection of Printed books, Subscriptions to printed periodicals form for the learner's references. All these library resources are meant for learner's reference purpose only.

h. Cost estimate of the programme and the provision

Expense details	Amount in (Rs.) Approx.
Programme development (Single time)	10,00,000/-
Programme delivery (per year)	20,00,000/-
Programme maintenance (per year)	3,00,000/-

i) Quality assurance mechanism and expected programme outcomes:

i.1 University's Moto:

'Excellence in Action'

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i.2 University's Vision and Mission

Vision

Achieving Excellence in all spheres of Education, with particular emphasis on 'PEARL' - Pedagogy, Extension, Administration, Research and Learning.

Mission

Affording a High Quality Higher Education to the learners so that they are transformed into intellectually competent human resources that will help in the uplift of the nation to Educational, Social, Technological, Environmental and Economic Magnificence (ESTEEM).

i.3 University Objectives

1. Providing for instructions and training in such branches of Learning at the university may determine.
2. Fostering Research for the Advancement and Dissemination of Knowledge and Application.

i.4 Quality Policy

Attaining Benchmark Quality in every domain of 'PEARL' to assure Stakeholder Delight through Professionalism exhibited in terms of strong purpose, sincere efforts, steadfast direction and skillful execution.

i.5 Quality Quote

Quality Unleashes Opportunities Towards Excellence (QUOTE).

i.6. Course benchmarks

The benchmark qualities of the programme may be reviewed based on the performance of students in their end semester examinations and number of enrolments of students. Feedback from the alumni, students, parents, stakeholders and employers will be received to analyze the benchmark qualities for the further improvement of the programme.

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FIRST SEMESTER

Course Code	Title of the Course
10811	Part-I: Tamil Paper - I

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

1. கண்ணதாசன் - ஸ்ரீ கிருஷ்ண கானம்
 1. புல்லாங்குழல் கொடுத்த
 2. குருவாயூருக்கு வாருங்கள்

கூறு 2

1. கோகுலத்து பசுக்கள்
2. கோகுலத்தில் ஒரு நாள் ராதை
3. ஆயர்பாடி மானிகையில்

கூறு 3

- பட்டுக்கோட்டை கல்யாண சுந்தரம்**
1. நெஞ்சில் குடியிருக்கும்
 2. செய்யும் தொழிலே தெய்வம்

கூறு 4

1. பாரதியார்
கண்ணன் என் விளையாட்டுப்பிள்ளை
பாரத மாதா திருப்பள்ளி எழுச்சி

கூறு 5

1. பாரதிதாசன் - உலகப்பன் பாட்டு (5)
2. நாமக்கல் கவிஞர் - நோயற்ற வாழ்வு 7 பாட்டு
3. பெ.தூரன் - நிலா பிஞ்சு

கூறு 6

1. வல்லிக் கண்ணன் - வெறும் புகழ்
2. கு.ப.இராஜகோபாலன் - எதற்காக?
3. மீரா - பதினைந்து

கூறு 7

1. சிற்பி - சர்ப்ப யாகம்
2. ஞானக்கூத்தன் - தோழர் மோசிகீரனார்

கூறு 8

1. அப்துல் ரகுமான் - கண்ணும் எழுதேம்
2. சண்முக சுப்பையா - வயிறு

கூறு 9

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. கம்பராமாயணம் - அயோத்தியா காண்டம்

கூறு 10

1. சீறாப்புராணம் - ஈத்தங்குலை வரவழைத்த படலம் (1)

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கூறு 11

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
1. இன்னவாயில்
2. கொழுந்துறும்
3. பஞ்சு அரங்கில்

கூறு 12

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
4. எண்ணுளே
5. ஒண்தலங்கள்
6. இரவியேந்த கஞ்சக்

கூறு 13

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
7. கன்னியாயதாயும்
8. ஏந்தி ஓங்கு உளத்து
9. ஆவ தேமுனர்
10. கொல்லும் வேலொடும்

கூறு 14

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
11. என்ற வாசகம்
12. அம்பினால்
13. வேண்டும் ஓர் வினை

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FIRST SEMESTER

Course Code	Title of the Course
11	PART-I : COMMUNICATION SKILLS - I

Learning objectives:

1. To make students to understand the basic skills of Communication.
2. To acquaint students with the important features of Communication skills.

Unit - I	Communication – Meaning – Types- Importance
Unit – II	Barriers to Effective Communication – Principles – Principles of Effective Communication
Unit – III	Oral Communication – Meaning – Importance- Forms of Oral Communication
Unit – IV	Intonation –Meaning – Function- Types Preparation of Speech- Steps Involved
Unit – V	Principles of Effective Oral Communication
Unit – VI	Written Communication – Meaning –Steps – Importance- Advantages Use of words and Phrases
Unit – VII	Sentence – Meaning –Sentence formation- Characteristics of an Effective Sentence
Unit – VIII	Paragraph Writing –Essay Writing –Steps Involved –Outline-Layout –Contents- Drafting-Correction- Final Draft
Unit – IX	Application for Employment and Curriculum Vitae –Steps involved
Unit – X	Non –Verbal Communication – Meaning –Types –Body Language –Postures-Gestures –Facial Expressions –Eye Contact
Unit – XI	Report Writing –Report –Types of Reports –Format of a Report
Unit – XII	Essentials of a Good Report –Preparation of Report-Procedure Involved
Unit – XIII	Meetings-Purpose of the Meeting – Procedure
Unit – XIV	Group Discussion –Quality of Content-Participation –Logical Presentation – Behavioural Skills

References:

1. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
2. Geetha Nagaraj, Write to Communicate, 2004.
3. Wren & Martin, English Grammar and Composition, 2002.
4. Dale Carnegie, How to Win Friends and Influence People, 1981.
5. Dale R Jordan, Language Skills and Use.
6. Gartside L. Bahld, Nagammiah and McComas, Satterwhite, Modern Business Correspondence.
7. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.
8. Wallace, Michael J, Study Skills in English.
9. Editors of Readers Digest, Super Word Power.

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APPENDIX C
**PART-II : ENGLISH PAPER SYLLABI
FIRST SEMESTER**

Course Code	Title of the Course
10812	PART-II : ENGLISH PAPER - I

Learning objective:

1. To make the students master the different topics prescribed in the Prose, Grammar and Composition.

Prose

UNIT – I	Water-the Elixir of life	- C.V. Raman
UNIT – II	Mrs.Packletide’s Tiger	- SAKI
UNIT – III	A Deed of Bravery	- Jim Carbett
UNIT – IV	The Cat	- Catharine M.Willson
UNIT – V	On Letter Writing	- Alpha of the Plough
UNIT – VI	Our Ancestors	- Carl Sagan
UNIT – VII	Our Civilization	- C.E.Foad
UNIT – VIII	A Hero on Probation	- B.R. Nanda
UNIT – IX	Dangers of Drug Abuse	- Hardin B. Fones
UNIT – X	Food	- J.B.S. Haldane

Grammar

UNIT – XI	- Articles-Gerunds-Participles-Infinitives-Modals-Proposition –Tenses.
UNIT – XII	- Direct and Indirect Speech-Transformation of sentences- Active and passive voice.

Composition

UNIT – XIII	- Letter writing - Precis writing - Developing hints.
UNIT – XIV	- Dialogue writing - Paragraph writing.

References:

1. Sebastian D K, *Prose for the Young Reader*, Macmillan.
2. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

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APPENDIX A

DETAILED SYLLABI

FIRST YEAR SEMESTER - I

Course Code	Title of the Course
10813	HISTORY OF INDIA (Beginning to 1707 A.D.)

Course Objectives:

- To able to understand the Geographical features and ancient Indian History.
- To understand the religion and decline the Empire.
- To know the foreign invasion to India and the Vijayanagar dynasty.
- To learn the Mughal ruler and Maratha Shivaji growth.

Course Outcome:

- Acquired the knowledge from the sources in TamilNadu.
- Analysis the religious policy and know the important in Mughal period.
- Estimate the foreign invasion and the achievement of Vijayanagar rulers.
- Rethink of the Mughal origin, Art and Architectures, Marathas administration.

UNIT- I

Geographical features –Impact of geography on Indian History.

UNIT- II

Races –Languages – UNITY and Diversity.

UNIT- III

Sources of ancient Indian History- Indus Valley and Later Vedic Civilization.

UNIT- IV

Rise of Buddhism and Jainism

UNIT- V

The doctrines –Progress and decline –Asoka great.

UNIT- VI

Samtra Gupta-His carrier and achievements - The administration under the Guptas-Social and economic condition-The golden age.

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UNIT- VII

The decline –HarshaVardhana –His achievement-Social and economic condition under his rule-Estimate.

UNIT- VIII

The foreign invasion –Arab conquest of sind –Mahmud of Ghazni– Mahmud of Ghor- Establishment of the Delhi Sultanate –KutbuddinAibak.

UNIT- IX

AlauddinKhilji –Mohamed –Bin Tuqlag –Ibrahim Lodi –Administration –Dovisl and economic condition –Downfall –Bhakthi movement.

UNIT- X

Vijayanagar Empire –Origin –Krishnadevaraya –Achievements - The battle of Talaikotta- Administration –Art and Architecture –Social and economic condition.

UNIT- XI

The establishment of Mughal rule – Babur.

UNIT- XII

Sher shah –Akbar –Shahjajan –Aurangazeb-Administration

UNIT- XIII

Mughals –Religious condition-Art and literature –Social and economic condition.

UNIT- XIV

Downfall of the Mughal empire –The Marathas –Shivaji-carrier and achievements.

MAPS

1. Sites of the Indus Valley civilization.
2. Asoka's Empire
3. The Gupta Empire
4. Harshna's Empire
5. Akbar 's Empire

Reference Books:

1. SathianathaIyer R, Political &Cultural History of India (Volumes I and II)
2. NilakandaSastriKA,Advanced history of India.
3. IswariPrasad, A Short History of Muslim Rule in India.
4. Mahajan VD,Ancient India.

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Course Code	Title of the Course
10814	PRINCIPLES OF ECONOMICS

Course Objectives:

- To able to understand the introduction of Economics, laws, methods and analysis.
- To understand the competition, consumption demand, supply and consumers..
- To know the market system, monopoly and oligopoly
- To learn the wages, trades theorists of interest and profits growth.

Course Outcome

- Acquired the knowledge from the economic policies
- Analysis the distribution policy and know the supply of goods

UNIT- I

Introduction –Nature and scope of economics

UNIT- II

Definition of economic-Economics laws-Methods of economic analysis.

UNIT- III

Consumption –Utility –Law of diminishing marginal utility –Equimarginal utility.

UNIT- IV

Demand –law of demand Elasticity of demand –Indifference curve analysis –Consumer's surplus.

UNIT- V

Production –Factors of production –Laws of returns.

UNIT- VI

Theories of population

UNIT- VII

Malthusian and optimum theories.

UNIT- VIII

Division of labour –Capital formation-functions of an entrepreneur.

UNIT- IX

Internal and External economics –Cost of production –Average and marginal cost.

UNIT- X

Exchange (Theory of pricing)-Market average revenue and marginal revenue –Law of supply.

UNIT- XI

Marshall's time analysis –perfect competition –Price determination –monopoly.

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UNIT- XII

Discriminating monopoly –Monopolistic competition –Selling cost –Oligopoly.

UNIT- XIII

Distribution (Theory of Factor Pricing) –Marginal productivity theory of distribution.

UNIT- XIV

Rircadian theory of rent –Quasi rent –Theories of wages –Trade union and wages- Theories of interest –Theories of profit.

Reference Books:

1. DeweltKK,Modern Economic Theory.
2. Sundram KPM ,Principles of Economics
3. Dr.Sankaran, Economics
4. Watson ,Price and its applications.

SECOND SEMESTER

Course Code	Title of the Course
10821	Part-I: Tamil Paper - II

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

தேம்பாவணி - காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

14. சொல் தவிர்ந்த
15. அன்னை
16. அஞ்சுவார்
17. சொல்லக் கேட்டனள்
18. மற்செய்கை
19. மண்கனியப்
20. அமுது ஆர்ந்த

கூறு 2

தேம்பாவணி - காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

21. பொய் பொதுளும்
22. இன்பு அருந்தி
23. வழதாயின இன்பு
24. மறம் ஏவினர்

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கூறு 3

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
25. மண்ணோர்கள்
26. பொய்யா விதியோய்
27. விடியா இருள்
28. அழுவார் எவரும்

கூறு 4

சிறுகதை - நீலபத்மநாபனின் “வான வீதியில்”

கூறு 5

உரைநடை - கம்பன் புறத்திணை - தி.சொக்கலிங்கம்

இலக்கணம் - எழுத்தும் சொல்லும்

கூறு 6

1. முதலெழுத்துகள், சார்பெழுத்துகள்
2. மொழி முதலெழுத்துகள் , மொழி இறுதி எழுத்துகள்

கூறு 7

1. ஒற்றெழுத்து மிகலும் மிகாமையும்,
2. ஆகு பெயர் , அன்மொழித் தொகை.
3. வினா-விடை வகைகள்.

கூறு 8

1. தமிழ்ச் சொல்லமைப்பின் சிறப்பு – பெயர் , வினை, இடை, உரி வடிவங்கள் ,
2. பிற மொழிச் சொற்களைத் தமிழில் ஆளும் முறைகள்

கூறு 9

3. அல் வழி, வேற்றுமைப் புணர்ச்சிகள்
4. திணை, பால் , எண் , இட இயைபு.

தமிழ் இலக்கிய வரலாறு

கூறு 10

1. இக்கால இலக்கிய வகைகள்
அ) மரபுக் கவிதை
ஆ) புதுக் கவிதையின் தோற்றமும் வளர்ச்சியும்

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கூறு 11

1. உரை நடை இலக்கியங்கள் - தோற்றமும் வளர்ச்சியும்

அ) கட்டுரை

ஆ) சிறுகதை

இ) புதினம்

ஈ) நாடகம்

கூறு 12

1. இக்கால இலக்கியக் களங்கள்

திரைப்படம் , தொலைக்காட்சி, வானொலி, இதழ்கள் தமிழுக்கு ஆற்றி வரும் பணிகள்

கூறு 13

1. தமிழும் சமயமும் :

அ) சைவம் ஆ)வைணவம்

இ)சமணம்

ஈ)பௌத்தம்

உ)இசுலாம்

ஊ) கிறித்துவம்

கூறு 14

1. பிற்காலக் காப்பியங்கள் :

அ) கம்பராமாயணம்

ஆ) பெரியபராணம்

2. இணையம் - பற்றிய செய்திகள்

B.A.(History), Credit Based Curriculum and Evaluation System**SECOND SEMESTER**

Course Code	Title of the Course
21	PART-I : COMMUNICATION SKILLS - II

Learning objectives:

1. To make students understand the basic skills of Communication.
2. To acquaint students with the important features of Communication skills.

Unit – I	Code and Content of Communication Skills
Unit – II	Stimulus and Response of Communication Skills
Unit – III	Effective Speaking Guidelines
Unit – IV	Pronunciation Etiquette of Communication Skills
Unit – V	Phonetics in Communication Skills
Unit – VI	A self Assessment of Communicating Soft Skills
Unit – VII	Language Skills –Ability –Skill Selected Need- Learner Centre activities
Unit – VIII	Listening Skills –Importance –Types of Listening- Interview Skills
Unit – IX	Conversation Skills –Modes
Unit – X	Presentation Skills - Preparing –Planning-Presentation
Unit – XI	Written Communication –Structure of Effective Sentences –Paragraph
Unit – XII	Technical Writing-Creative Writing- Editing and Publishing
Unit – XIII	Corporate Communication Skills-Internal –Effective business writing –Letters, Proposals, Resume
Unit – XIV	Corporate Communication Skills-External - Press release - Newsletters- Interviewing skills

References:

1. Dutt. Kiranmai & Geeta Rajjevan. Basic Communication Skills. Rev.ed. Foundation Books Pvt.Ltd. Cambridge House, New Delhi 2006.
2. Bill R. Swetmon. Communication Skills for the 21st Century. Chennai: Eswar Press. First South Asian Edition 2006.
3. Glass. Lillian. Talk to Win. New York: Perigee Books,1987.
4. Pease. Alan. Signals: How to Use Body Language for Power, Success and Love, New York: Bantam Books, 1981.
5. Walters. Lilly. Secrets of Successful Speakers. New York: McGraw-Hill, Inc., 1993.
6. Mandal. S.K. How to Succeed in Group Discussions & Personal Interviews. Mumbai: JAICO Publishing House.
7. Rogoff. Leonard and Ballenger. Grady. Office Guide to Business Letters, Memos & Reports. New York: Macmillan, 1994.
8. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
9. Geetha Nagaraj, Write to Communicate, 2004.
10. Wren & Martin, English Grammar and Composition, 2002.
11. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.

B.A.(History), Credit Based Curriculum and Evaluation System**SECOND SEMESTER**

Course Code	Title of the Course
10822	PART-II : ENGLISH PAPER - II

Learning objective:

1. To make the students master the different topics prescribed in the Poetry and Language use Sections.

Poetry

UNIT – I	Sonnet	- William Shakespeare
UNIT – II	Lines Composed upon Westminster Bridge	-William Wordsworth
UNIT – III	Grecian Urn	- John Keats (1795-1827)
UNIT – IV	Andrea Del Sarto	- Robert Browning (1812-1889)
UNIT – V	The Road Not Taken	- Robert Frost (1874-1963)
UNIT – VI	Strange Meeting	- Wilfred Owen (1813-1918)
UNIT – VII	Gitanjali	- Rabindranath Tagore (1861-1946)
UNIT – VIII	The Coromandel Fishers	- Sarojini Naidu
UNIT – IX	The Express	- Stephen Spender
UNIT – X	Shakespeare : The Merchant of Venice	

Language Use:

UNIT – XI	Essay writing
UNIT – XII	Note Making
UNIT – XIII	Report writing
UNIT – XIV	Comprehension

References:

1. *The Golden Quill*, P.K. Seshadri, Macmillan.
2. *The Merchant of Venice*, Shakespeare. (Any overseas edition).
3. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

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Course Code	Title of the Course
10823	HISTORY OF INDIA (From 1707 to 1947 A.D.)

Course Objectives:

- To able to understand the Later Mughal,Marathas, Third Battle of Panipat and Europeans growths.
- To understand the revolt of 1857, freedom struggle and Home rule movement.

Course Outcome:

- Acquired the knowledge from British rule and advantages of Indian unification administration.
- Analysis the Independence movements and struggle in freedom, Gandhiji and other leaders roles.

UNIT - I

Later Mughal – Maratha confederacy–Rise of Maratha power –Third battle of Panipat.

UNIT- II

The advent of the Europeans- the Portuguese –The Dutch –The French –The English.

UNIT- III

The Anglo –French rivalry in the Carnatic –The rise of British power.

UNIT- IV

Robert Clive -the administration, Warren Hastings –Lord Cornwallis.

UNIT- V

Wellesley – Lord Hastings –Lord William Bentinck –Lord Dalhousie.

UNIT- VI

The revolt of 1857- the causes and results-the first phase of freedom struggle.

UNIT- VII

The Indian National Congress –the moderates-the rise of extremists.

UNIT- VIII

The partition of Bengal – the home rule movement –some personalities.

UNIT- IX

Tilak,Gokale, Lajpat Raj, V.O.Chidambaram –Impact of first world war.

UNIT- X

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The second phase –Jallianwalabag tragedy –Noncooperation movement.

UNIT- XI

The Swarajist part – The Civil disobedience movement –The Second World War.

UNIT- XII

The Quit India movement –The partition and Independence –some personalities.Motilal Nehru, Mohamed Ali Jinnah, Jawaharlal Nehru,Gandhiji, and Rajaji.

UNIT- XIII

Social reforms under the British –Economic condition of the people-religious and social conditions.

UNIT- XIV

Development of education –Growth of Local Self –government of education.

MAPS

1. Early European Settlements
2. Centers of 1857 Revolt
3. India at the time of Independence
4. India after Independence

REFERENCE BOOKS

1. SathinathaIyer, Political & Cultural History of India (Volumes II and III)
2. Roberts ,P.E.British India
- 3.MajumdarRC,Advanced History of India.
- 4.Srivastava,The Mughal Empire.
- 5.Rajayya,K. History of Freedom Struggle.

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Course Code	Title of the Course
10824	HISTORY OF EUROPE (From 1453 to 1789 A.D.)

Course Objectives:

- To able to understand the Renaissance in Europe and the reformation in Germany growths.
- To understand the France, Poland, Russia war and politics.

Course Outcome

- Acquired the knowledge from the Europe and other countries.
- Analysis the Independence movements and struggle in freedom roles.

UNIT- I

Europe at the end of the middle ages.

UNIT- II

Renaissance in Europe-Results-Maritime and discoveries of the 15th and 16th centuries.

UNIT- III

Indian wars-Holy Roman Emperor-Charles V-Carrer and achievements.

UNIT- IV

The reformation in Germany-Other countries.

UNIT- V

The counter Reformation-Effects-Philip II of Spain.

UNIT- VI

Internet and foreign policies-Dutch war of Independence-Dcline of Spain.

UNIT- VII

France under Henry IV-Reforms.

UNIT- VIII

Louis XIII-The Thirty Year's War-Treatise of Westphalia.

UNIT- IX

Rise of Russia-Peter, the Great – Catherine.

UNIT- X

II Partition of Poland-Russia's war.

UNIT- XI

Turkey-Louis XIV-Domestic and foreign policies.

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UNIT- XII

Rise of Prussia-Frederick, The Great – His wars-Maria Theresa.

UNIT- XIII

War of Austrian Succession-Diplomatic revolution.

UNIT- XIV

The seven years war-Joseph II of Austria-Louis XV and Louis XVI-French revolution-
Causes-Courses and results.

Reference Books

1. Grant AJ, History of Europe.
2. Fisher HAL, History of Europe.
3. Hayes and Moon, Ancient and Medieval History.
4. Soputh Gate, A Text book of Modern European History.

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THIRD SEMESTER

Course Code	Title of the Course
10831	Part-I: Tamil Paper - III

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1: பத்துப்பாட்டு – முல்லைப்பாட்டு

கூறு 2: எட்டுத்தொகை – ஐங்குறுநூறு

கூறு 3: கபிலர் - குறிஞ்சித்திணை

கூறு 4: மஞ்சைப்பத்து – முதல் மூன்று பாடல்கள்

கூறு 5: குறுந்தொகை – பரணர் பாடல்கள் பா. எண். 19, 24, 36, 128, 399

கூறு 6: நற்றிணை – பெருங்குன்றூர்கிழார் - பா. எண். 5
பெருவழுதியார் - பா. எண். 55
பெருங்கௌசிகனார் - பா. எண். 139

கூறு 7: நற்றிணை – கருவூர்க்கோசிகனார் - பா. எண். 214
உலோச்சனார் - பா. எண் 249

கூறு 8: அகநானூறு – சேந்தம்புதனார் பாடல்கள் பா.எண். 84, 207

கூறு 9: புறநானூறு – மறோக்கத்து நப்பசலையார் பாடல்கள்
பா. எண். 37, 39, 126, 226, 280

கூறு 10: பதினெண் கீழ்க்கணக்கு – திருக்குறள் - வாழ்க்கைத் துணை நலம் (6),
அறிவுடைமை (43), பிரிவாற்றாமை (116)

கூறு 11: நான்மணிக்கடிகை – எள்ளற்க (3), பறைபடவாழா (4),

கூறு 12: நான்மணிக்கடிகை - மண்ணயறிப (5), கள்ளிவயிற்றில் (6), கல்லிற்பிறக்கும்(7)

கூறு 13: நாடகம் - இராசராசசோழன் - அரு. இராமநாதன்

கூறு 14: நாவல் - சுவடுகள் - இரா. பாலசுப்பிரமணியன், சத்யா வெளியீடு, மதுரை.

THIRD SEMESTER

Course Code	Title of the Course
31	PART-I : HUMAN SKILLS DEVELOPMENT - I

Learning objective:

1. To Make the Students develop human skills.

Unit – I Human Skills –Developing skills-Types

Unit – II Mind-Levels of functions
Habits-Meaning-Types-Merits of good habits - Interpersonal Relationship-Features-
Interpersonal Behaviour

Unit – III Thinking ahead- Significance of thinking ahead

Unit – IV Developing Personality-Meaning -Need- Factors influencing personality, Ways of
developing personality -Building positive personality

Unit – V Self-concept-Self-esteem-Meaning-Importance - Self- efficacy-Self-acceptance-
Meaning-Importance -Etiquette-Meaning-Etiquettes in using mobile, telephones-Dais
Etiquette

Unit – VI Goal-setting Skills-Meaning-Types-Importance-

Unit – VII Decision-making skills-Meaning-Types-Steps in decision-making

Unit – VIII Negotiating Skills-Styles-Structure-Creating negotiation-Competitive Negotiation

Unit – IX Attitudes-Meaning-Types-Importance-Developing positive attitudes

Unit – X Coping with Change-Meaning-Characteristics-Importance of change
Resistance to change-Dealing with change

Unit – XI Leadership-Meaning-Importance-Characteristics-Styles-

Unit – XII Human Relations Skill-Need-Canons of good human relations

Unit – XIII Counselling-Meaning-Importance-Forms- Conflicts-Meaning-Types-Causes-Effects-
Managements of conflicts

Unit – XIV Stress-Meaning-Types-Causes-Effects-Managing the stress -Anger-Meaning-Causes-
Consequences-Anger Management

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

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THIRD SEMESTER

Course Code	Title of the Course
10832	PART-II : ENGLISH PAPER - III

Learning objective:

1. To make the students master the different topics prescribed in the Short Stories, One Act Plays, Grammar and Composition.

Short Stories

UNIT – I	A Hero	- R.K. Narayanan
UNIT – II	The Diamond Necklace	- Guy de Maupassant
UNIT – III	The Verger	- Somerset Maugham
UNIT – IV	The Postmaster	- Rabindranath Tagore

One Act Plays

UNIT – V	The Proposal	- Anton Chekhov
UNIT – VI	The Boy Comes Home	- A.A. Milne
UNIT – VII	The Silver Idol	- James R. Waugh
UNIT – VIII	Progress	- St. John Ervine
UNIT – IX	The Pie and the Tart	- Hume Chesterman
UNIT – X	Reunion	- W.st. John Tayleur
UNIT – XI	A kind of Justice	- Margaret Wood
UNIT – XII	The Refugee	- Asif Currimbhoy

Grammar

UNIT – VIII	Parts of speech-Noun- Pronoun- Adjective Degrees of Comparison- Verb- Adverb
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Composition

UNIT – XIV	Agenda- Minutes- Notice- Descriptive Writing
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References:

1. *Aroma*, Ed. by the Board of Editors, Publishers- New Century Book House, Chennai.
2. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

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Course Code	Title of the Course
10833	HISTORY OF EUROPE (From 1789 to 1945 A.D.)

Course Objectives:

- To able to understand the Napoleon Bonaparte, Civil administration Wars, Continental system-Failure, The Congress of Vienna and Revolutions of 1830 and 1848-Napoleon III.
- To understand the Unification of Germany-Bismarck and The Greek War of Independence.

Course Outcome

- Acquired the knowledge from the Nation's France, Germany, Greek and Europe.
- Analysis the national movements and struggle in freedom and other leaders roles.

UNIT- I

Napoleon Bonaparte-Civil administration-Wars-Continental system-Failure-The Congress of Vienna.

UNIT - II

The Holy alliance-Concrete of Europe-Revolutions of 1830 and 1848-Napoleon III-Achievements-National movement in Europe.

UNIT - III

Unification of Italy-Unification of Germany-Bismarck-Carrier and achievements.

UNIT- IV

The eastern question – The Greek War of Independence.

UNIT- V

The Turko-Egyptian War.

UNIT- VI

The Crimean War-The Russo-Turkish War-The Young Turk Movement.

UNIT- VII

The Balkan Wars-The First World War-Causes – Course- Results.

UNIT- VIII

The Paris Conference – The Peace Treaties – The 14 principles of Woodrow Wilson.

UNIT- IX

The Russian Revolution of 1917-Causes-Courses-Results-Lenin.

UNIT- X

The League of Nations-Structure-Functions-Achievements-Failure.

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UNIT- XI

The rise of Nazism in Germany-The rise of Fascism in Italy-Rome-Berlin-Tokyo axis.

UNIT- XII

The Second World War.

UNIT - XIII

Causes – Courses – Results – Peace Settlement.

UNIT- XIV

The U.N.O.-Organizational aspects-Achievements and failure.

Reference Books

1. Giant AJ, History of Europe.
2. South Gate, A Textbook of Modern European History.
3. Ketelby C.D.H. History of Modern European from 1789.

Course Code	Title of the Course
10834	CONTEMPORARY POLITICAL SYSTEMS (U.K., U.S.A., FRANCE AND SWISS)

Course Objectives:

- To able to understand the Constitution Classification of the constitution and types
- To understand the Presidential, Quasi Presidential, Council form-Assembly form.

Course Outcome

- Acquired the knowledge from constitution classification types of administration.
- Analysis the Government systems and Parliamentary, Assembly formation and Legislators roles.

UNIT - I

Constitution-Classification of the constitution

UNIT- II

Written – Unwritten Rigid.

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UNIT- III

Flexible-Typology of Governments: Parliamentary.

UNIT- IV

Presidential-Quasi Presidential-Council form-Assembly form.

UNIT- V

Legislators of U.K.

UNIT- VI

Legislators of U.S.A. - France and Switzerland

UNIT- VII

Executives of U.K.

UNIT- VIII

Executives of U.S.A. France and Switzerland

UNIT- IX

Judiciary of U.K.

UNIT- X

Judiciary of U.S.A. – France and Switzerland

UNIT- XI

Political parties-Pressure.

UNIT- XII

Groups-Direct Democracy

UNIT- XIII

Representation Democracy.

UNIT- XIV

Merits and Demerits

Reference Books

1. Jhari JC, Comparative Government and Politics.
2. BlondelS.Comparative Government.

B.A.(History), Credit Based Curriculum and Evaluation System

FOURTH SEMESTER

Course Code	Title of the Course
10841	Part-I: Tamil Paper - IV

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1: செய்யுள் உறுப்புகள் - யாப்பு - எழுத்து, அசை, சீர்,

கூறு 2: செய்யுள் உறுப்புகள் - யாப்பு - தளை, அடி, தொடை

கூறு 3: வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா,

கூறு 4: புதிய யாப்பு வடிவங்கள் - சிந்து, கண்ணி, கீர்த்தனை

கூறு 5: புதுக்கவிதையில் குறியீடு - படிமம்.

கூறு 6: அகப்பொருள் - புறப்பொருள் - ஐந்திணை விளக்கம்

கூறு 7: அகப்பொருள் துறைகள் - வரைவு கடாதல், அறத்தொடு நின்றல்,

உடன்போக்கு

கூறு 8: புறப்பொருள் துறைகள் - வஞ்சினக்காஞ்சி, கையறுநிலை, செவியறிவுறாஉ

கூறு 9: அணி இலக்கணம் - உவமை, உருவகம், வேற்றுமை, பிறிது மொழிதல்,

தற்குறிப்பேற்றம், சிலேடை, பின்வருநிலை.

கூறு 10: நிறுத்தல் குறிகள்.

கூறு 11: தொல்காப்பியம் - சங்கஇலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு,

கூறு 12: பதினெண்கீழ்க்கணக்கு.

கூறு 13: ஐம்பெருங்காப்பியங்கள் - பிற்காலக் காப்பியங்கள் - கம்பராமாயணம் -

பெரியபுராணம்.

கூறு 14: இக்காலக் காப்பியங்கள் - பாரதியின் பாஞ்சாலி சபதம் -

பாரதிதாசனின் பாண்டியன்

பரிசு - கண்ணதாசனின் இயேசு காவியம் , சிற்பியின் - மௌன மயக்கங்கள்.

FOURTH SEMESTER

Course Code	Title of the Course
41	PART-I : HUMAN SKILLS DEVELOPMENT - II

Learning objective:

1. To Make the Students develop human skills.

- Unit – I** Guidance & Counselling – Role of Counsellor - Importance and Techniques of counselling
- Unit – II** Managerial skill- Need – Importance
- Unit – III** Human relational skills-Communication-Attention
- Unit – IV** Conceptual skills-Meaning-Importance
- Unit – V** Technical skills-Techniques-Practices-Tools-Procedures
- Unit – VI** Presentation skills-Planning-Preparation-Delivery
- Unit – VII** Organization skills-Meaning-Nature-Importance-Types
- Unit – VIII** Multi-Tasking skills Responsibilities-Causes
- Unit – IX** Leader- Qualities of a good leader
- Unit – X** Understanding Skills -Human systems: Individual, Group, organization, and their major interactions
- Unit – XI** Understanding Skills -Human systems: Community and Society, and their major interactions
- Unit – XII** Problem solving skills – Handling –Facing - Importance
- Unit – XIII** Cooperative Learning Skills
- Unit – XIV** Making Social Responsibilities-Causes

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

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FOURTH SEMESTER

Course Code	Title of the Course
10842	PART-II : ENGLISH PAPER - IV

Learning objective:

1. To make the students master the different topics prescribed in the Short Stories, Drama, Fiction, Tales from Shakespeare, Biographies, Grammar and Composition.

Short Stories

UNIT – I	Lalajee	- Jim Corbett
UNIT – II	A Day's Wait	- Hemmingway
UNIT – III	Two old Men	- Leo Tolstoy
UNIT –IV	Little Girls wiser than	- Men Tolstoy
UNIT – V	Boy who Wanted more Cheese	- William Elliot Griffir

Drama

UNIT – VI	Pygmalion	- G.B. Shaw
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Fiction

UNIT – VII	Swami and Friends	- R.K. Narayanan
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Tales from Shakespeare

UNIT – VIII	- The Merchant of Venice
UNIT – IX	- Romeo and Juliet
UNIT – X	- The Winter's Tale

Biographies

UNIT – XI	- Martin-Luther king	- R.N. Roy
UNIT – XII	- Nehru	- A.J. Toynbee

Grammar

UNIT – XIII	- Concord- Phrases and Clauses-Question Tag
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Composition

UNIT – XIV	- Expansion of Proverbs
	- Group Discussion
	- Conversation (Apologizing, Requesting, Thanking)

References:

1. *Sizzlers*, by the Board of Editors, Publishers:-Manimekala Publishing House, Madurai.
2. *Pygmalion* – G.B. Shaw
3. *Swami and Friends* – R.K. Narayan
4. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
5. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

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Course Code	Title of the Course
10843	CONTEMPORARY INDIA SINCE 1947 A.D.

Course Objectives:

- To able to understand the eve of independence, partition, integration and reorganization.
- To understand the internal and external policy, nationalized the banks and Pakistan war.
- To know the emergency, blue star operation, Janata party rule and Mandal commission.
- To learn the Globalization, Privatization, Liberalization and human rights to the society.

Course Outcome:

- Acquired the knowledge from India development after the independence and foreign policy.
- Analysis the Independence and important activities in all the parts of the country effects and results.

UNIT - I

India on the eve of Independence - Partition of India – Integration of Indian States – Sardar Vallabhai Patel.

UNIT- II

Features of the Indian Constitution – Reorganization of States on Linguistic basis – Foreign policy of India.

UNIT- III

Nehru Era – Internal and External policy – Lal Bahadur Shastri – India- Pakistan war of 1968.

UNIT- IV

Indira Gandhi – Nationalisation of Banks – India – Pakistan war of 1971 – Declaration of Emergency.

UNIT- V

Janata Party and Morarji Desai - Charansingh – Election of 1980 – Blue-star Operation.

UNIT- VI

Rajiv Gandhi – Internal and External Reforms – V.P.Singh and Mandal Commission.

UNIT- VII

Administration of Narasimharao – Globalisation- Privatisation – Liberalisation.

UNIT- VIII

Emergence of BJP – A.B.Vajpayee and his developmental programmes.

UNIT- IX

Manmohan Singh and his Administrative Reforms – Narendra Modi and his progressive Reforms.

UNIT- X

Planning Commission – Five Year Plans-Industrial Development.

UNIT- XI

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Development of Science and Technology – Green Revolution – White Revolution.

UNIT- XII

Blue Revolution – Nuclear Research – Space Research – Information Technology.

UNIT- XIII

Contemporary Challenges – Communalism – Terrorism – Liberalization – Privatization.

UNIT- XIV

Globalization – Human Rights violations – Environmental Threats – impact on the society.

Reference Books

1. Appadurai, A. - India : Studies in Social and Political Development
2. Deshmukh, C.D, - Economic Development of India, 1946-56
3. Ghai . U.R. - Foreign Policy of India.
4. KuldipNayar - India After Nehru.
5. Bipan Chandra - India Since Independence.

Course Code	Title of the Course
10844	HISTORY OF SCIENCE AND TECHNOLOGY

Course Objectives:

- To able to understand the origin of science and technology in ancient period and the position
- To understand the other nations are in the field and scientific progress and the modern science.

Course Outcome

- Acquired the knowledge from British rule and advantages of Indian unification administration.
- Analysis the Independence movements and struggle in freedom, Gandhiji and other leaders roles.

UNIT- I

Origin of Science and Technology in Ancient Period – Science and Technology in Greece – Pythagoras – Hippocrates – Plato and Aristotle.

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UNIT - II

Science and Technology in Rome – Galen and Ptolemy – Arab Science - Avicenna.

UNIT- III

Legacy of Indian Science – Aryabhata and Varahamihira and Bhaskara – Science and Technology in China.

UNIT- IV

Scientific Progress in Medieval Europe – Roger Bacon - Birth of Modern science – Renaissance Scientists – Copernicus – Kepler.

UNIT- V

Galileo –Gutenberg – Foundation of Scientific Academies – IssacNewon – William Harvey.

UNIT- VI

Science and Technology in 18th and 19th Century – Progress of Science – Charles Darwin – Michael Faraday – James Clerk Maxwell.

UNIT- VII

Dalton – Mandeleev – James Simpson – Edward Jenner – Louis Pasteur.

UNIT- VIII

Sigmend Freud - Progress in Technology – Textile and Transport Industry – James Watt - Steam Engine.

UNIT- IX

Modern Chemical Industry – Dynamite – Telephone – Telegraphs – Thomas Alva Edison – Electric Lamp.

UNIT- X

Science and Technology in the 20th Century – Albert Einstein –Roentgen – Marie Curie – Rutherford – Atom Bomb.

UNIT- XI

Hydrogen Bomb and Atomic Energy - Radio – Radar – Television – Computer – Internet - Email – Wifi – ad their multipurpose use.

UNIT- XII

Progress of Science and Technology in Modern India – Progress in Astronomy – space Research – Atomic Energy Commission – DRDO.

UNIT- XIII

Pioneers in Modern Science in India - J.C.Bose – P.C.Ray - SrinivasaRamanujam – C.V.Raman.

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UNIT- XIV

Homi Jahangir Bhaba – Hargobind Khorana – S.Chandrasekar – VikramSarabai – A.P.J. Abdul Kalam – Chandrayan and Mangalyan projects.

Reference Books

1. Varghese Jeyaraj.S - History of Science and Technology.
2. Venkataraman.R. - History of Science and Technology.
3. Kalpana, - Science and Technology in India.
4. Kawrebece.M.Levin(ed) - The Book of Popular Science.
5. Bernal. J.D. - Science in History Vol. 1, Vol. II, Vol.III, Vol.IV,
6. Vairavel.N - History of Science and Technology (Tamil)

Course Code	Title of the Course
10851	HISTORY OF TAMIL NADU (Beginning to 1947 to AD)

Course Objectives:

- To able to understand the sources of study in sangam age and condition of the people.
- To understand the ruled from many kings and the contribution of art architectures to the society.

Course Outcome

- Acquired the knowledge from the sources and reflects the king admirations
- Analysis the Independence movements and struggle in TamilNadu and other leaders roles.
- Estimate the development and involvement of the leader's participation of independence in India.

UNIT - I

Sources for the study of Tamil Nadu – Sangam age.

UNIT- II

Social and economic conditions – Religion.

UNIT- III

The Kalabhras – The early Pandyas.

UNIT- IV

The imperial Cholas-Raja Raja I – Rajendra I – Achievements.

UNIT- V

Administration – Development of Art and Architecture-Chalukya-Cholas-Kulothunga I – Kulothunga III – Achievements – Development of Literature.

B.A.(History), Credit Based Curriculum and Evaluation System

UNIT- VI

The later Pandyas.

UNIT- VII

Muslim invasion.

UNIT- VIII

Madurai Sultanate - Social and economic condition.

UNIT- IX

The Nayaks-the Nayaks of Madurai.

UNIT- X

Senji and Tanjore – Administration of palayam.

UNIT- XI

The beginning of European influence – The Protuguese – The Dutch – The Danes – The English – The French – The Anglo – French rivalry – Anglo Mysore wars.

UNIT- XII

The administration of the Nawabs – The Anti-British rebellions – The Poligar rebellion verapandyaKattapomman – The South Indian rebellion – Causes – Courses-Results – The Vellore Mutiny.

UNIT- XIII

The British Administration – The introduction of English education – The development of Tamil – The rise of political parties – The rise and fail on the Justice party – The self respect movement.

UNIT- XIV

The role of Tamil Nadu in freedom struggle – The early phase – V.O.C. SubramanniaBharathi–Vanchinathan – Subramania Siva – The later phase – Rajaji, Sathiamurthy, Kamaraj.

Reference Books

1. Subramanina N. History of Tamil Nadu.
2. Rajayyar K. History of Tamil Nadu.
3. SathyanathaIyer, History of the Nayaks of Madurai.

B.A.(History), Credit Based Curriculum and Evaluation System

Course Code	Title of the Course
10852	HISTORY OF MODERN RUSSIA FROM 1800 TO 1970 A.D.

Course Objectives:

- To able to understand the Condition of Russia in the 17th Century, The early Romanovs and Peter the Great
- To understand the Domestic Policy, Foreign Policy, Crimean War and Congress of Berlin

Course Outcome

- Acquired the knowledge from Russia and the Romanos, holy alliance and Nicholes roles.
- Analysis the Independence movements and struggle in freedom and other leaders roles.

UNIT - I

The Condition of Russia in the 17th Century – The early Romanovs - Peter the Great(1682 -1725)

UNIT - II

Domestic Policy – Foreign Policy- Catherine II (1762-95) Domestic Policy – Foreign Policy.

UNIT - III

Alexander I (1801-25) –Internal Reforms – Foreign Policy- Holy Alliance.

UNIT - IV

Nicholas I (1825-55) - Domestic Policy – Foreign Policy- Crimean War.

UNIT - V

Alexander II(1855-81) Internal Reforms – Emancipation of Serfs – Foreign Policy – Congress of Berlin.

UNIT - VI

Alexander III(1881-94) – Domestic Policy – Foreign Policy – Nicholas II (1894-1917).

UNIT - VII

Domestic Policy – the Revolution of 1905 – Foreign Policy – Russo – Japanse War 1904-05.

UNIT - VIII

The Russian Revolution of 1917- Causes – Course and Results .

UNIT - IX

Russia under Lenin – the Civil War – War Communism – the New Economic Policy.

UNIT - X

Russia under Stalin – Five Year Plans – The Constitution of 1936.

UNIT - XI

B.A.(History), Credit Based Curriculum and Evaluation System

USSR and the II World War – Foreign Policy of USSR between 1945 and 1953.

UNIT - XII

Domestic and Foreign Policy of Russia 1953 -1991- Policy under Malenkov.

UNIT - XIII

Bulgarian and Kurushehev –Policy under Breznev and Gorbachev.

UNIT - XIV

End of Cold War – Disintegration of the USSR.

Book for Reference:

1. Majumdar R.K. &Srivastava.A.N. – History of Russia and USSR.
2. Srivastava L.S.&Joshi.V.P – International Relations(from 1914 to present day)
3. Mahajan V.D. – International Relations
4. Mahajan V.D. – History of Modern Europe since 1789.
5. Devanesan .A – History of Russia (Tamil)

Course Code	Title of the Course
10853	INTERNATIONAL RELATIONS (From 1914 A.D. Till

Course Objectives:

- To able to understand the causes of First World War and treaties', League of nations roles.
- To know the Second World War and after the position the nations and its relation.
- To learn the organization and the role of peaceful coordination agencies through the era.

Course Outcome:

- Acquired the knowledge reasons the wars and loses and crisis of enmity in the world.
- Analysis the Rise of Fascism in Italy and other nation's foreign policy, established nationalism.

UNIT - I

The First World War – Causes – Courses and Results – Peace treaties.

UNIT - II

Treaty of Versailles and other treaties.

UNIT - III

League of Nations.

UNIT - IV

Wilson's fourteen points – Security and disarmament – Locorno-KellogBriant Pact.

UNIT - V

German revival – Rise of Hitler.

UNIT - VI

Rise of Fascism in Italy – British foreign policy – Russian foreign policy.

UNIT - VII

B.A.(History), Credit Based Curriculum and Evaluation System

U.S., Foreign policy – Rise of Japan – Rise of Chinese nationalism.

UNIT - VIII

Rome – Berlin – Tokyo Axis.

UNIT - IX

The middle east nationalism

UNIT - X

Zionism and the Arab – The second World war.

UNIT - XI

Causes – course and results – U.N.O. – organs-specialized agencies.

UNIT - XII

Cold war – NATO – SEATO – CEATO – Relations between U.S. and U.S.S.R.

UNIT - XIII

The awakening of Asia – The awakening of Africa – The common wealth of nations – India's foreign policy – Post-war Disarmament problem – Sino-Soviet Cold War.

UNIT - XIV

The problem of World peace – Role of Middle east oil in world politics – globalization.

Book for Reference:

1. Adam RG, A History of the Foreign Policy of the United Nations.
2. South Gate, A Textbook of Modern European History.
3. Mahajan, International Relations.
4. Mahajan, VD, International Relations.

Course Code	Title of the Course
10854	COMPUTERS AND DATA PROCESSING

Course Objectives:

- To be able to understand the fundamentals of computer system
- To be able to know different software and storage system
- To be able to work with internet and its applications

Course Outcome

- Acquired knowledge about the computers and its applications
- Attained information about the data processing cycle

B.A.(History), Credit Based Curriculum and Evaluation System

UNIT- I

Computer System fundamentals: Hardware – Software – evolution of computers – Classifications- Basic components of a digital computer

UNIT- II

Internal and Auxiliary storages – Remote data entry devices – characteristics of internal storage – Auxiliary storage

UNIT- III

Processing methods – Batch, real time and timeshared processing.

UNIT- IV

Data processing systems and tools:Types of data processing system – Extend of data processing system – Data processing cycle –

UNIT- V

Components of a data processing system – Problem definition – Planning – Algorithm – Program flowcharts – Decision table

UNIT- VI

Top-Down programming techniques – Structured programming.

UNIT- VII

Batch Processing: A typical batch processing application – Master file – Transaction file – File update – Direct access storage and retrieval –

UNIT- VIII

File organization techniques – Report generation – Examples of flow charts and programs for the above functions.

UNIT- IX

Applications: Inventorycontrol and accounting – Payroll – Production planning and control.

UNIT- X

Interactive Processing: On-line processing controls – Examples of specific on-line applications – Airline reservation – Railway reservation

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UNIT- XI

Management of stores – Query packages – Real time business applications.

UNIT- XII

Basic Internet Concepts: Connecting to the Internet – Domain Name System – E-mail

UNIT- XIII

The World Wide Web – Internet Search Engines – Web Browsers – Chatting and conferencing on the Internet

UNIT XIV

Online Chatting –Messaging – Usenet Newsgroup – Internet Relay chat (IRC) – FTP – Telnet.

Reference Books:

1. Wilson T, Price, Third Edition, Holt-Saunders, Introduction to Computer Data Processing, International Editions.
2. Robert J, Verzello and John reutter III, Data Processing Systems and Concepts, McGraw Hill International Book Co.
3. Carol Beech and Janice Burn, Applications in Business Data Processing, Pitman Publishing Ltd.,
4. William F, Fouri and Lawrence J.Aifiero, Computers and Information Processing, Prentice Hall (1986)

Course Code	Title of the Course
10861	SOCIAL REFORMERS OF MODERN INDIA

Course Objectives:

- To able to understand the Historical Background, Indian Social Structure and the impacts.
- To understand the Christians movements and their contribution to the down rotten people.
- To know the emancipate and role of social thinkers from all the fields and the modification.
- To learn the prominent leaders ideas, and education, economic growth.

Course Outcome

- Acquired the knowledge Origin and Growth of Caste System, Indian Society before of the British, Social Customs, sati, child marriage and Untouchability.
- Analysis the leaders roles regarding the social reforms and upliftment of the social positions.

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UNIT - I

Historical Background – Indian Social Structure- Origin and Growth of Caste System- Indian Society before of the British-Social Customs- sati, child marriage- Untouchability.

UNIT - II

Impact of British Education – Christian Missionaries & their contributions.

UNIT - III

JyotiraoGovindPhule: (1827 – 1890) & B.R. Ambedkar, (1891 – 1956)Transformation along revolutionary lines –Destruction of caste, superstition and inequality-Determined to emancipate the lower castes and women from social oppression –SatyaShodakSamaj (Society for the search of Truth) – Principles and achievements.

UNIT - IV

Dr.B.R.AMBEDKAR, life and education – Crusader for the rights of the oppressed – the maker of the Indian Constitution .-Sainik Dal (Social Equality Army) – its aims and work – President of the All India Depressed Classes Association –ways and means to abolish the practice of untouchability Ambedkar and Buddhism

UNIT - V

Shri Narayana Guru (1854 – 1928) &Ayyankali (1863 – 1941)
Social revolutionary of Kerala – Early life and career – Founded the SNDP Yogam in 1903 – Social Reforms – Vaikomsatyagraha –New temples for commonworship - The last days of Guru.

UNIT - VI

Ayyakali(1863-1941)
Early life – Chaliyar Riot – School Entry struggle – Struggle for social Justice – PulayaTemple Entry Movement – Meeting with Gandhiji – Principles and achievements.

UNIT - VII

VaikundaSwami(1808-1851)&Vallalar: (1823- 1874)
VaikundaSwamigal – life and teachings – struggle for Social Equality – SamattvaSamajam- Nizhalthankals- Sacred Well – Equal status for women - Birth of a New sect Ayyavazhi- Principles and achievements .

UNIT - VIII

Vallalar (1823 – 1874)
Life and Principles – SathyaDharmasalai – SamarajaSuddhaSanmargaSangam – DeepaJothi worship- Spirtual love and unity – ThiruArutpa.

UNIT - IX

PeriyarE.V.Ramaswamy (1879 – 1973)
Periyar’s early life and association with the Indian National Congress – Vaikom .

UNIT - X

Self-Respect Movement -its aims and work – Periyar and Justice party.

UNIT - XI

DravidaKazhagam – Aim and principles - Split in DravidaKazhagam .

UNIT - XII

Services of Periyar to Tamil Society.

B.A.(History), Credit Based Curriculum and Evaluation System

UNIT - XIII

AyothidasPandithar (1845- 1914) Early life – Pioneer of the Dravidian Movement –
DravidaMahajanaSabha in 1891 – Principles and Reforms – Oru Paisa TAMILAN.

UNIT - XIV

Ayothidas and Buddhism – his contribution to Depressed class Movement.

Books for Reference:

1. Krishna Gupta – Social Equality and the Indian Constitution,
2. Ganguli B.N – Concept of Equality: The Nineteenth Century Indian Debate
3. Heimsath, C.H. – Indian Nationalism and Hindu Social Reform,
4. Kuber, W.N. – Dr.Ambedkar:A Critical study
5. DhananjayKeer, – Dr.Ambedkar: “Life and Mission

Course Code	Title of the Course
10862	HISTORY OF INDIAN NATIONAL MOVEMENT From 1885 to 1947 A.D.

Course Objectives:

- To able to understand the rise of National Movement and participated the coordinated role of leaders.
- To understand the revolt of 1857, freedom struggle and Home rule movement.
- To know the jallianwalabagh tragedy, Noncooperation movement and First and Second World war.
- To learn the Independence struggle, role of prominent leaders, and education, economic growth.

Course Outcome

- Acquired the knowledge from British rule and advantages of Indian unification administration.
- Analysis the Independence movements and struggle in freedom, Gandhiji and other leaders roles.

UNIT - I

Rise of National Movement - Impact of the Revolt of 1857.

UNIT - II

British Indian Association – Bombay Association – Madras Native Association –

UNIT - III

Madras MahajanaSabha – Bombay Presidency Association- Indian National Association Causes for the Rise of Nationalism.

UNIT - IV

Indian National Congress – Aims and Principles- A.O.Hume, DadabaiNaoroji , W.C. Bannerje , Vijayaragavachariar.

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UNIT - V

Important Sessions of Indian National Congress.

UNIT - VI

The Moderates – Demands and achievements.

UNIT - VII

Rise of Extremism - causes – Bal, Pal,Lal, - Swadeshi Movement

UNIT - VIII

Formation of Muslim League - Surat split- Home Rule movement.

UNIT - IX

Gandhiji and mass movement- Rowlat Satyagraha.

UNIT - X

JallianWalabagh massacre- Non- Cooperation Movement – Chauri – Chaura Incident -

UNIT - XI

Swaraj Party- Simon commission Report- Nehur Report -Jinnah’s 14points – Poornaswaraj Resolution.

UNIT - XII

Civil Disobedience Movment- Dandi March.

UNIT - XIII

Round Table Conferences- Poona Pact -Act of 1935- Individual Satyagraha- Cripp’s Mission.

UNIT - XIV

Quit India Movement- Indian National Army – Cabinet Mission Plan- Direct Action Day - Mountbatten plan – Partition of India.

Books for Reference:

- | | | |
|-----------------------|---|-------------------------------------|
| 1. Mahajan V.D. | – | Modern Indian History |
| 2. Khurana K.L. | – | Indian National Movement. |
| 3.KalpanaRajaRam (ed) | – | A brief History of Modern India |
| 4. Venkatesan .G | – | History of India 1757- 1947 (Tamil) |
| 5. Sharma L.P | – | History of Modern India |



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Course Code	Title of the Course
10863	INTRODUCTION TO HISTORIOGRAPHY

Course Objectives:

- To able to understand the meaning and definitions of the history and historiography.
- To understand the history is an art and science and historical relations in all subjects.

Course Outcome

- Acquired the knowledge of history and historiography, philosophy of history.
- Analysis the changes in historical relativism, historical determinism.

UNIT I

Meaning and Definitions of History and Historiography

UNIT II

Scope and purpose of History -History and Allied Subjects -Kinds of History.

UNIT II

History an Art or Science.

UNIT III

Lessons of History- Uses and Abuses of History – Philosophy of History.

UNIT IV

Causation and change - Historicism and Historical Relativism- Historical Determinism.

UNIT V

Eminent Foreign Historians: Herodotus – Thucydides- Edward Gibbon.

UNIT VI

ArnaldJ.Toynbee - Karl Marx –Ranke - Hegal - V.A. Smith.

UNIT VII

Eminent Indian Historians: Kalhana – Alberuni - AbulFazal.

UNIT VIII

Jadunath Sarkar - K.A.NilakantaSastri – K.K. Pillai - D.D. Kosambi .

UNIT IX

R. Sathianathaier - T.V. SadasivaPandarathar - N. Subramanian - K. Rajayyan.

UNIT X

Research Methodology

UNIT XI

Sources – Primary – secondary – Internet sources

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UNIT XII

Selection of Topic – Objectivity – Subjectivity.

UNIT XIII

Criticism – Internal criticism – External criticism.

UNIT XIV

Foot Notes – Bibliography.

Books for Reference:

1. Carr E.H. – What is History?
2. Thompson J.W. – History of Historical Writing.
3. Rouse A.L. – The Use of History.
4. Collingwood R.G. – Idea of History.
5. Rajayyan. K. – History in Theory and Method.

B.A.(History), Credit Based Curriculum and Evaluation System

Course Code	Title of the Course
10864	TOURISM MANAGEMENT

Course Objectives:

- To able to understand the definition of tourism and its developments for the society.
- To understand the tourism is the industry related organization role and their development.

Course Outcome

- Acquired the knowledge from the tourism and advantage of the field positions.
- Analysis the income and expenditure conditions in the field and established the new thoughts.

UNIT - I

Definition of Tourism – Defined by various factors and agencies.

UNIT - II

Types forms and volume of tourism.

UNIT - III

Tourism through the ages – Tourism in ancient times.

UNIT - IV

Tourism in middle ages – Tourism and industrial revolution – Tourism in modern period – Between two world wars.

UNIT - V

Tourism in contemporary period – World Tourism – Organization (WTO) – Pacific Area Travel Association (PATA).

UNIT - VI

Development of modern tourism – Economic and social factors – Progress in transport and technology – PROMOTION OF TOURISM.

UNIT - VII

Advertising – Public relations – Evolution of modern trends.

UNIT - VIII

Economic importance of tourism – Tourism as an economic activity.

UNIT - IX

Internal Tourism and international trade.

UNIT - X

Tourism as an instrument of achieving economic gain – cultural and social aspect.

UNIT - XI

Tourism of India – A land for all seasons.

UNIT - XII

Development of Tourism In India.

UNIT - XIII

The Sargeant Committee – tourism information offices.

UNIT - XIV

Ministry of Tourism – The role of Indian Tourism Development Corporation – Cultural tourism in India.

B.A.(History), Credit Based Curriculum and Evaluation System

MINUTES OF THE MEETING OF THE BOARD OF STUDIES IN HISTORY (DDE) HELD ON 24.05.2017 AT 11.00 a.m. IN THE CENTRAL LIBRARY OF ALAGAPPA UNIVERSITY, KARAİKUDI.

Members Present

- | | | | |
|----|-----------------------|---|----------|
| 1. | Dr. N. Rajendran | - | Chairman |
| 2. | Mr. V. Murugaiyan | - | Member |
| 3. | Dr. K. Krishnamoorthy | - | Member |
| 4. | Dr. P. Vengatesan | - | Member |
| 5. | Mr. V. Gunasekaran | - | Member |

The chairman of the Board Dr. N. Rajendran, welcomed the members.

1. Board of Studies in History has thoroughly discussed the UG syllabus of History and made necessary changes and made corrections in the existing syllabus for BA (History) program.

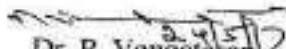
2. In paper 1.3, 1.4 and 1.5 map study is modified to focus on the study of important historical places. In the questions for map study, the Students will be marking the important places in the respective papers (Ancient, Medieval and Modern periods of Indian History) and writing short notes on their Historical importance.

3. The corrected syllabus is enclosed herewith.


Dr. N. Rajendran


Mr. V. Murugaiyan


Dr. K. KrishnaMoorthy


Dr. P. Vengatesan


Mr. V. Gunasekaran

(PTO)

Programme Project Report

For

Bachelor of Arts

in

Public Administration



Directorate of Distance Education

Alagappa University

Karaikudi – 630004

Tamil Nadu State

Programme Name : Under Graduate

Course : Bachelor of Arts in PublicAdministration

Duration : Three year

Medium : English

Pattern : Bi-annual Semester

Total credits 96

Mode : Distance Mode

Programme Project Report

a)Programme mission and objectives

Vision The vision of our public administration programme is to develop best public leaders and managers in the world by encouraging learners to acquire knowledge ,skills and capabilities arising from the need for a more efficient and effective public administration in the context of modern state and capable of responding to International demand

Mission

- To develop and enhance the knowledge and skills of current and future administrators, managers in politics and administration
- Develop ethical and well informed administrators and citizens who contribute to advancement of public services and politics
- Bring the best practices in the field of public administration
- Advance the state of knowledge in the area of public administration through scholarly and applied research by which render service to the Profession and Nation

Objectives

- To understand the governance and management system of Modern government
- To meet the training and skill requirements of personnel working in the public services
- To promote quality,ethics transparency in the study of public administration for the needs and requirements of modern government
- To train up the capacity of students to become an ethical and effective leader with appropriate skills for the Nation building
- To train up students with highest quality of education in preparation of careers in government and non- governmental organizations for complete success of top posts

b)Relevance of the Programme with HEI’s Mission and Goals

Affording quality higher Education to the learners who are interested in pursuing higher education through distance mode enable to make learners intellectually to be competent human resources in order to promote the nation in terms of Educational, Social, Technological, environmental and Economic magnificence (ESTEEM). This programme is designed with to impart quality higher education through liberal mode in accordance with the mission of Alagappa University where the course programme of the Bachaler of arts in public administration is launched with strong emphasis on academic and research skills.

c)Nature of prospective target group of learners

The curriculum has been designed to fulfill the needs and aspirations of following diversified class of learners

- ❖ Civil services exam aspirants
- ❖ State civil services exam aspirants
- ❖ Central and State Public service employees
- ❖ Legal professionals
- ❖ Chartered accountants
- ❖ Non-Governmental Organisation Functionaries
- ❖ Teaching Professionals
- ❖ College drop outs
- ❖ Local self government institution functionaries
- ❖ Public sector employees
- ❖ Politicians
- ❖ Public activists

d) Appropriateness of programme to be conducted in Distance learning mode to acquire specific skills and competence

B.A-Public Administration programme is conducted in Distance Learning mode for the learners to acquire specific skills,knowledge and competence in public services and politics in order to give professional and research skills to enhance knowledge in the field of political administrative system by which learners can contribute to advancement of politics,governance and public services. The designed programme can bring best practices in the field which may lead to advance the state of knowledge in the area of public administration by developing through scholarly and applied research in order to promote the country’s public services and development of nation. It is a good base for higher research studies like M.Phil., and Ph.D.etc.,. By this programme students can seek employment opportunities and aquire employability skills

in the field of Governance, public services, politics, Non-profit organizations and International Organisations.

e) Learning outcome of the programme

1. Students can apply academic theory to the best practices in associated with Public Governance, Public Policy and Modern governmental system
2. Students can apply analytical and research skills to the study of Politics, governance and administration in public organizations and institutions.
3. Students can demonstrate proficiency and communicating ideas and perspectives about public administration
4. Enhancement of student skills to develop and implement public policy and service
5. Students acquire critical thinking and problem solving skills in the field of politics and administration

f) B.A-public administration employment Areas

- Civil services
- Government jobs
- Non-Governmental Organisations
- Non-Profit Organisations
- Private Employment
- Public Sector Jobs
- Project Consultant
- World Bank jobs
- International Organisations
- UNO International Civil Services
- Teachers
- Human Resource Professional
- Politicians
- Local self government functionaries
- Public Activist
- NGOs

g) Instructional Design

1) curriculum design

The B.A Public Administration course duration consist of two academic year under bi-annual semester pattern. This course carries 24 theory paper to cover 96 credits for entire three year duration. Each semester carries 4 theory paper to cover 16 credits in which 4 credits assigned for each theory paper in order to complete the course

Subject Code	Subject	Maximum Marks			
		CIA	ESE	Total	Credit Points
I Year					
First Semester					
10611	Part-I: Tamil Paper-I/Communication skills-I	25	75	100	4
10612	Part-II: English Paper-I	25	75	100	4
10613	Business Communication	25	75	100	4
10614	Indian Constitution	25	75	100	4
	Total	100	300	400	16
Second Semester					
10621	Part-I: Tamil Paper-II/Communication skills-II	25	75	100	4
10622	Part-II: English Paper-II	25	75	100	4
10623	Administrative Theory	25	75	100	4
10624	Indian Administration	25	75	100	4
	Total	100	300	400	16
II Year					
Third Semester					
10631	Part-I: Tamil Paper-III/Human Skills Development-I	25	75	100	4
10632	Part-II: English Paper-III	25	75	100	4
10633	Principles of Management	25	75	100	4
10634	Administrative Thinkers	25	75	100	4
	Total	100	300	400	16

Fourth Semester					
10641	Tamil Paper-IV/Human Skills Development-II	25	75	100	4
10642	English Paper-IV	25	75	100	4
10643	Organizational Behaviour	25	75	100	4
10644	Modern Administrative System	25	75	100	4
	Total	100	300	400	16

III Year					
Fifth Semester					
10651	Public Financial Administration	25	75	100	4
10652	Human Rights Administration in India	25	75	100	4
10653	Development Administration	25	75	100	4
10654	Citizen and Administration	25	75	100	4
	Total	100	300	400	16
Sixth Semester					
10661	Computers and Data Processing	25	75	100	4
10662	Public Personnel Administration	25	75	100	4
10663	Public Policy Analysis	25	75	100	4
10664	Local Government in India	25	75	100	4
	Total	100	300	400	16
	Grad Total	600	1800	2400	96

II) Faculty and staff requirements

The course programme requires the following faculty and supporting staff:

Staff Category	Required
Core faculty for public administration	3
Faculty Specialization	2
Supporting Staff	1

III) Instructional delivery mechanism

The instructional delivery mechanisms of the programme includes SLM – study materials, face to face contact session for theory courses .E-content study materials in the form of CD, video or audio, computer aided devices.MOOC also will be employed.

IV) Identification of media

The Self Learning study Materials in the form of print media as well as CD in the form of electronic media to be used.

VI) Student Support Services

The student support services will be facilitated by the head quarters i.e., Directorate of Distance Education, Alagappa University, Karaikudi and its approved Learning Centres located at various parts of Tamil Nadu. The pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarters and Learning Centres. The post-admission student support services like issuance of identity card, study materials, etc. will be routed through the Learning Centres. The face to face contact sessions of the programme for theory courses will be conducted at the head quarter and Learning Centres. The conduct of end semester examinations, evaluation and issuance of certificates will be done by office of the controller of examinations, Alagappa University, Karaikudi

g) Library Resources

The university central library has largest repository of volume of books related to the publicadministration

h) Procedure for admissions, curriculum transactions and evaluation

SI) Eligibility:

A candidate should have passed in Plus two(or) Puc (or) any recognized three year diploma course examinations.

II) Duration of the Programme

The UG -B.A Public Administration course duration consists of three academic year under biannual semester pattern.

III) Curriculum transaction

The classroom teaching would be done through lecture method, Power Point presentations, web-based learning etc., The face to face contact sessions would be included paper presentation, group discussion and micro level study analysis etc., The face to face curriculum transaction covers 64 hours per semester for each paper 16 hours.

IV) Evaluation methods and passing conditions

The evaluation method consists of both Continuous Internal Assessment and End Semester Examinations which carries 25 marks and 75 marks respectively combined together for total of 100 marks. The minimum passing marks fixed for the course is 40 marks in which each candidate should secure minimum passing marks separately in Continuous Internal Assessment (CIE) subject to standing regulations of university and minimum passing marks fixed in End Semester Examinations (ESE) subject to standing regulations of university in order to get minimum passing marks 40 in all theory papers to complete to qualify the course. The three year course duration carries 24 theory papers only which are equally divided into six semester with over all grand total marks of 1600 which covers 96 credits. The candidate should clear all papers within a span of ten semester period from the period of end of course completion. Candidates shall be permitted to go for second year irrespective of their first year examination performance and again candidate wanted to continue the course means they should re-register their degree as a fresh case subject to availability of the programme in the university.

I) Continuous Internal Assessment (CIA)

The continuous Internal Assessment carries 25 marks for each theory paper in which each candidates should secure minimum marks subject to standing regulations of university in all 16 theory papers. In terms of internal assessment where candidates are entrusted to submit five assignment paper each which carries five marks equally to cover maximum 25 marks in all papers

II) End Semester Examinations (ESE)

The end semester examinations conducted for maximum 75 marks in which a candidate should secure minimum marks subject to standing regulations of university out of 75 marks.

a) Question paper pattern

The question paper pattern in End Semester Examinations (ESE) covers 3 hours duration for Maximum marks of 75 which are divided into three sections like part-A,Part-B and Part-C

Part A covers maximum 10 questions, all questions carry 2 Marks equally for maximum marks of 20 ,candidates should answer all questions with out any choice option

Part B covers maximum 5 questions by choosing either one,each question carries equally 5 marks for maximum Marks of 25

Part C covers maximum 5 questions ,candidates should answer any 3 questions, each question carries equally10 marks for maximum marks of 30

b) Marks and Grade

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
70-79	7.5-7.9	D	Distinction
60-69	7.0-7.4	A+	Very Good
50-59	6.0-6.9	A	Good
42-49	5.0-5.9	B	Average
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course i in any semester

G_i = Grade Point obtained for course i in any semester.

n refers to the semester in which such courses were credited

c) For a semester

$$\text{Grade Point Average [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

Grade Point Average = Sum of the multiplication of grade points by the credits of the courses

Sum of the credits of the courses in a semester

d) For the entire programme;

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = Sum of the multiplication of grade points by the credits of the entire programme

Sum of the credits of the courses for the entire programme

CGPA	Grad	Classification of Final Result
9.5-10.0 9.0 and above but below 9.5	O+ O	First Class- Exemplary*
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	D++ D+ D	First Class with Distinction*
7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	A++ A+ A	First Class
5.5 and above but below 6.0 5.0 and above but below 5.5	B+ B	Second Class
0.0 and above but below 5.0	U	Re-appear

d) Commencement of regulations

These regulations shall be implemented from the academic year 2018-2019 onwards e) **Fee Structure**

The prescribed fee structure for the programme

Sl. No.	Fee Detail	Amount in Rs.		
		First Year	Second Year	Third Year
1	Admission Processing Fee	100	--	--
2	Course Fee	2500	2500	2500
3	ICT Fee	150	150	150
	TOTAL	2750	2650	2650

f) Cost estimate of the programme and the provisions:

The cost estimate of the programme of B.A-Public Administration prescribed in the following way

	Expenditure Heads	Approx. Amount in Rs.
1	Programme Development	10,00,000/-
2	Programme Delivery	20,00,000/-
3	Programme Maintenance	3,00,000/-

Quality assurance mechanism and expected programme outcome

Motto

‘Excellence in Action’

Vision

Achieving Excellence in all spheres of Education, with particular emphasis on “PEARL”- Pedagogy, Extension, Administration, Research and Learning.

Objective

1. Providing for Instructions and Training in such Branches of Learning as the University may determine.
2. Fostering Research for the Advancement and Dissemination of Knowledge

Quality policy

Attaining Benchmark Quality in every domain of ‘PEARL’ to assure Stakeholder Delight through Professionalism exhibited in terms of strong purpose, sincere efforts, steadfast direction and skillful execution.

Quality quote

Quality Unleashes Opportunities towards Excellence (QUOTE)

The benchmark qualities of the programme may be reviewed and modified based on the performance of students in their end semester examinations. A part from that review feedback and suggestions from the Alumni, Current students, Parents ,Public,Alma-mater and all other Stalk-holders will be considered for further enhancement of course to benefit large segment of the learners in the country.

DETATAILED SYLLABI OF B.A-PUBLIC ADMINISTRATION

FIRST YEAR

FIRST SEMESTER

Course Code	Title of the Paper
10611	Part-I: Tamil -I

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

1. கண்ணதாசன் - ஸ்ரீ கிருஷ்ண கானம்
 1. புல்லாங்குழல் கொடுத்த
 2. குருவாயூருக்கு வாருங்கள்

கூறு 2

1. கோகுலத்து பசுக்கள்
2. கோகுலத்தில் ஒரு நாள் ராதை
3. ஆயர்பாடி மாளிகையில்

கூறு 3

பட்டுக்கோட்டை கல்யாண சுந்தரம்

1. நெஞ்சில் குடியிருக்கும்
2. செய்யும் தொழிலே தெய்வம்

கூறு 4

1. பாரதியார்
கண்ணன் என் விளையாட்டுப்பிள்ளை
பாரத மாதா திருப்பள்ளி எழுச்சி

கூறு 5

1. பாரதிதாசன் - உலகப்பன் பாட்டு (5)
2. நாமக்கல் கவிஞர் - நோயற்ற வாழ்வு 7 பாட்டு
3. பெ.தூரன் - நிலா பிஞ்சு

கூறு 6

1. வல்லிக் கண்ணன் - வெறும் புகழ்
2. கு.ப.இராஜகோபாலன் - எதற்காக?
3. மீரா - பதினைந்து

கூறு 7

1. சிற்பி - சர்ப்ப யாகம்
2. ஞானக்கூத்தன் - தோழர் மோசிகீரனார்

கூறு 8

1. அப்துல் ரகுமான் - கண்ணும் எழுதேம்
2. சண்முக சுப்பையா - வயிறு

கூறு 9

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. கம்பராமாயணம் - அயோத்தியா காண்டம்

கூறு 10

1. சீறாப்புராணம் - ஈத்தங்குலை வரவழைத்த படலம் (1)

கூறு 11

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
1. இன்னவாயில்
 2. கொழுந்துறும்
 3. பஞ்சு அரங்கில்

கூறு 12

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
4. எண்ணுளே
 5. ஒண்தலங்கள்
 6. இரவியேந்த கஞ்சக்

கூறு 13

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
7. கன்னியாயதாயும்
 8. ஏந்தி ஓங்கு உளத்து
 9. ஆவ தேமுனர்
 10. கொல்லும் வேலொடும்

கூறு 14

- தேம்பாவணி - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
11. என்ற வாசகம்
 12. அம்பினால்
 13. வேண்டும் ஓர் வினை

Course Code	Title of the Course
10611	Part-I: Communication Skills - I

Objectives:

On completion of the course the students will be able to

- ❖ Make students to understand the basic skills of Communication.
- ❖ Acquaint students with the important features of Communication skills.

Unit-1: Communication – Meaning – Types- Importance.

Unit-2: Barriers to Effective Communication – Principles – Principles of Effective Communication.

Unit-3: Oral Communication – Meaning – Importance- Forms of Oral Communication.

Unit-4: Intonation –Meaning – Function- Types Preparation of Speech- Steps Involved.

Unit-5: Principles of Effective Oral Communication.

Unit-6: Written Communication – Meaning –Steps – Importance- Advantages Use of words and Phrases.

Unit-7: Sentence – Meaning –Sentence formation- Characteristics of an Effective Sentence.

Unit-8: Paragraph Writing –Essay Writing –Steps Involved –Outline-Layout –Contents- Drafting-Correction- Final Draft.

Unit-9: Application for Employment and Curriculum Vitae –Steps involved.

Unit-10: Non –Verbal Communication – Meaning –Types –Body Language –Postures-Gestures –Facial Expressions –Eye Contact.

Unit-11: Report Writing –Report –Types of Reports –Format of a Report.

Unit-12: Essentials of a Good Report –Preparation of Report-Procedure Involved.

Unit-13: Meetings-Purpose of the Meeting – Procedure.

Unit-14: Group Discussion –Quality of Content-Participation –Logical Presentation – Behavioural Skills.

References:

1. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
2. Geetha Nagaraj, Write to Communicate, 2004.
3. Wren & Martin, English Grammar and Composition, 2002.
4. Dale Carnegie, How to Win Friends and Influence People, 1981.
5. Dale R Jordan, Language Skills and Use.
6. Gartside L. Bahld, Nagammiah and McComas, Satterwhite, Modern Business Correspondence.
7. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.
8. Wallace, Michael J, Study Skills in English.
9. Editors of Readers Digest, Super Word Power.

Course Code	Title of the Course
10612	Part-II: English - I

Objective:

- ❖ To make the students master the different topics prescribed in the Prose, Grammar and Composition.

Prose

- Unit-1:** Water-the Elixir of life - C.V. Raman
Unit-2: Mrs. Packletide's Tiger - SAKI
Unit-3: A Deed of Bravery - Jim Carbett
Unit-4: The Cat - Catharine M. Willson
Unit-5: On Letter Writing - Alpha of the Plough
Unit-6: Our Ancestors - Carl Sagan
Unit-7: Our Civilization - C.E.Foad
Unit-8: A Hero on Probation - B.R. Nanda
Unit-9: Dangers of Drug Abuse - Hardin B. Fones
Unit-10: Food - J.B.S. Haldane

Grammar

- Unit-11:** Articles-Gerunds-Participles-Infinitives-Modals-Proposition –Tenses.
Unit-12: Direct and Indirect Speech-Transformation of sentences- Active and passive voice.

Composition

- Unit-13:** Letter writing - Precis writing - Developing hints.
Unit-14: Dialogue writing - Paragraph writing.

References:

1. Sebastian D K, *Prose for the Young Reader*, Macmillan.
2. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Paper
10613	Business Communication

Unit – I

Meaning,Nature,Scope And Importance Of Communication - Purpose Of Communication - Process Of Communication

Unit –II

Essential Of Communication-Basics Of English Grammer-Structure Of Business Letters

Unit – III

Listening Skills - Listening Process - Classification Of Listening - Purpose Of Listening - Common Barriers In Listening

Unit - IV

Language For Communication - General Principles Of Writing - Improving Writing Skills - Essentials Of Good Style

Unit - V

Communication In Organizations -Channels Of Internal Communication And External Communication.

Unit – VI

Communication Process-Channels- Barriers And Problems

Unit – Vii

Writing Business Letter - Importance Of Business Letters - Difference Between Personal And Business Letters - Structure And Format Of Business Letters - Types Of Business Letters.

Unit – VIII

Collection Letters-Sales Letters-Agency Letters-Banking Letters-Insurance Letters

Unit – IX

Letter Of Enquiry-Offers And Quotations-Orders-Trade References -Status Enquiries-Confirmation

Unit – X

Writing E-Mail - Principles Of E-Mail - E-Mail Etiquette - Overcoming Problems In E-Mail Communication.

Unit - XI

Oral Communication Skills -Oral Business Presentation - Purpose –Audience - Steps In Making Presentation - Delivering A Presentation.

Unit – XII

Meetings - Types Of Meetings - Importance Of Business Meetings - Different Types Of Business Meetings - Conducting Meetings And Conferences

Unit – XIII

Drafting Of Minutes-Reports And Office Notes-Drafting Of Short Speeches

Unit – XIV

Application For Employment And Bio Data-Preparation-Cover Letter

Reference Books

1. Premavathi.N, Business Communication & Correspondence (3rd Edition) Sultan Chand & Sons, New Delhi. 2010.
2. Rajendra Pal Korahill,. Essentials Of Business Communication Sultan Chand & Sons, New Delhi, 2006.
3. Ramesh, M.S And Pattanshetti C.C, Business Communication Sultan Chand & Sons, New Delhi, 2003
4. Reddy And Appannaiah, Rajendrapal And Korlahalli Js, Essentials Of Business Communication
5. Premavathi.N. Business Communication & Correspondence (3rd Edition) Sultan Chand & Sons, New Delhi, 2010.

Course Code	Title of the Paper
10614	Indian Constitution

Unit-I

The Company Rule(1773-1858)-Crown Rule(1858-1947)-Interim Government(1946)

Unit-II

Composition Of The Constituent Assembly-Committees Of The Constituent Assembly-Enactment Of The Constitution

Unit-III

Salient Features Of The Indian Constitution-Preamble-Fundamental Rights-Directive Principles Of State Policy-Fundamental Duties

Unit-IV

Parliamentary Government Features-Merits And Demerits

Unit-V

Emergency Provisions-President Rule-Financial Emergency

Unit-VI

Citizenship-Meaning And Significance-Citizenship Act,1955-Single Citizenship-Dual Citizenship

Unit-VII

Procedure For Amendment-Types Of Amendments-Criticism Of The Amendment Procedure

Unit-VIII

Inter- State Councils-Zonal Councils-Interstate Trade And Commerce

Unit-IX

Organisation And Composition Of Parliament-Privileges Of Parliament

Unit-X

Parliamentary Forums-Objectives-Composition-Functions

Unit-XI

Special Status Of Jammu And Kashmir-Features Of Jammu And Kashmir Constitution

Unit-XII

Special Provisions For Some States Of Maharastra-Gujarat-Nagaland-Manipur

Unit-XIII

Creation And Administration Of Union Territories-Special Provisions For Delhi

Unit-XIV

Principles Of Indian Foreign Policy-Objectives Of Indian Foreign Policy-Nuclear Doctrine Of India

References

- 1.Durga Das Basu, Introduction To The Constitution Of India,Lexis Nexis,2017
- 2.M.Laxmikanth,Indian Polity,Mcgraw Hill Education(India) Private Ltd,2013
3. M.V.Pylee, Introduction To The Constitution Of India,Vikas Publishing House ,New Delhi,2011
- 4.D.C.Gupta,Indian Government,Vikas Publications Ltd,2014

SECOND SEMESTER

Course Code	Title of the Paper
10621	Part-I: Tamil Paper-II

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

தேம்பாவணி - காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

14. சொல் தவிர்ந்த
15. அன்னை
16. அஞ்சுவார்
17. சொல்லக் கேட்டனள்
18. மற்செய்கை
19. மண்கனியப்
20. அழுது ஆர்ந்த

கூறு 2

தேம்பாவணி - காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

21. பொய் பொதுளும்
22. இன்பு அருந்தி
23. வழுதாயின இன்பு
24. மறம் ஏவினர்

கூறு 3

தேம்பாவணி - காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

25. மண்ணோர்கள்
26. பொய்யா விதியோய்
27. விடியா இருள்
28. அழுவார் எவரும்

கூறு 4

சிறுகதை - நீலபத்மநாபனின் “வான வீதியில்”

கூறு 5

உரைநடை - கம்பன் புறத்திணை - தி.சொக்கலிங்கம்

இலக்கணம் - எழுத்தும் சொல்லும்

கூறு 6

1. முதலெழுத்துகள், சார்பெழுத்துகள்
2. மொழி முதலெழுத்துகள், மொழி இறுதி எழுத்துகள்

கூறு 7

1. ஒற்றெழுத்து மிகலும் மிகாமையும்,
2. ஆகு பெயர், அன்மொழித் தொகை.

Course Code	Title of the paper
10622	PART-II : English Paper - II

Objective:

- ❖ To make the students master the different topics prescribed in the Poetry and Language use Sections.

Poetry

Unit-1: Sonnet - William Shakespeare

Unit-2: Lines Composed upon Westminster Bridge
-William Wordsworth

Unit-3: Grecian Urn - John Keats (1795-1827)

Unit-4: Andrea Del Sarto - Robert Browning (1812-1889)

Unit-5: The Road Not Taken - Robert Frost (1874-1963)

Unit-6: Strange Meeting - Wilfred Owen (1813-1918)

Unit-7: Gitanjali - Rabindranath Tagore (1861-1946)

Unit-8: The Coromandel Fishers - Sarojini Naidu

Unit-9: The Express - Stephen

Spender **Unit-10: Shakespeare:** The Merchant of Venice

Language Use:

Unit-11: Essay writing

Unit-12: Note Making

Unit-13: Report writing

Unit-14: Comprehension

References:

1. *The Golden Quill*, P.K. Seshadri, Macmillan.
2. *The Merchant of Venice*, Shakespeare. (Any overseas edition).
3. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Paper
10623	Administrative Theory

Unit-I

Meaning,Scope And Significance Of Public Administration-Evolution Of The Discipline And Its Present Status-New Public Administration

Unit-II

New Public Management Perspective-Minnow Brook Conferences-State Vs Market Debate

Unit-III

Scientific Management Theory-Classical Theory-Bureaucratic Theory-Systems Theory

Unit-IV

Decision Making –Leadership-Motivation Theories

Unit-V

Ministries And Departments-Public Corporations-Government Companies

Unit-VI

Head Quarters And Field Relationship-Regulatory Authorities-Public-Private Partnership

Unit-VII

Control Over Public Administration-Legislative-Executive-Judiciary

Unit-VIII

Citizen And Administration-Role Of Media-Interest Groups

Unit-IX

Civil Society-Citizen Charter-Right To Information Act

Unit-X

Organisation And Methods-Work Study-Work Management

Unit-XI

Management Tools-Network Analysis-Management Information System

Unit-XII

Ecology And Administration –F.W.Riggssian Model

Unit-XIII

Concept Of Development-Changing Role Of Development Administration

Unit-XIV

Good Governance Concept And Application- Impact Of Globalization On Publicadministration

References: References:

- 1.B.L.Fadia And Kuldeep Fadia,Public Administration,Sahitya Bhawan,Agra,2011
- 2.Mohit Bhattacharya,New Horizons Of Public Administration,Jawahar Publishers,New Delhi,2011
- 3.M.P.Sharma And B.L.Sadana,Public Administration In Theory And Practice,Kitab Mahal,2014
- 4.Avasthi &Maheswari,Public Administration,Lakshmi Narayan Agarwal Agra,2010

Course Code	Title of the Paper
10624	Indian Administration

Unit-I

Administrative System Of The Period Of Kautilya-Mughal-British

Unit-II

Salient Features Of Indian Administration-Parliamentary Democracy In India- Administrative Culture

Unit-III

President-Powers And Position-Prime Minister Powers And Functions-Council Of Ministers At Central

Unit-IV

Ministries And Departments Of Central Government-Cabinet Secretariat-Central Secretariat

Unit-V

Public Sector Undertakings -Forms And Autonomy

Unit-VI

All India Services-Central Services-Union Public Service Commission

Unit-VII

Governor-Powers And Position-Chief Minister-Council Of Ministers At State

Unit-VIII

Chief Secretary-State Secretariat-Directorate-Field Offices

Unit-IX

District Collectorate-Changing Role Of District Collector

Unit-X

State Public Services-State Public Service Commission –Training In State Public Services

Unit-XI

Indian Federal System-Centre And States Legislative ,Financial And Administrative Relations

Unit-XII

Relationship Between Specialist And Generalist Administrators-Minister-Civil Servant Relationship

Unit-XIII

Indian Parliament Composition Role And Functioning-State Assemblycomposition,Role And Functioning

Unit-XIV

Globalisation And Indian Administration-Impact Of Information Communication Technology On Indian Administration

References

- 1.B.L.Fadia And Kuldeep Fadia,Indian Administration,Sahitya Bhawan Publications,Agra
- 2.S.R.Maheswari,Indian Administration,Laxmi Narayan Agarwal,New Delhi
3. Ramesh K.Arora And Rajni Goyal,Indian Public Administration:Instutions And Issues,New Age International Publishers

SECOND YEAR

THIRD SEMESTER

Course Code	Title of the Paper
10631	Part-I: Tamil Paper-III

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1: பத்துப்பாட்டு – முல்லைப்பாட்டு

கூறு 2: எட்டுத்தொகை – ஐங்குறுநூறு

கூறு 3: கபிலர் - குறிஞ்சித்திணை

கூறு 4: மஞ்சைப்பத்து – முதல் மூன்று பாடல்கள்

கூறு 5: குறுந்தொகை – பரணர் பாடல்கள் பா. எண். 19, 24, 36, 128, 399

கூறு 6: நற்றிணை – பெருங்குன்றூர்கிழார் - பா. எண். 5
பெருவழுதியார் - பா. எண். 55
பெருங்கௌசிகனார் - பா. எண். 139

கூறு 7: நற்றிணை – கருவூர்க்கோசிகனார் - பா. எண். 214
உலோச்சனார் - பா. எண். 249

கூறு 8: அகநானூறு – சேந்தம்பூதனார் பாடல்கள் பா.எண். 84, 207

கூறு 9: புறநானூறு – மறோக்கத்து நப்பசலையார் பாடல்கள்
பா. எண். 37, 39, 126, 226, 280

கூறு 10: பதினெண் கீழ்க்கணக்கு – திருக்குறள் - வாழ்க்கைத் துணை நலம் (6),
அறிவுடைமை (43), பிரிவாற்றாமை (116)

கூறு 11: நான்மணிக்கடிகை – எள்ளற்க (3), பறைபடவாழா (4),

கூறு 12: நான்மணிக்கடிகை - மண்ணயறிப (5), கள்ளிவயிற்றில் (6), கல்லிற்பிறக்கும்(7)

கூறு 13: நாடகம் - இராசராசசோழன் - அரு. இராமநாதன்

கூறு 14: நாவல் - சுவடுகள் - இரா. பாலசுப்பிரமணியன், சத்யா வெளியீடு, மதுரை.

Course Code	Title of Paper
10631	Part-I: Human Skills Development - I

Objectives:

- ❖ To Make the Students develop human skills.

Unit-1: Human Skills –Developing skills-Types.

Unit-2: Mind-Levels of functions - Habits-Meaning-Types-Merits of good habits - Interpersonal Relationship-Features- Interpersonal Behaviour.

Unit-3: Thinking ahead- Significance of thinking ahead.

Unit-4: Developing Personality-Meaning -Need- Factors influencing personality, Ways of developing personality -Building positive personality.

Unit-5: Self-concept-Self-esteem-Meaning-Importance - Self- efficacy-Self-acceptance-Meaning-Importance - Etiquette-Meaning-Etiquettes in using mobile, telephones-Dais Etiquette.

Unit-6: Goal-setting Skills-Meaning-Types-Importance.

Unit-7: Decision-making skills-Meaning-Types-Steps in decision-making

Unit-8: Negotiating Skills-Styles-Structure-Creating negotiation-Competitive Negotiation.

Unit-9: Attitudes-Meaning-Types-Importance-Developing positive attitudes.

Unit-10: Coping with Change-Meaning-Characteristics-Importance of change Resistance to change-Dealing with change.

Unit-11: Leadership-Meaning-Importance-Characteristics-Styles.

Unit-12: Human Relations Skill-Need-Canons of good human relations.

Unit-13: Counselling-Meaning-Importance-Forms- Conflicts-Meaning-Types-Causes-Effects- Managements of conflicts

Unit-14: Stress-Meaning-Types-Causes-Effects-Managing the stress - Anger-Meaning-Causes-Consequences-Anger Management

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

Course Code	Title of the Paper
10632	PART-II : English Paper - III

Objective:

- ❖ To make the students master the different topics prescribed in the Short Stories, One Act Plays, Grammar and Composition.

Short Stories

Unit-1: A Hero - R.K. Narayanan

Unit-2: The Diamond Necklace - Guy de

Maupassant **Unit-3:** The Verger - Somerset

Maugham

Unit-4: The Postmaster - Rabindranath Tagore

One Act Plays

Unit-5: The Proposal - Anton Chekhov

Unit-6: The Boy Comes Home - A.A. Milne

Unit-7: The Silver Idol - James R. Waugh

Unit-8: Progress - St. John Ervine

Unit-9: The Pie and the Tart - Hume

Chesterman **Unit-10:** Reunion - W.st. John Tayleur

Unit-11: A kind of Justice - Margaret Wood

Unit-12: The Refugee - Asif Currimbhoy

Grammar

Unit-13: Parts of speech-Noun- Pronoun- Adjective

Degrees of Comparison- Verb- Adverb

Composition

Unit-14: Agenda- Minutes- Notice- Descriptive Writing

References

1. *Aroma*, Ed. by the Board of Editors, Publishers- New Century Book House, Chennai.
2. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.

3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy,
Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, chennai

Course Code	Title of the Paper
10633	Principles of Management

UNIT – I

Management: Definition – Nature – Scope - Functions – Administration And Management

UNIT – II

Planning: Nature, Importance And Strategic Considerations Of Planning – Planning Premises – Objectives - Planning Process – Methods Of Planning

Unit – III

Policies, Strategies, Procedures, Methods, Rules, Projects And Budgets

UNIT-IV

Decision Making – Meaning – Importance – Types – Process – Elements

UNIT – V

Organizing: Nature, Purpose And Kinds Of Organization – Structure – Formal Organization – Informal Organization-Bases Of Organisation

UNIT-VII

Hierarchy-Span Of Control – Line And Staff Functions – Authority And Responsibility – Centralisation And Decentralization.

Unit – VI

Delegation - Importance Of Delegation – Types Of Delegation – Problems Of Delegation – Effective Delegation.

UNIT – VII

Staffing – Elements Of Staffing – Functions Of Staffing

UNIT-VIII

Motivation: Meaning – Importance – Types – Theories.

UNIT – IX

Communication: Meaning – Types – Process – Barriers – Overcoming Barriers

UNIT-X

Leadership: Meaning – Styles –Theories-Essential Qualities.

UNIT – X

Controlling: Objectives And Process Of Control – Devices Of Control – Integrated Control – Special Control Techniques.

UNIT – XI: Directing – Principles Of Direction – Techniques Of Direction – Importance Of Direction – Characteristics Of Direction

UNIT – XII: Management Audit – Definition – Objectives – Scope – Need For Management Audit – Advantages Of Management Audit.

UNIT – XIII

Management Information System – Objectives Of MIS – Importance Of MIS – Process Of MIS – Advantages Of MIS

UNIT – XIV

Recent Trends And New Perspectives In Management - Strategic Alliances – Core Competence
– Business Process Reengineering – Total Quality Management – Bench Marking-Brain
Storming

References

- 1.Ramaswamy.T, Principles Of Management [Eight Edition] Himalaya Publishing Home Pvt Ltd, Mumbai. 2012,
- 2.L.M .Prasad,Principles And Practice Of Management,Sultan Chand&Sons 2015
- 3.Koontz And O'Donnell,Management:A Global Perspective.Magrawhill,1998

Course Code	Title of the Course
10634	Administrative thinkers

Unit-I

Kautilya

Unit-II

Woodrow Wilson

Unit-III

F.W.Taylor

Unit-IV

Maxweber

Unit-V

Maslow

Unit-VI

Henry Fayol

Unit-VII

M.P.Follet

Unit-VIII

Herbert A.Simon

Unit-IX

C.I.Barnard

Unit-X

Eltonmayo

Unit-XI

F.W.Riggs

Unit-XII

Chris Argris

Unit-XIII

Rensis Likert

Unit-XIV

Yezkel Dror

References

1. Ravindra Prasad,D,Prasad,Sathyanarayana.P,Administrative Thinkers,Sterling Publishers Pvt Ltd,2008
2. Maheswari,Administrative Thinkers, Millon Publishers India Ltd,2003
- 3.S.L.Goel,Administrative and Management Thinkers Relevance in New Millenium,Deep and Deep publications,New delhi,2008

FOURTH SEMESTER

Course Code	Title of the Paper
10641	Part-I: Tamil Paper-IV

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1: செய்யுள் உறுப்புகள் - யாப்பு - எழுத்து, அசை, சீர்,

கூறு 2: செய்யுள் உறுப்புகள் - யாப்பு - தளை, அடி, தொடை

கூறு 3: வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா,

கூறு 4: புதிய யாப்பு வடிவங்கள் - சிந்து, கண்ணி, கீர்த்தனை

கூறு 5: புதுக்கவிதையில் குறியீடு - படிமம்.

கூறு 6: அகப்பொருள் - புறப்பொருள் - ஐந்திணை விளக்கம்

கூறு 7: அகப்பொருள் துறைகள் - வரைவு கடாதல், அறத்தொடு நின்றல், உடன்போக்கு

கூறு 8: புறப்பொருள் துறைகள் - வஞ்சினக்காஞ்சி, கையறுநிலை, செவியறிவுறாஉ

கூறு 9: அணி இலக்கணம் - உவமை, உருவகம், வேற்றுமை, பிறிது மொழிதல், தற்குறிப்பேற்றம், சிலேடை, பின்வருநிலை.

கூறு 10: நிறுத்தல் குறிகள்.

கூறு 11: தொல்காப்பியம் - சங்கஇலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு,

கூறு 12: பதினெண்கீழ்க்கணக்கு.

கூறு 13: ஐம்பெருங்காப்பியங்கள் - பிற்காலக் காப்பியங்கள் - கம்பராமாயணம் - பெரியபுராணம்.

கூறு 14: இக்காலக் காப்பியங்கள் - பாரதியின் பாஞ்சாலி சபதம் - பாரதிதாசனின் பாண்டியன் பரிசு - கண்ணதாசனின் இயேசு காவியம் , சிற்பியின் - மௌன மயக்கங்கள்.

Course Code	Title of the Paper
10641	Part-I: Human Skills Development - II

Objective:

- ❖ To Make the Students develop human skills.

Unit-1: Guidance & Counselling – Role of Counsellor - Importance and Techniques of counselling.

Unit-2: Managerial skill- Need – Importance.

Unit-3: Human relational skills-Communication-Attention.

Unit-4: Conceptual skills-Meaning-Importance.

Unit-5: Technical skills-Techniques-Practices-Tools-Procedures.

Unit-6: Presentation skills-Planning-Preparation-Delivery.

Unit-7: Organization skills-Meaning-Nature-Importance-Types.

Unit-8: Multi-Tasking skills Responsibilities-Causes.

Unit-9: Leader- Qualities of a good leader.

Unit-10: Understanding Skills -Human systems: Individual, Group, organization, and their major interactions.

Unit-11: Understanding Skills -Human systems: Community and Society, and their major interactions.

Unit-12: Problem solving skills – Handling –Facing – Importance.

Unit-13: Cooperative Learning Skills.

Unit-14: Making Social Responsibilities-Causes.

References:

1. Les Giblin, Skill with People, 1995.
2. Shiv Khera, You Can Win, 2002.
3. Christian H Godefroy, Mind Power.
4. Dale Carnegie, How to Enjoy Your Life and Your Job, 1985.
5. Natalie H Rogers, How to Speak without Fear, 1982.
6. Dale Carnegie, How to Develop Self-Confidence and Influence People by Public Speaking.

Course Code	Title of the Paper
10642	PART-II : English Paper - IV

Objective:

- ❖ To make the students master the different topics prescribed in the Short Stories, Drama, Fiction, Tales from Shakespeare, Biographies, Grammar and Composition.

Short Stories

Unit-1: Lalajee - Jim Corbett

Unit-2: A Day's Wait - Hemmingway

Unit-3: Two old Men - Leo Tolstoy

Unit-4: Little Girls wiser than - Men Tolstoy

Unit-5: Boy who wanted more Cheese - William Elliot Griffir

Drama

Unit-6: Pygmalion - G.B. Shaw

Fiction

Unit-7: Swami and Friends - R.K. Narayanan

Tales from Shakespeare

Unit-8: The Merchant of Venice

Unit-9: Romeo and Juliet

Unit-10: The Winter's Tale

Biographies

Unit-11: Martin-Luther king - R.N. Roy

Unit-12: Nehru - A.J. Toynbee

Grammar

Unit-13: Concord- Phrases and Clauses-Question Tag

Composition

Unit-14: Expansion of Proverbs

- Group Discussion

- Conversation (Apologizing, Requesting, Thanking)

- References:

1. *Sizzlers*, by the Board of Editors, Publishers:-Manimekala Publishing House, Madurai.
2. *Pygmalion* – G.B. Shaw
3. *Swami and Friends* – R.K. Narayan

4. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
5. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Paper
10643	Organisational Behaviour

Unit – I

Introduction To Organizational Behaviour – Nature– Basic Objectives – Elements – Importance Of Organizational Behaviour.

Unit – II

Foundations Of Individual Behaviour – Positive Individual Behaviour – Negative Individual Behaviour – Factors Influencing Individual Behaviour – Personal Factors – Environmental Factors

Unit – III

Personality – Definitions – Determinants Of Personality – Influence Of Personality On Behaviour – Influencing Behaviour – Personality Development

Unit – IV

Perception – Definitions – Sensation And Perception – Process Of Perception – Determinants Of Perception.

Unit – V

Attitude And Values – Definitions – Nature And Characteristics Of Attitude And Values – Measurement Of Attitude – Functions Of Attitude – Attitude Change – Values And Attitudes

Unit – VI

Groups In Organization – Meaning – Characteristics – Reasons For Formation Of Groups – Types Of Groups – Different Stages Of Groups – Individual And Group Decisions.

Unit – VII

Work Stress – Causes Of Stress – Personal Factors – Organizational Factors – Stress-Performance Relationship – Psychological Problems – Behavioural Changes

Unit – VIII

Organizational Change – Meaning – Factors Influencing Change – Internal Factors – External Factors

Unit-IX

Organizational Development – Objectives Of Od – Evaluation And Follow Up – Organizational Development – Merits And Demerits.

Unit – X

Organizational Culture And Climate – Types – Determinants – Changing Organizational Culture – Organizational Climate – Determinants Of Organizational Culture

Unit – XI

Organizational Conflicts – Definitions – Causes Of Conflicts – Different Stages Of Conflict – Conflict And Performance – Measures To Stimulate Conflicts – Conflict Outcomes.

Unit – XII

Career Planning – Meaning And Characteristics – Need For Career Planning – Process Of Career Planning – Evaluation Of Career Planning Limitations.

Unit – XIII

Emotional Intelligence –Types Of Emotions – Managing Emotions – Emotional Intelligence – Dimensions Of Emotional Intelligence – Advantages And Limitations Of Emotional Intelligence.

Unit – XIV

Power, Politics And Impression Management – Power, Authority And Influence – Sources – Organizational Politics – Nature Of Organizational Politics

References

1. Khanka S. S, Organisational Behaviour Sultan Chand & Sons Publications, New Delhi, 2012
2. Aswathappa K, Organisational Behaviour, Himalaya Publications, New Delhi ,2011
3. Varma, “Organisational Behaviour”, Forward Book Depot, New Delhi, 2013
4. Sharma, “Organisational Behaviour”, Tata Mcgrew-Hill Publications, New Delhi ,2012.
5. Stephen.P.Robbins,Timothy,A.Judge,Organisational Behaviour,Prentice Hall Pvt,Ltd.New Delhi,2007

Course Code	Title of the Course
10644	Modern Administrative System

Unit-I

Administrative System Of USA-Constitution And Government-Congress

Unit-II

American President-Executive Office Of The President-American Civil Service

Unit-III

Administrative System Of Britain- Constitution And Government-British Crown- Primeminister-Cabinet

Unit-IV

British Parliamentary Commissioner-Treasury-British Civil Service

Unit-V

Administrative System Of France-Constitution And Government-French President

Unit-VI

French Civil Service-Administrative Courts-Local Government

Unit-VII

Administrative System Of Japan-Constitution And Government-Constitutional Monarchy-Prime Minister-Diet

Unit-VIII

Organisation Of Japan Central Government-Civil Service-Central Personnel Agency

Unit-IX

Administrative System Of Switzerland-Federal Legislature-Federal Council

Unit-X

Direct Democracy In Switzerland-Political Parties In Switzerland-Cantonal Government

Unit-XI

Administrative System Of People's Republic Of China-Constitutional Structure Of China-Standing Committee Of National People's Congress

Unit-XII

The President Of China-State Council-Communist Party Of China

Unit-XIII

Administrative System Of Canada-Constitution-Dominion Executive

Unit-XIV

The Canadian Dominion Parliament-Judicial System-Canadian Federalism

Reference

1. Vishnubhagwan, Vidhyabhushan, World Constitutions, Sterling Publishers Private Limited, New Delhi, 2009
2. Jhari JC, New Comparative government, Lotus Press, New Delhi, 2010
3. Vishnu Bhagavan, Select World Constitution-A Comparative Study, Sterling Publishers Pvt Ltd, New Delhi, 2009
4. Sewa Singh Dahiya And Ravindra Sing, Comparative Public Administration, Sterling Publishers Pvt Ltd, 2001

5. William Siffin, Towards Comparative Study Of Public Administration, Macmillon Publishers, New York, 1989
6. Visnoo Bhagavan, Select World Constitution-A Comparative Study, Sterling Publishers Pvt Ltd, New Delhi, 2005

THIRD YEAR

FIFTH SEMESTER

Course Code	Title Of The Paper
10651	Public Financial Administration

Unit-I

Financial Administration-Meaning-Nature And Significance

Unit-II

Budget And Its Types-Social And Economic Implications Of Budget

Unit-III

Different Principles Of Budget-Types Of Budget

Unit-IV

Performance Budgeting: Growth Of The Concept-Meaning-Objectives - Advantages

Unit-V

Zero Based Budgeting: Growth Of The Concept-Meaning-Objectives - Advantages

Unit-VI

Plan Programme Budgeting System : Growth Of The Concept-Meaning-Objectives - Advantages

Unit-VII

Preparation Of The Budget Process -Enactment Of The Budget Process

Unit-VIII

Unit-IX

Execution Of The Budget Process -Public Borrowings And Deficit Financing

Unit-X

Composition,Powers And Functions Of Public Accounts Committee-Estimates Committee

Unit-XI

Organisation And Functions Of Central Finance Ministry In India

Unit-XII

Collection,Custody And Disbursement Of Public Funds

Unit-XIII

Accounting And Audit-Meaning-Role-Separation Of Accounts And Audit System

Unit-XIV

Comptroller And Auditor General Of India- Comptroller General Of Accounts- Role And Functions

References

- 1.B.L.Fadia And Kuldeep Fadia,Public Administration,Sahitya Bhawan,Agra,2011
- 2.M.P.Sharma And B.L.Sadana,Public Administration In Theory And Practice,Kitab Mahal,2014
3. M.J.Kthavaraj, Financial Management Of Government,Sultan Chand Publishers
4. .S.L.Goel,Public Financial Administration,Deep And Deep Publications,New Delhi,2008
- 5.S.K.Singh,Public Finance In Theory And Practice,S,Chand &CompanyLtd,Newdelhi,2001

Subject Code	Title Of The Paper
10652	Human Rights Administration In India

Unit-I

Human Rights: Meaning,Nature And Concept-Classification Of Human Rights

Unit-Ii

Evolution Of The Concept Of Human Rights-Human Rights - League Of Nations

Unit-Iii

Universal Declaration Of Human Rights Act Of 1948-Fundamental Rights Of Indian Constitution

Unit-Iv

International Covenant On Political And Civil Rights-Optional Protocol Topolitical And Civil Rights

Unit-V

International Covenant On Socio-Economic And Cultural Rights-Optional Protocol To Socio-Economic And Cultural Rights

Unit-Vi

United Nations Human Rights Council-Powers And Functions

Unit-Vii

National Humanrights Commission In India-Composition-Powers And Functions

Unit-Viii

State Human Rights Commission In India-Composition-Powers And Functions

Unit-Ix

Human Rights Police Stations - Human Rights Courts

Unit-X

Human Rights Of Dalits – Minorities-Age Old In India

Unit-Xi

Issues And Rights:Child Labourers-Bonded Labourers-Domestic Workers

Unit-Xii

Right To Education Act-Protection Of Civil Liberties Act-Child Labour Abolition Act

Unit-Xiii

National Commission For Women - Child-Composition,Powers And Functions

Unit-Xiv

Role Of Voluntary And Non-Governmental Organisations In Protecting Human Rights Of India

References

1.T.P.Tripathi,An Introduction To The Study Of Humanrights,Allahabad Law Agency Publications,2012

2.Sivagami Paramasivam,Human Rights-A Study,Thai Pathipagam,Salem,2010

3.U.N.Gupta,The Humanrights Conventions And Indian Law,Atlantic Publishers And Distributors,Delhi,2004

2.Ramesh K.Arora And Rajni Goyal,Indian Public Administration:Instutions And Issues,New Age International Publishers.2014

Course Code	Title Of The Paper
10653	Development Administration In India

Unit-I

Concept Of Development-Emergence-Definition

Unit-II

Characteristics Of Development Administration-Traditional Administration

Unit-III

Various Approaches To The Study Of Development Administration-Significance Of Development Administration

Unit-IV

Concept Of Development-Views Of Fred W.Riggs On Development Administration

Unit-V

Indian Bureaucracy And Development-Role And Functions

Unit-VI

Rural Development Programme Key Features- Issues And Challenges In India

Unit-VII

Urban Transport - Housing Development In India

Unit-VIII

Micro Level Planning –Participatory Approach-Panchayatraj System In India

Unit-IX

Machinery For Developmental Planning At Central-State - District Level

Unit-X

Land Reforms,Agriculture And Cooperation Policies In India

Unit-X

Poverty Alleviation,Health And Nutrition Policies In India

Unit-XI

Role Of Voluntary And Non-Governmental Organizations In Promoting Development Administration

Unit-XII

United Nations Development Programmes(Undp)-United Nation Millennium Goals

Unit-XIII

World Bank-International Monetary Fund-Asian Development Bank:Role and Functions

Unit-XIV

Role Of International Organizations In Promoting Development Administration

References

- 1.S.L.Goel,Development Administration:.,Potentialities And Prospects,Sujanya Book Publishers,Newdelhi,2009
- 2.S,Bhatnagar,S.L.Goel,Development Planning And Administration,Sajanya Book Publishers,New Delhi,2009
- 3.R.K.Sapru,Development Administration,Sterling Publishers Pvt Ltd,New Delhi,2008
- 4.Relevant Issues Of Indian Journal Of Public Administration,New Delhi
- 5.Suresh Kumar Sharma, Development Administration In India,Theory And Practice,International Book Company,Michigan,1971

Course Code	Title Of The Paper
10654	Citizen And Administration

Unit-I

Integrity In Administration-Ethics And Values In Public Services

Unit-II

Indian Model Of Ombudsman:Lokpal And Lokayuktas

Unit-II

Concept Of Accountability-Popular Control Over Administration

Unit-IV

Peoples Participation In Administration-Meaning-Mechanism-Challenges

Unit-V

Role Of Civil Society-Social Audit:Meaning-Benefits-Methodology

Unit-VI

Openness And Right To Information-Right To Information Act:Key Contents

Unit-VII

Citizens Charter-Evolution And Experience In India

Unit-VIII

Pressure And Interest Groups-Meaning-Definition-Classification-Features

Unit-IX

Good Governance:Concepts And Applications-Features-Characteristics-Application In India

Unit-X

GoodGovernance:Concept-Applications-Parameters

Unit-XI

E-Governance-Concepts-Success Story In India

Unit-XII

Legal And Institutional Frame Work To Check Anti -Corruption In India

Unit-XIII

Central Vigilance Commission-Central Bureau Of Investigation:Powers And Functions

Unit-XIV

Grievences Redressal Mechanism At District –State - Central Level In India

References

- 1.B.L.Fadia And Kuldeep Fadia,Public Administration,Sahitya Bhawan:Agra,2011
- 2.Ramesh K.Arora And Rajni Goyal,Indian Public Administration:Instutions And Issues,New Age International Publishers,2014

SIXTH SEMESTER

Course Code	Title Of The Paper
10661	Computers And Data Processing

Unit-I

Computer System Fundamentals:Hardware And Software-Evaluations Of Computers-Classifications

Unit-Ii

Basic Components Of A Digital Computer-Internal And Auxiliary Strogos-Remote Data Entry Devices

Unit-Iii

Characteristics Of Internal Storage-Auxiliary Storage-Processing Methods-Batch,Real-Time And Time Shared Processing

Unit-Iv

Data Processing Systems And Tools:Types Of Data Processing System-Extend Of Data Processing Systems-Data Processing Cycle

Unit-V

Components Of A Data Processing Systems-Problem Definition-Planning-Alogritham

Unit-VI

Program Flowcharts-Decision Table-Top-Down Programming Techniques-Structure Programming

Unit-VII

Batch Processing:A Typical Batch Processing Application-Master File-Transaction File-File Update

Unit-VIII

Direct Access Storage And Retrieval-File Organization Techniques-Report Generation

Unit-IX

Examples Of Flow Charts - Programs For The Functions

Unit-X

Applications:Inventory Control And Accounting-Payroll-Production,Planning And Control

Unit-XI

Online Processing Controls-Examples Of Specific Online Applications

Unit-XII

Air Line Reservation-Railway Reservation

Unit-XIII

Management Of Stores-Query Package

Unit-XIV

Real Time Business Applications-On Line Business Transactions

References

1. Wilson T.Price,Third Edition,Holt-Saunders,Introduction To Computer Data Processing,International Editions.
- 2.Robert J.Verzello And John Reutter,Data Processing Systems And Concepts,Mcgraw Hill International Books Company
3. Carol Beech And Janice Burn,Applications In Business Data Processing,Pitman Publishing Ltd
- 4.William F.Fouri And Lawrence J.Aifero,Computers And Information Processing,Prent ice Hall(1986)

Course Code	Title Of The Paper
10662	Public Personnel Administration

Unit-I

Meaning,Importance And Objectives Of Personnel Administration-Functions Of Personnel Administration-Position Classification

Unit-II

Human Resource Development- Scope – Importance-Current Status

Unit-III

Evolution of Civil service in India-Constitutional Provisions of Civil Service

Unit-IV

Recruitment-Process-Methods

Unit-V

Traning-Objectives-Types And Techniques

Unit-VI

Composition And Functions Of Union Public Service Commission-State Public Service Commission-Staff Selection Commission

Unit-VII

Promotion-Promotion System In India

Unit-VIII

Pay And Compensation Structure In India- Other Benefits And Allowances

Unit-IX

Whitley Councils-Whitleyism In India-Central Administrative Tribunal

Unit-X

Conduct And Discipline-Political Activities Of Public Servants

Unit-XI

Employees Associations And Unions-Strikes And Political Affiliations

Unit-XII

All India Services:Training And Promotion

Unit-XIII

Politicisation Of Higher Civil Services In India-Morale In Civil Service

Unit-XIV

Administrative Ethics-Meaning-Elements-Importance-Hindarances

References

1. Stalin O Glenn,Public Personnel Administration,Herpet And Brothers,New York,1986
- 2.B.L.Fadia And Kuldeep Fadia,Public Administration,Sahitya Bhawan,Agra,2011
- 3.M.P.Sharma And B.L.Sadana,Public Administration InTheory And Practice,Kitab Mahal,2011
- 4.Shalinirajesh And S.L.Goel,Public Personnel Administration,Theory And Practice,Deep And Deep Publications Pvt Ltd,New Delhi,2008

Course Code	Title of the Paper
10663	Public Policy Analysis

Unit-I

Concepts Of Public And Policy-Scope Of The Policy-Significance

Unit-II

Policy Types-Institutional Development For Policy

Unit-III

Meaning,Nature And Utility Of Policy Sciences

Unit-IV

Meaning And Issues Of Policy Analysis-Evolution

Unit-V

Rational Policy Making Of H.I.Simon Model-Dror's Normative-Optimum Model

Unit-VI

Systems Model For Policy Analysis-Institutional Approach To Policy Analysis

Unit-VII

Forces In Policy Making Process-Individual Citizen-Electorate Power-Electoral Pledges-Media-Pressure Groups

Unit-VIII

Official Policy Maker Legislature-Executive-Bureaucracy

Unit-IX

Policy Implementation-Meaning And Elements In Implementation

Unit-X

Approaches To The Policy Implementation-Top-Town Model-Bottom -Up Model

Unit-XI

Policy Evaluation-Criteria For Evaluation

Unit-XII

Health Care Policy Of India –Evaluation And Analysis

Unit-XIII

New Education Policy Of India- Evaluation And Analysis

Unit-XIV

Agricultural Policy Of India-Evaluation And Analysis

References

- 1.R.K.Sapru,Public Policy,Sterling Publishers Pvt Ltd,2011
2. Thomas Dye.R,Understanding Public Policy,Prentice Hall Publishers,2014

Course Code	Title of the Paper
10364	Local Self Government Administration in India

Unit-I

Meaning, Scope And Importance - Evolution Of Local Self Government In India

Unit-II

Community Development Programmes-National Extension Service-Balwantray Mehta Committee Report-Ashok Mehta Committee Report

Unit-III

Organisation And Functions Of Three Tier Structure Panchayat Raj Institutions –Gram Panchayat-Panchayat Ssmiti-Zila Parishad

Unit-Iv

Organisations And Functions Of Three Forms Of Urban Institutions –Corporation-Municipality-Town Panchayat

Unit-V

Salient Features Of 73rd Constitutional Amendment Act Of 1992-Key Features And Its Implementation

Unit-VI

Salient Features Of 74th Constitutional Amendment Act Of 1992-Key Features And Its Implementation

Unit-VII

State Election Commission-Electoral Process Of Local Self Government Institutions

Unit-VIII

Personnel In Panchayat Raj Institutions-Block Development Officer-Extension Officer

Unit-IX

Municipal Personnel Administration-Central Council Of Local Government

Unit-X

Sources Of Income For Panchayat Raj Institutions-State Control Over Panchayat Raj Institutions-Social Audit

Unit-XI

Sources Of Income For Urban Local Self Government-State Control Over Urban Local Self Government Institutions

Unit-XII

Rural Development Programmes –Challenges And Issues In India

Unit-XIII

Panchayat Raj Institutions Issues And Challenges-Causes For Failures Of Panchayat Institutions

Unit-XIV

Urbanisation Process –Challenges And Issues In India

References

1. Shriram Maheswari, Local Government In India, Laxmi Narayan Agarwal, Agra, 2014
2. B.L. Fadia And Kuldeep Fadia, Indian Administration, Sahitya Bhawan Publications, 2008
3. Shriram Maheswari, Public Administration In India, Laxmi Narayan Agarwal, Agra, 2008

ALAGAPPA UNIVERSITY

[Accredited with 'A' Grade by AAC (COPAC.04) in the Third Cycle]

KARAIKUDI

Minutes of the Meeting of the Board of Studies in Management (Distance Education) held at the Directorate of Distance Education, Alagappa University, Karaikudi – 630 003, on 06-09-2017 at 11.00 am.

Members Present

- | | | |
|--------------------------|---|-----------------|
| 1. Dr. S. Kuliyaamoorthy | - | Chairman |
| 2. Dr.G Jayabul | - | Member |
| 3. Dr.R. Perumal | - | Member |
| 4. Dr.S. Rajmohan | - | Special Invitee |
| 5. Mr.S. Prabhu | - | Special Invitee |


At the outset, the Chairman has extended a warm welcome to all the Members of the Board and briefed the need and purpose of the meeting.

The board has considered and scrutinized the Regulations and Syllabi for the following U.G, PG and PG Diploma Programmes in the field of Management to be offered through ODL mode.

S.No.	U.G. Programmes	P.G. Programmes	PG Diploma Programmes
1.	BBA	M.A.(Public Administration)	Hospital Administration
2.	B.A. (Public Administration)	M.A.(Personnel Management & Industrial Relations)	Human Resource Management
3.	BBA(Banking)	M.B.A (General)	Business Management
4.	-	MBA(International Business)	Personnel Management & Industrial Relations
5.	-	MBA(Corporate Secretaryship)	-
6.	-	MBA(Banking & Finance)	-
7.	-	MBA(Project Management)	-
8.	-	MBA(Hospital Management)	-
9.	-	MBA (HumanResourceManagement)	-
10.	-	MBA(Education Management)	-
11.	-	MBA(Retail Management)	-
12.	-	MBA(Technology Management)	-
13.	-	MBA(Logistics Management)	-
14.	-	MBA(Corporate Management)	-
15.	-	MBA(Financial Management)	-
16.	-	MBA(Marketing Management)	-
17.	-	MBA(System Management)	-
18.	-	MBA(Production and OperationManagement)	-
19.	-	MBA (Tourism)	-
20.	-	MBA (Cooperative Management)	-
21.	-	MBA Five Years Integrated	-

The board has unanimously resolved to approve the Regulations and Syllabi of the various above mentioned UG, PG and PG Diploma Programmes proposed to be offered through ODL mode. The approved Regulations and Syllabi of the above mentioned programmes are provided in the Annexure-I

Finally the meeting came to end with a formal vote of thanks.


(R. PERUMAL) 6/9/2017


(G. JAYABAL) 6/9/17.


(S. PRABHU)


(R.S. RAJMOHAN)


(S. KALIYAMOORTHY) 6/9/17

PROGRAMME PROJECT REPORT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)



**DIRECTORATE OF DISTANCE EDUCATION
ALAGAPPA UNIVERSITY
KARAIKUDI – 630 003**

PROGRAMME PROJECT REPORT
BACHELOR OF BUSINESS ADMINISTRATION

A) PROGRAMME MISSION AND OBJECTIVES

VISION: To bridge the inherent skills of students with the Industrial expectations in the ever - changing and challenging Global Competitive Business Scenario by continuously providing a comprehensive knowledge in Business.

MISSION: To bestow an exhaustive acquaintance by blending the subjects of Accounting, Banking, Insurance, Taxation, Marketing, Services Marketing and Mercantile Law in a pragmatic manner to the students so as to emerge as efficient Professionals, Entrepreneurs, Managers, Finance Experts, etc....

B) RELEVANCE OF THE PROGRAMME WITH OURS MISSION AND GOALS:

1. Affording quality higher Education to the learners who are interested in pursuing higher education through distance mode, so that they are transformed into intellectually competent human resources that will help in the uplift of the nation in terms of Educational, Social, Technological, Environmental and Economic magnificence (ESTEEM). This programme is very much effective in imparting quality education through flexi-timings.
2. In accordance with the mission of Alagappa University as a research-intensive institution, the teaching programme of the under graduate degree programme in Business is based on state of the art of scientific research and maintains a strong emphasis on the acquisition of academic and research skills.

C) NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:

1. The curriculum has been designed to fulfill the needs of diverse class of learners including professionals who are in teaching, business professionals, banking, Insurance and management professionals.
2. B.B.A., Employment Areas:
 - Banks
 - Business Consultancies
 - Educational Institutes
 - Foreign Trade Agencies

- Industrial Houses
 - Investment Banking Companies
 - Financial Service Marketing Firms
 - Merchant Banking Institutions
 - Public Accounting Firms
 - Public Accounting Firms
 - Treasury and FOREX Department
3. B.B.A., Job Types:
- Bank clerk and Bank PO jobs
 - Central Government Subordinate Services
 - State Government Subordinate Services
 - Accounts firms
 - Taxation and financial Consultants
 - Chartered Accountant Office
 - Human Resource Consultants
 - Stock Broker firms
 - Export Import Agencies.

D) APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED IN OPEN AND DISTANCE LEARNING MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE

1. The Bachelor of Business Administration programme focuses both in-depth study of theory and acquisition of professional and research skills.
2. This programme makes learners to develop skill oriented entrepreneurship knowledge, business communication at critical thinking and proficiency in the field of business sectors.
3. This programme helps learners to acquire necessary skills to perform research, and start up entrepreneurship in the field of Business and industry.
4. It is a good base bachelor degree course for the purpose of higher research studies like M.Com., and MBA. They can avail wide employment opportunities and employability skills in the field of Business and Industry.

**E) 1. INSTRUCTIONAL DESIGN
BACHELOR OF BUSINESS ADMINISTRATION**

Course Code	Subject Name	CIA Max.	ESE Max.	TOT Max.	C
I YEAR					
I Semester					
10411	Part-I: Tamil Paper-I / Communication Skills - I	25	75	100	4
10412	Part-II : English Paper - I	25	75	100	4
10413	Principles of Economics	25	75	100	4
10414	Financial Accounting	25	75	100	4
	Total	100	300	400	16
II Semester					
10421	Part-I: Tamil Paper-II / Communication Skills - II	25	75	100	4
10422	Part-II : English Paper - II	25	75	100	4
10423	Principles of Management	25	75	100	4
10424	Cost Accounting	25	75	100	4
	Total	100	300	400	16
II YEAR					
III Semester					
10431	Organizational Behaviour	25	75	100	4
10432	Business Statistics	25	75	100	4
10433	Banking Theory	25	75	100	4
10434	Banking Law and Practice-I	25	75	100	4
	Total	100	300	400	16
IV Semester					
10441	Elements of Marketing	25	75	100	4
10442	Banking Law and Practice-II	25	75	100	4
10443	Research Methods	25	75	100	4
10444	Computer and Banking	25	75	100	4
	Total	100	300	400	16
III YEAR					
V Semester					
10451	Rural Banking	25	75	100	4
10452	Management Accounting	25	75	100	4
10453	Human Resource Management	25	75	100	4
10454	Tourism Entrepreneurship	25	75	100	4
	Total	100	300	400	16
VI Semester					
10461	Marketing of Banking Services	25	75	100	4
10462	Financial Management	25	75	100	4
10463	Business Law	25	75	100	4
10464	Entrepreneurship	25	75	100	4
	Total	100	300	400	16
GRAND TOTAL				2400	96

Course Code Legend:

1	0	4	Y	Z
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104- B.B.A Programme

Y -Semester Number

Z- Course Number in the Semester

CIA: Continuous Internal Assessment, ESE: End Semester Examination, TOT: Total,
C: Credit Points, Max.: Maximum

No. of Credits per Course (Theory) - 4	Total No. of Credits per Semester- 16
	Total Credits for the Programme- 16 X 6 = 96

DETAILED SYLLABI

Course Code	Title of the Course
10411	PART-I : TAMILPAPER - I

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

1. கண்ணதாசன் - ஸ்ரீ கிருண கானம்
 1. புல்லாங்குழல் கொடுத்த
 2. குருவாயுருக்கு வாருங்கள்

கூறு 2

1. கோகுலத்து பசுக்கள்
2. கோகுலத்தில் ஒரு நாள் ராதை
3. ஆயர்பாடி மாளிகையில்

கூறு 3

பட்டுக்கோட்டை கல்யாண சுந்தரம்

1. நெஞ்சில் குடியிருக்கும்
2. செய்யும் தொழிலே தெய்வம்

கூறு 4

1. பாரதியார்
கண்ணன் என் விளையாட்டுப்பிள்ளை
பாரத மாதா திருப்பள்ளி எழுச்சி

கூறு 5

1. பாரதிதாசன் - உலகப்பன் பாட்டு (5)
2. நாமக்கல் கவிஞர் - நோயற்ற வாழ்வு 7 பாட்டு
3. பெ.தூரன் - நிலா பிஞ்சு

கூறு 6

1. வல்லிக் கண்ணன் - வெறும் புகழ்
2. கு.ப.இராஜகோபாலன் - எதற்காக?
3. மீரா - பதினைந்து

கூறு 7

1. சிற்பி - சர்ப்ப யாகம்
2. ஞானக்கூத்தன் - தோழர் மோசிகீரணர்

கூறு 8

1. அப்துல் ரகுமான் - கண்ணும் எழுதேம்
2. சண்முக சுப்பையா - வயிறு

கூறு 9

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. கம்பராமாயணம் - அயோத்தியா காண்டம்

கூறு 10

1. சீறாப்புராணம் - ஈத்தங்குலை வரவழைத்த படலம் (1)

கூறு 11

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
1. இன்னவாயில்
2. கொழுந்துறும்
3. பஞ்சு அரங்கில்

கூறு 12

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
4. எண்ணுளே
5. ஒண்தலங்கள்
6. இரவியேந்த கஞ்சக்

கூறு 13

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
7. கன்னியாயதாயும்
8. ஏந்தி ஓங்கு உளத்து
9. ஆவ தேமுனர்
10. கொல்லும் வேலொடும்

கூறு 14

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
11. என்ற வாசகம்
12. அம்பினால்
13. வேண்டும் ஓர் வினை

Course Code	Title of the Course
10411	Part-I: Communication Skills - I

Objectives:

On completion of the course the students will be able to

- Understand the basic skills of Communication.
- Acquaint the students with important features and applications in of Communication.

- Unit 1** Communication - Meaning - Types- Importance.
- Unit 2** Barriers to Effective Communication - Principles - Principles of Effective Communication.
- Unit 3** Oral Communication - Meaning - Importance - Forms of Oral Communication.
- Unit 4** Intonation - Meaning - Function - Types Preparation of Speech- Steps Involved.
- Unit 5** Principles of Effective Oral Communication.
- Unit 6** Written Communication - Meaning - Steps - Importance - Advantages - Use of words and Phrases.
- Unit 7** Sentence - Meaning - Sentence formation - Characteristics of an Effective Sentence.
- Unit 8** Paragraph Writing - Essay Writing - Steps Involved - Outline-Layout - Contents -Drafting-Correction - Final Draft.
- Unit 9** Application for Employment and Curriculum Vitae - Steps involved.
- Unit 10** Non-Verbal Communication - Meaning - Types - Body Language - Postures - Gestures- Facial Expressions - Eye Contact.
- Unit 11** Report Writing - Report - Types of Reports - Format of a Report.
- Unit 12** Essentials of a Good Report - Preparation of Report - Procedure Involved.
- Unit 13** Meetings - Purpose of the Meeting - Procedure.
- Unit 14** Group Discussion - Quality of Content - Participation - Logical Presentation - Behavioural Skills.

References:

1. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
2. Geetha Nagaraj, Write to Communicate, 2004.
3. Wren & Martin, English Grammar and Composition, 2002.
4. Dale Carnegie, How to Win Friends and Influence People, 1981.
5. Dale R Jordan, Language Skills and Use.
6. Gartside L. Bahld, Nagammiah and McComas, Satterwhite, Modern Business Correspondence.
7. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.
8. Wallace, Michael J, Study Skills in English.
9. Editors of Readers Digest, Super Word Power.

Course Code	Title of the Course
10412	PART-II : ENGLISH PAPER - I

Learning objective:

- To understand the topics of Prose, Grammar and Composition etc.
- To know the importance of writing skills.

Prose

Unit – I	Water-the Elixir of life	- C.V. Raman
Unit – II	Mrs. Packletide’s Tiger	- SAKI
Unit – III	A Deed of Bravery	- Jim Carbett
Unit – IV	The Cat	- Catharine M.Willson
Unit – V	On Letter Writing	- Alpha of the Plough
Unit – VI	Our Ancestors	- Carl Sagan
Unit – VII	Our Civilization	- C.E.Foad
Unit – VIII	A Hero on Probation	- B.R. Nanda
Unit – IX	Dangers of Drug Abuse	- Hardin B. Fones
Unit – X	Food	- J.B.S. Haldane

Grammar

Unit – XI	- Articles-Gerunds-Participles-Infinitives-Modals-Proposition –Tenses.
Unit – XII	- Direct and Indirect Speech-Transformation of sentences- Active and passive voice.

Composition

Unit – XIII	- Letter writing - Precis writing - Developing hints.
Unit – XIV	- Dialogue writing - Paragraph writing.

References:

1. Sebastian D K, *Prose for the Young Reader*, Macmillan.
2. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Course
10413	PRINCIPLES OF ECONOMICS

Objectives:

- To understand the basic concepts and principles of Economics
- To analyze the theories, price determination and market discrimination

- UNIT 1** Exploring the subject matter of economics-Why study economics? Scope and Method of Economics; The Economic Problem: Scarcity and Choice. Reading and working with Graphs.
- UNIT 2** Introduction to Managerial Economics- Nature, Scope, Definitions of. Managerial Economics, Application of Managerial Economics to Business, Micro Vs. Macro Economics, opportunity costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium.
- UNIT 3** Consumer Behaviour-Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.
- UNIT 4** Demand Analysis- Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand.
- UNIT 5** Theory of Production- Meaning and concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis),
- UNIT 6** Cost - Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.
- UNIT 7** Marginal revenue and Marginal cost Meaning- – Optimum firm and Representative firm. Nature of costs in economics – Opportunity cost Vs Real cost
- UNIT 8** Fixed costs Vs Variable costs – Notion of marginal cost – Equilibrium of industry – Conditions of competitive equilibrium.
- UNIT 9** Interest – Interest as reward for waiting – Liquidity preference theory.Profit – Risk and uncertainty – Normal profits – Marginal productivity and profits.
- UNIT 10** Markets – Nature of competition-Meaning- Importance – Implication – Types of competition: Monopoly

- UNIT 11** Firm's Behaviour- Pricing Under Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Duopoly, Bilateral monopoly, Monopolistic competition. Price theory and practices: Price discrimination under perfect competition
- UNIT 12** Distribution: Wages – Marginal productivity–Theory of wages-Collective bargaining – Wage differentials – Wages and productivity Wage regulation.
- UNIT 13** Rent – Scarcity Vs Differential rents – Quasi rent– Rent as surplus over transfer earnings – Rent as economic surplus.
- UNIT 14** Macro Economic Analysis- Theory of income and employment, Classical, Modern (Keynesian), Approach. Macro-Economic Variables, Circular flow of income, National Income Concepts, definition and its measurement.

REFERENCE BOOKS :

1. *Stonier & Hage, Economic Theory*
2. *Samuelson Paul A, Economics*
3. *Edward Nevin, Text book of Economic analysis*
4. *Mehta P L, Managerial Economics.*

Course Code	Title of the Course
10414	FINANCIAL ACCOUNTING

Objectives:

- To understand the basic rules of accounting methods.
- To know in detail about Final account, partnership accounts and company accounts

- UNIT 1** Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation
- UNIT 2** Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.
- UNIT 3** Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry- Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.
- UNIT 4** Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms.
- UNIT 5** Bank Reconciliation Statement-Bills of Exchange and the treatment thereof - Account Current – Average Due date -Consignment and Joint Venture Accounts.
- UNIT 6** Accounts of Non-Trading Concerns-Receipts and Payment Accounts - Income and Expenditure Accounts and Balance Sheet.
- UNIT 7** Partnership: Fixed and Fluctuating Capitals – Current and Drawing Accounts – Interest on Capital and Drawings and Salary and Commission
- UNIT 8** Revaluation of Assets Meaning- Importance – Implication – Treatment of Goodwill – Admission – Retirement – Death of a Partner
- UNIT 9** Dissolution Excluding Garner Vs Murrey Decision and Meaning- Importance – Implication Sale to a Company – final Accounts.(Simple Problems Only)
- UNIT 11** Company Accounts: Issue of Shares and Debentures at Par- Premium and Discount
- UNIT 12** Forfeiture of Shares and Re-Issue of forfeited Shares Meaning – Simple Cases of Final Accounts.
- UNIT 13** Final Accounts of Banking Companies – Prudential Accounting

UNIT 14 Norms: Capital, Adequacy, Income Recognition- Asset Classification and Provisioning.

REFERENCE BOOKS:

- 1 *Gupta R L, Advanced Accounting*
- 2 *Arulanandam M A, Raman K S, Advanced Accounting*
- 3 *Shukla M C & Grewal T S, Advanced Accounting*

Course Code	Title of the Course
10421	PART-I : TAMILPAPER - II

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
14. சொல் தவிர்ந்த
 15. அன்னை
 16. அஞ்சுவார்
 17. சொல்லக் கேட்டனள்
 18. மற்றசெய்கை
 19. மண்கனியப்
 20. அழுது ஆர்ந்த

கூறு 2

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
21. பொய் பொதுளும்
 22. இன்பு அருந்தி
 23. வழுதாயின இன்பு
 24. மறம் ஏவினர்

கூறு 3

- தேம்பாவணி** - காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)
25. மண்ணோர்கள்
 26. பொய்யா விதியோய்
 27. விடியா இருள்
 28. அழுவார் எவரும்

கூறு 4

சிறுகதை - நீலபத்மநாபனின் “வான வீதியில்”

கூறு 5

உரைநடை - கம்பன் புறத்திணை - தி.சொக்கலிங்கம்

இலக்கணம் - எழுத்தும் சொல்லும்

கூறு 6

1. முதலெழுத்துகள்இ சார்பெழுத்துகள்
2. மொழி முதலெழுத்துகள் இ மொழி இறுதி எழுத்துகள்

கூறு 7

1. ஒற்றெழுத்து மிகலும் மிகாமையுமஇ
2. ஆகு பெயர் இ அன்மொழித் தொகை.
3. வினா-விடை வகைகள்

Course Code	Title of the Course
10421	Part-I: Communication Skills - II

Objectives:

- To understand the conversation and presentation skills of communication
- To discuss more on corporate communication Skills

- Unit 1** Code and Content of Communication Skills.
- Unit 2** Stimulus and Response of Communication Skills.
- Unit 3** Effective Speaking Guidelines.
- Unit 4** Pronunciation Etiquette of Communication Skills.
- Unit 5** Phonetics in Communication Skills.
- Unit 6** A Self-Assessment of Communicating Soft Skills.
- Unit 7** Language Skills - Ability - Skill Selected Need - Learner Centre activities.
- Unit 8** Listening Skills - Importance - Types of Listening - Interview Skills.
- Unit 9** Conversation Skills - Modes.
- Unit 10** Presentation Skills - Preparing - Planning - Presentation.
- Unit 11** Written Communication - Structure of Effective Sentences - Paragraph.
- Unit 12** Technical Writing - Creative Writing - Editing and Publishing.
- Unit 13** Corporate Communication Skills - Internal - Effective business writing - Letters, Proposals, Resume.
- Unit 14** Corporal Communication Skills - External - Press release - Newsletters- Interviewing skills.

References:

1. Dutt. Kiranmai & Geeta Rajjevan. Basic Communication Skills. Rev.ed. Foundation Books Pvt.Ltd. Cambridge House, New Delhi 2006.
2. Bill R. Swetmon. Communication Skills for the 21st Century. Chennai: Eswar Press. First South Asian Edition 2006.
3. Glass. Lillian. Talk to Win. New York: Perigee Books,1987.
4. Pease. Alan. Signals: How to Use Body Language for Power, Success and Love, New York: Bantam Books, 1981.
5. Walters. Lilly. Secrets of Successful Speakers. New York: McGraw-Hill, Inc., 1993.
6. Mandal. S.K. How to Succeed in Group Discussions & Personal Interviews. Mumbai: JAICO Publishing House.
7. Rogoff. Leonard and Ballenger. Grady. Office Guide to Business Letters, Memos & Reports. New York: Macmillan, 1994.
8. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
9. Geetha Nagaraj, Write to Communicate, 2004.
10. Wren & Martin, English Grammar and Composition, 2002.
11. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.

Course Code	Title of the Course
10422	PART-II : ENGLISH PAPER - II

Learning objective:

- To make the students to master in Poetry
- To make the students to know about language use

1.

Poetry

Unit – I	Sonnet	- William Shakespeare
Unit – II	Lines Composed upon Westminster Bridge	-William Wordsworth
Unit – III	Grecian Urn	- John Keats (1795-1827)
Unit – IV	Andrea Del Sarto	- Robert Browning (1812-1889)
Unit – V	The Road Not Taken	- Robert Frost (1874-1963)
Unit – VI	Strange Meeting	- Wilfred Owen (1813-1918)
Unit – VII	Gitanjali	- Rabindranath Tagore (1861-1946)
Unit – VIII	The Coromandel Fishers	- Sarojini Naidu
Unit – IX	The Express	- Stephen Spender
Unit – X	Shakespeare : The Rural of Venice	

Language Use:

Unit – XI	Essay writing
Unit – XII	Note Making
Unit – XIII	Report writing
Unit – XIV	Comprehension

References:

1. *The Golden Quill*, P.K. Seshadri, Macmillan.
2. *The Rural of Venice*, Shakespeare. (Any overseas edition).
3. *Active English Grammar*, Ed. by the Board of Editors, Macmillan.
4. *Modern English – A Book of Grammar Usage and Composition* by
5. N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Course
10423	PRINCIPLES OF MANAGEMENT

Objectives:

- To understand the basic concepts and principles of management
- To give exposure to the learners about business communication, leadership and control.

- UNIT 1** Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management. Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.
- UNIT 2** Evolution of Management Thought-Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought
- UNIT 3** Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.
- UNIT 4** Organizing: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority
- UNIT 5** Responsibility; Delegation and Decentralization; Formal and Informal Organization Staffing: Concept, Nature and Importance of Staffing.
- UNIT 6** Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z
- UNIT 7** Leadership – meaning and importance; Traits of a leader; Leadership Styles
- UNIT 8** Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid. Directing: Nature - Principles
- UNIT 9** Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System
- UNIT 10** Strategic Management -Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic Management in India
- .
- UNIT 11** Departmentalisation – Span of management -responsibility – Accountability – Decentralisation.
- UNIT 12** Communication process – Forms– Barriers – Overcoming barriers.
- UNIT 13** Co -ordination: Importance & Need – Types- Scope. Social Responsibility of Management

UNIT 14 environment friendly management -Management of Change -Management of Crisis Total Quality Management -Stress Management -International Management

REFERENCE BOOKS :

1. *Prasad L N, Reddy & Appanniah, Essentials of Management*
2. *Lallan Prasad, Koontz, O'Donnel, Essentials of Management*
3. *Koontz & O' Donnel, Essentials of Management*

Course Code	Title of the Course
10424	COST ACCOUNTING

Objectives:

- To understand the basic concept of cost accounting.
- To know about standard costing, variance analysis and cost ledgers.

- UNIT 1** Cost Accounting: Meaning, Features, Scope, Techniques, Methods, Objectives, Importance and Limitations. Costing; cost accountancy; cost centres and profit centres, Difference and similarities of cost accounting system with financial accounting system. Cost: main elements and types.
- UNIT 2** Material Control: Meaning and objectives of material control, material purchase procedure, fixation of inventory levels-reorder level, Minimum level, Maximum level, Danger level. EOQ analysis. Methods of Valuing Material Issues. Wastage of material –main types.
- UNIT 3** Labour Cost Control : Importance, methods of time keeping and Time Booking; Treatment and control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment-Time Wage System, Piece Wage System. Incentive Wage plans –Individual plans and group plans.
- UNIT 4** Overheads : Meaning and Types. Collection, Classification; Allocation, Apportionment and Absorption of Overheads –Main methods.
- UNIT 5** Unit and output costing : meaning and objectives; cost sheet–meaning, Performa, types preparation of cost sheet; determination of tender price; production account –types.
- UNIT 6** Reconciliation of cost and financial accounts : Meaning. Objectives and procedure
- UNIT 7** Process Costing: Meaning; Uses; Preparation of process account, Treatment of Normal Wastage, Abnormal Wastage, Abnormal Effectiveness;
- UNIT 8** Treatment of opening and closing stock - .Joint -Product and By -Product: Main methods of apportionment of Joint cost. Inter process profits.
- UNIT 9** Contract Costing –meaning, main features, preparation of contract account, Escalation clause; contract near completion; cost plus contract.
- UNIT 10** Job and batch costing - Budgetary control –meaning of budget and budgetary control, budgetary control as a management tool
- UNIT 11** limitations of budgetary control, forecasts and budgets, installation of budgetary control system, classification of budgets, fixed and flexible budgeting, performance budgeting, zero based budgeting and responsibility accounting

- UNIT 12** Standard Costing : meaning, limitations, standard costs and budgeted costs, determination of standard cost, cost variances, direct material and direct labour only.
- UNIT 13** Marginal Costing and Profit planning: Marginal costing, Absorption costing, Marginal cost, Cost volume Profit analysis, BEP Analysis, Key factor, BE chart, angle of incidence,
- UNIT 14** concept of decision-making and steps involved, determination of sales mix, make or buy Decisions - Cost Ledgers -Reconciliation of Cost and Financial Profits –Need for Control – Integral Accounting.

REFERENCE BOOKS:

1. *Jain and Narang, Advanced Cost Accounting*
2. *Prasad N K, Iyengar S P and Nigam and Sharma Cost Accounting*
3. *Ratnam P V, Costing Adviser.*

Course Code	Title of the Course
10431	ORGANIZATIONAL BEHAVIOUR

Objectives:

- To understand the basic concept of organizational behavior.
- To gain knowledge on significance of organizational culture.

- UNIT 1** Organizational Behaviour: Meaning – Elements – Need – Approaches – Models – Global scenario
- UNIT 2** Individual Behaviour: Personality & Attitudes- Development of personality - Nature and dimensions of attitude – Organizational Commitment
- UNIT 3** Learning – Attitudes – Perception – Motivation – Ability – Their relevance to organizational behavior.
- UNIT 4** Group Behaviour: Theories of Group Formation - Formal Organization and Informal Groups and their interaction- Importance of teams
- UNIT 5** Formation of teams - Team Work- Group dynamics – Group norms – Group cohesiveness – Their relevance to organizational behavior.
- UNIT 6** Organizational Power and Politics: Organizational Power: Definition, Types of powers, Sources and Characteristics
- UNIT 7** Effective use of power- Organizational Politics: Factors and Impact.
- UNIT 8** Organizational Stress and Conflict Management: Stress Management: Meaning – Types – Sources – Consequences – Management of stress
- UNIT 9** Organizational conflict: Constructive and Destructive conflicts - Conflict Process - Strategies for encouraging constructive conflict - Strategies for resolving destructive conflict.
- UNIT 10** Organizational Dynamics: Organizational Dynamics – Organizational Efficiency, Effectiveness and Excellence: Meaning and Approaches
- UNIT 11** Organizational Culture – Meaning, significance – Organizational Climate – Implications on organizational behavior.
- UNIT 12** Organizational Change and Development: Organizational Change: Meaning, Nature and Causes of organizational change
- UNIT 13** Resistance to change – Managing change.-Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.
- .
- UNIT 14** Development: Meaning, Nature and scope of OD – OD Interventions- Challenges to OD- Learning Organizations.

REFERENCES

- *Fred Luthans, Organizational Behaviour, McGraw-Hill/Irwin, 2006.*
- *Stephen P. Robbins, Organizational Behaviour, Prentice Hall; 2010*
- *Keith Davis, Organizational Behavior: Human Behavior at Work, McGraw Hill, 2010*
- *Griffin and Moorhead, Organizational Behavior: Managing People and Organizations, 2006.*
- *Judith R. Gordon, Organizational Behavior: A Diagnostic, Prentice Hall, 2001.*
- *K.Aswathappa, Organizational Behaviour, Himalaya Publishing, Mumbai, 2010*
- *Judith R. Gordon, A Diagnostic Approach to Organisational Behaviour, Allyn & Bacon, 1993*

Course Code	Title of the Course
10432	BUSINESS STATISTICS

Objectives:

- To understand the basic concept of Statistics.
- To gain knowledge on different measures of central tendency, index numbers and time series.

- UNIT 1** Definition, important and limitations; Functions and scope of statistics; Types of data; Data collection techniques; Presentation of data.
- UNIT 2** Data Condensation and graphical Methods :Raw data , attributes and variables , classification , frequency distribution , cumulative frequency distributions. Graphs- Histogram , Frequency polygon. Diagrams - Multiple bar , Pie ,Subdivided bar
- UNIT 3** Measures of Central Tendency – Mean (A.M., G.M., H.M.), Median, Mode – different properties; Partition values – Quartiles, Deciles, Percentiles; Partion values from Ogives
- UNIT 4** Measures of Dispersion– Range, Q.D., M.D., S.D. – their coefficients; Comparing consistency; Different properties.
- UNIT 5** Moments, Skewness and Kurtosis– Moments about an arbitrary number; Central Moments; Relation between central and non-central moments upto 4th order; and - coefficients; Meaning of skewness and kurtosis; Different measures of skewness and kurtosis.
- UNIT 6** Linear Correlation and Regression - Types of correlation, Scatter diagram, Two-waytable, Marginal and Conditional distributions; Pearson’s coefficient of correlation,Spearman’s rank correlation coefficient, Properties of correlation coefficient,
- UNIT 7** Regression analysis- Meaning and types of regression equations, Curve fitting by the method of least squares, Derivation of regression equations, Properties of regression equations.
- UNIT 8** Index Number– Construction, Price and Quantity index numbers, Laspeyres’, Paasche’s, Edgeworth-Marshall’s, Fisher’s method, Relative methods, Tests of index number formulae: Time and Factor reversal tests, General index number, Chain base index number, Cost of living index number (CLI), Uses of CLI and its applications, Uses and limitations of index numbers.
- .UNIT 9** Analysis of Time Series- Components of a time series, Adjustment in time series, Measurement of trend by moving average and least squares methods (linear and quadratic trends), Measurement of seasonal variation by simple average method, Forecasting, Deseasonalisation.

- UNIT 10** Sampling-. Sampling and Sampling Distributions; Procedure of hypothesis testing; Type I and Type II errors; One tailed and two tailed tests;
- UNIT 11** Tests of Hypothesis - Testing of hypothesis w.r.t. large samples, about population means, difference between means, attributes, population proportion and difference between two proportions.
- UNIT 12** Chi-square test; Analysis of Variance; Statistical decision making
- UNIT 13** Probability– Basic terms; Total, Compound and Bayes’ Theorems for two and three events – Problems based on them. \
- UNIT 14** Probability Distribution – Binomial, Poisson and Normal distributions; Mean and S.D. of Binomial and Poisson distributions

REFERENCE BOOKS:

1. *Elhance D N, Fundamentals of Statistics*
2. *Gupta S P, Statistics for Business Students*
3. *Gupta S P, Statistical methods*

Course Code	Title of the Course
10433	Banking Theory

Objectives:

- To understand the functions of Commercial Banks.
- To know the importance of Indian money market.

- UNIT 1** Definition of bank –kinds of banks – Credit creation by banks –Balance sheet of Banks.
- UNIT 2** Unit Banking Vs Branch Banking.
- UNIT 3** Commercial Banking –Classification of Banks –Functions –Creation of Credit –Balance Sheet –Investment Policies –Bank Assets –Banking Structure – Clearing Houses.
- UNIT 3** Reserve Bank of India –Objectives and Functions –Control of credit by R.B.I. –Indian Money Market
- UNIT 4** Introduction to Money –Kinds, Functions and Significance –Demand for and Supply of Money –Monetary Standards –Gold Standard –Bimetallism and Paper Currency Systems –Paper Money –Money Market.
- UNIT 5** Foreign Exchanges – Exchange Market and Rates of Exchange – Exchange Control.
- UNIT 6** Banking Regulation Act, 1949: History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co- operative banks.
- UNIT 7** Indian Banking –Reserve Bank of India–Organisation –Management - Functions –NABARD –State Bank of India –Exchange Banks –Commercial Banks -Indigenous Banks –Co-operative Banks.
- UNIT 8** State Bank of India: Brief History; objectives; Functions; Structure and organization; Working and progress
- UNIT 9** Regional Rural and Co- operative Banks in India: Functions; Role of Regional rural and co-operative banks in rural India; Progress and performance
- UNIT 10** Regional Rural and Co- operative Banks in India: Functions; Role of Regional rural and co-operative banks in rural India; Progress and performance
- UNIT 11** Place of Private Sector Banks.-Role and functions in india
- UNIT 12** Bankers as Borrowers – Precautions to be taken before opening accounts -Legal significance of Fixed Deposit Receipts.

UNIT 13 Definition of the term banker and customer – General relationship – special relationship – main functions and subsidiary services rendered by banker – agency services and general utility services.

UNIT 14 Recent Trends in Indian Banking System

Note: Students are expected to be aware of changes upto 6 months prior to the date of examinations.

REFERENCE BOOKS:

1. *Basu, Theory and Practice of Development Banking*
2. *Muranjan S K, Modern Banking in India*
3. *Reddy, Appanniah, Natarajan & Gordon, Banking Theory and Practice.*

Course Code	Title of the Course
10434	BANKING LAW AND PRACTICE-I

Objectives:

- To understand the basic concept of banking.
- To know about the negotiable instruments.

- UNIT 1** Definition of banking – Relationship between banker and customer – General relationship
- UNIT 2** Obligations of a banker: Obligation to honour cheques and to maintain secrecy of accounts
- UNIT 3** Banker’s rights: Right of general line, set-off, appropriation and to charge interest and incidental charges.
- UNIT 4** Negotiable Instruments – Definition – Characteristics features – Distinguishing features of cheque, bill and promissory note
- UNIT 5** Types of bills of exchange – Trade bills and accommodation bills – Discounting of bills – Due date of bills – Dishonour of bills – Noting and protesting
- UNIT 6** Holder and Holder in due course of negotiable instruments – Payment in due course – Return of cheques.
- UNIT 7** Endorsements – Definition – Kinds – Crossing – Types – MICR Cheques – Paying banker;
- UNIT 8** Precautions to be taken before a cheque for payment and statutory protection – Collecting banker Duties and Statutory Protection.
- UNIT 9** Types of customers and account holders – Procedure and practice in opening and conducting the accounts of customers viz., Minors, Joint account holders, Partnership firms, Joint stock companies,
- UNIT 10** Executors and Trustees, Clubs and Associations, Joint Hindu Family etc – Non-Resident Accounts.
- UNIT 11** Different types of accounts in a bank: Savings, Current and Fixed deposit accounts
- UNIT 12** Opening, Operation and Closing of such a counts – Legal aspects of entries in the Pass Book.
- UNIT 13** Services to customers: Remittance of funds, Safe Deposit Lockers, Guarantee, Letters of credit,

UNIT 14 Travellers cheques, Gift cheques, Credit Cards, Rural Banking Services, - Investment Counselling, carrying out standing instructions and other miscellaneous services. legal effect. Modern Banking, Banking practice – E- Banking – Internet banking – Mobile banking – ATMS- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.

REFERENCE BOOKS:

1. *Tannan, M.L, Banking Law and Practice in India, Thacker & Co. Ltd., Bombay, Latest Edn.*
2. *Sundaram & Varshney, Banking Theory, Law and Practice, Sultan Chand & Sons, New Delhi, Latest Edn.*
3. *Indian Institute of Bankers, Mumbai , Commercial Banking Volume I, II and III.*

Course Code	Title of the Course
10441	ELEMENTS OF MARKETING

Objectives:

- To understand the elements of marketing
- To know more about market segmentation strategies and consumer behavior

UNIT 1	Introduction: Nature and scope of marketing; importance of marketing as a business function, and in the economy;
UNIT 2	Marketing concepts -traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.
UNIT 3	Consumer Behaviour: Nature, scope and significance of consumer behaviour. - Factors influencing consumer behaviour
UNIT 4	Market segmentation -concept and importance; Bases for market segmentation- Market Segmentation Strategies – Marketing mix
UNIT 5	Product Concept of product, consumer, and industrial goods; Product planning and development.
UNIT 6	Product positioning – Packaging -role and functions; Brand name and trade mark; After- sales service; Product life cycle concept
UNIT 7	Price- Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates
UNIT 8	Distributions Channels: Distribution channels - concept and role; Types of distribution channels; Factors affecting choiceof a distribution channel; Retailer and wholesaler;
UNIT 9	Physical distribution of goods; Transportation Warehousing; Inventory control; Order processing
UNIT 10	Promotion: Methods of promotion; Optimum promotion mix; Advertising media- their relative merits and limitations; Characteristics of an effective advertisement
UNIT 11	Personal selling; Selling as a career; Classification of a successful sales person; Function of salesman
UNIT 12	Training and Compensation – Evaluation of performance of Sale Force – Advertisement and Publicity

UNIT 13 Communication –Meaning, nature and importance. Communication process and elements of communication process. Barriers in communication. Marketing communication mix concept, factors affecting the promotion or communication mix. Communication mix determination process.

UNIT 14 Setting up of target, policies, strategies, integrated communication in marketing, recent trends in marketing

REFERENCE BOOKS:

1. *William J Stanton, Fundamental of Marketing*
2. *Mamoria C B & Satish Mamoria, Marketing Management*
3. *Gandhi J C, Rajan Nair, Marketing*
4. *Sherlekar S A, Essentials of Marketing Management*

Course Code	Title of the Course
10442	Banking Law and Practice-II

Objectives:

- To understand law of banking practice
- To analyze the industrial sickness and causes

- UNIT 1** Principles of Lending –Types of Borrowings –Precautions to be taken by a banker- Loans and advances against different type of securities
- UNIT 2** forms of advances such as Cash credit, Overdraft, Loan, Purchase and Discounting of bills – borrower study.
- UNIT 3** Secured advances: Different types of securities viz., – Need for Control –Types- Scope, Features Government securities
- UNIT 4** Corporate securities, Life Insurance Policies. Goods, Document of Title to Goods, Real estate and Book debts,
- UNIT 5** Modes of creating charges viz., Meaning- Importance – Implication – Need for Control –Types- Scope, Features Lien, Pledge, Hypothecation and Mortgage.
- UNIT 6** Guarantees: Definition – Essential features of a contract of guarantee- Features
- UNIT 7** Liability of the surety – Rights of surety
- UNIT 8** Obligations of creditor towards surety Rights of creditor. Meaning- Importance – Implication – Need for Control –Types- Scope, Features
- UNIT 9** Loan appraisal: Managerial appraisal, Technical appraisal
- UNIT 10** Commercial appraisal and Financial appraisal – Follow up and supervision – NPAs. - Need for Control –Types- Scope, Features
- UNIT 11** Documentation: Meaning – Documentation in respect of various types of borrowers and securities
- UNIT 12** Essential clauses – Indian Stamp Act – Limitation Act.
- UNIT 13** Industrial Sickness
- UNIT 14** Industrial Causes – Rehabilitation of Sick units.

REFERENCE BOOKS:

1. *Bedi H.L. and Hardikar V.K., Practical Banking Advances.*
2. *Kannan M.L., Banking law and Practice in India, Thacker & Co.*
3. *Commercial Banking 4 Volumes.*

Course Code	Title of the Course
10443	RESEARCH METHODS

Objectives:

- To know the basic concepts of research
- To know about different sampling methods and techniques

UNIT 1	Meaning, Types and Process of Research: Meaning – Purpose – Types of Research
UNIT 2	Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental and Case & Generic Researches
UNIT 3	Significance of research in social sciences – Process of research – Meaning – Scientific method – Induction and deduction.
UNIT 4	Planning Research: Research problem – Identification, selection and formulation of research problem – Review of literature in the field of business
UNIT 5	Economic management: Use in identifying Research Gaps and Techniques – Hypothesis – Meaning – Sources and Types of Hypothesis – Hypothesis Formulation for testing – Research design – Factors affecting research design – Evaluation of research design.
UNIT 6	Sampling Design: Census method and sampling method for investigation – Principle of sampling – Essentials of a good sampling – Methods of sampling
UNIT 7	Probability and non-probability sampling methods – Sample size – Factors affecting the size of the sample – Biased sample – Sampling and non-sampling errors.
UNIT 8	Sources and Collection of Data: Sources of data – Primary and secondary data – Modes of data collection – Observation: Types and Techniques – Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Limitations of interview
UNIT 9	Schedule: Meaning and kinds – Essentials of a good schedule – Procedure for the formulation of a schedule – Questionnaire: Meaning and types – Format of a good questionnaire– Schedules vis-a-vis Questionnaires
UNIT 10	Scaling techniques: Meaning, Importance, Methods of their construction of Questionnaires or Schedules – Pre-testing of Data Collection Tools- Validity and Reliability – Methods.
UNIT 11	Processing and Analysis of Data: Meaning – Importance – Process of data analysis – Editing – Coding – Tabulation – Diagrams – Univariate, Bivariate and Multi-variate analyses

- UNIT 12** Test of Hypothesis: Fundamentals on Test Procedure- Testing for significance of Mean/Proportion and difference between Means/Proportions- F Test for Means and Chi-square test Contingency Table
- UNIT 13** Concept and Types of Non-parametric Tests- Mann Whitney Test- The process of interpretation of Test Results– Guidelines for making valid interpretation.
- UNIT 14** Report Writing : Role and types of reports – Contents of research report – Steps involved in drafting reports – Principles of good report writing – Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions- Features of a good Report- Criteria for evaluating research reports/ research findings.

REFERENCES

1. John W Best & James V. Kahn *Research in Education*, Allyn and Bacon, 2009
2. Anderson et-al, *Thesis and Assignment Writing*, Wiley, New Delhi, 1989.

Course Code	Title of the Course
10444	COMPUTER AND BANKING

Objectives:

- To understand more about computer
- To know about hardware and software

- UNIT 1** Electronic Banking: Traditional Banking Vs E-Banking-Facets of E-Banking
-E-Banking transactions - truncated cheque and Electronic cheque
- UNIT 2** Models for E-banking-complete centralized solution- features-CCS-Cluster approach-Hi tech. Bank with in Bank Advances of E-Banking-Constraints in E-Banking
- UNIT 3** Online Banking: Introduction –concept and meaning-the electronic delivery channels- need for computerization-Automatic Teller Machine(ATM) at home –Electronic Fund Transfer(EFT)-uses – computerization in clearing houses- Telebanking- Banking on home computers –Electronic Money Transfer -uses of EMT.
- UNIT 4** Updating Bank saving accounts –Computer bank branches-Financial Transaction Terminals- (FTT)-E-Cheque-Magnetic Ink Character Recognition (MICR) and Cheques
- UNIT 5** E-Banking Security- Introduction need for security –Security concepts- Privacy –Survey. Findings on security-Attack-Cyber crimes-Reasons for Privacy
- UNIT 6** Tampering-Encryption –Meaning-The encryption process-may appear as follows - Cryptogram-Cryptanalyst-cryptography-Types of Cipher systems – Code systems-Cryptography-Cipher-Decipher-Jumbling-Asymmetric-Crypto system-Data Encryption Standard
- UNIT 7** E-Banking in India-Procedure-Programmes-Components- How to go on net for Online Banking-advantages-Limitations.
- UNIT 8** E-Builder solutions-Digital certificate-Digital Signature &Electronic Signature-E-Security solutions— solutions providers-E-locking technique- E-locking services-Netscape security solutions- Pry Zone

- UNIT 9** E-software security Internet-Transactions-Transaction security-PKI-Sierras Internet solutions-inc –security devices-Public Key Infrastructure-(PKI)-Firewalls Secure Ledger-(FSL)-Secure Electronic Transaction(SET).
- UNIT 10** Basic concepts of data processing – Binary number system – Octal and hexadecimal – Representation of non-numeric data
- UNIT 11** CPU – Main memory – Peripheral controllers – Peripherals.
- UNIT 12** Software: Need for software – What is software? Types of software, System Software -Operating systems – language translators -Programming languages.
- UNIT 13** LAN – Local processing with batch updates – Meaning- Importance – Implication – Need for Control –Types- Scope, Features AIMS – Home banking – EFT – MICR.
- UNIT 14** Inter branch reconciliation Security considerations – Accidental damage, power failures and malicious damage .

REFERENCE BOOKS:

1. *Bajwa K.S., Bank Mechanization, Skylark Publications*
2. *Srivatsava, Computer Applications in Banks, BTC, RBI*
3. *Sanjay Soni and Vinayak Aggarwal, Computers and Banking Sultan Chand & Sons.*

Course Code	Title of the Course
10451	RURAL BANKING

Objectives:

- To investigate the concept of rural banking and growth
- To know about Loan syndication and capital issue

- UNIT 1** Rural Banking: Meaning – Importance – Activities of a Rural banker – Project counselling – Loan syndication – Management of public issues – Underwriting, bankers to issue and other services
- UNIT 2** Growth of Rural banking in India — Meaning- Importance – Implication – Need for Control –Types- Scope, Features .- Role of the SEBI in regulating Rural banking industry - Role of NSE and OTCEI.
- UNIT 4** Project related activities of a Rural banker: Corporate Counselling: Organisational goals —Loan Syndication: Meaning and scope – Steps in syndication–
- UNIT 5** Capital Issue related activities of a Rural banker: Changing structure of Indian Capital Market – Management of pre-issue activities
- UNIT 6** corporate securities : Types and characteristics – Marketing of corporate securities – Steps to be taken by the issuing company and the lead manager – Underwriting.
- UNIT 7** Management of post-issue activities – Processing of data – Reporting to SEBI – Under subscription – Bridge loans – Allotment of shares – Listing of securities.
- UNIT 8** Service oriented activities of a Rural banker: Mergers and Amalgamations: Meaning – Purpose – Types of mergers.
- UNIT 9** Role of Rural bankers in mergers – Portfolio Management: Functions of portfolio managers – Explanation to risk – CAPM Approach to market operations.
- UNIT 10** Miscellaneous activities of a Rural banker: Venture capital – Origin – Administration of venture capital fund – Mutual fund

- UNIT 11** Classification of mutual funds – Factoring – Mechanism and types of factoring Domestic - Cash Management, ST/MT Funding, Meaning and importance cash management, Objectives,.
- UNIT 12** Cash flow cycle, Cash flow budgeting and forecasting, Electronic cash management, MT and LT funding, Term loans, Securitization, Cost center, Profit center, Planning and control, Capital Budgeting.
- UNIT 13** Liquidity Management- Objectives-Sources-Maturity concerns: Projected cash and core sources- Contingency Plans- ST/NT Liquidity – Maturity Ladder Limit- Internal control-Information- Netting.
- UNIT 14** Regulation, Supervision and Compliance- Need and significance of internal and external audit.

REFERENCES

1. Machiraju H R, *Rural Banking: Principles and Practice*.
2. Dr.Verma J C, *Bharat's Manual of Rural Banking*.

Course Code	Title of the Course
10452	MANAGEMENT ACCOUNTING

Objectives:

- To analyze the management accounting concepts and applications
- To study the budgeting and budgetary control

- UNIT I** Management accounting – Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting –
- UNIT2** Financial statement analysis – Comparative statement – Common size statement – Trend percentage.
- UNIT3** Ratio analysis – Meaning – Classification – Liquidity, solvency, turnover and profitability ratios – Dupont chart – Construction of balance sheet.
- UNIT 4** Fund flow statement – Meaning– Preparation – Schedule of changes in working capital – Funds from operation – Sources and applications
- UNIT 5** Cash flow statement – Meaning – Difference between funds flow statement and cash flow statement – Preparation of cash flow statement as per Accounting Standard 3.
- UNIT 6** Budget and Budgetary control – Meaning – Advantages – Preparation of sales, production, production cost, purchase, overhead cost, cash and flexible budgets
- UNIT 7** Standard costing – Meaning, Advantages and Limitations.
- UNIT 8** Variance analysis – Significance - Computation of variances (Material Labour and overheads)
- UNIT 9** Marginal costing – CVP analysis – Break even analysis
- UNIT 10** BEP - Managerial applications – Margin of safety – Profit planning.
- UNIT 11** Differential Costing.
- UNIT 12** Capital Budgeting – Meaning – Importance – Appraisal methods
- UNIT 13** Payback period — Accounting rate of return - Discounted cash flow – Net present value – Profitability index – Internal rate of return.
- UNIT 14** Methods of evaluation of Alternative Capital Expenditure Programme.

REFERENCE BOOKS:

1. *Maheswari S N, Management Accounting and Financial Control*
2. *Man Mohan and Goyal, Management Accounting*
Hingorani, Ramanathan, and Katyal, Management Accounting

Course Code	Title of the Course
10453	HUMAN RESOURCE MANAGEMENT

Objectives:

- To understand basic concepts and functions of Human Resource Management
- To know more about Employee welfare and Employee retention

- UNIT 1** Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM
- UNIT 2** Strategies for the New Millennium: Role of HRM in strategic management; human capital; emotional quotient; mentoring; ESOP; flexi-time; quality circles; Kaizen TQM and Six Sigma
- UNIT 3** Role and structure of Human Resource Function in organizations- Challenges in Human Resource Management- Approaches to Human Resource Management
- UNIT 4** Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification
- UNIT 5** Recruitment and Selection Process: Sources of recruitment- internal Vs. External; Domestic Vs. Global sources- Selection process
- UNIT 6** Tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations.
- UNIT 7** Placement and Induction- Training and Development: Concept and importance of training
- UNIT 8** types of training; methods of training; design of training programme; evaluation of training effectiveness.
- UNIT 9** Executive development – process and techniques; career planning and development.
- UNIT 10** Employee Compensation and Retention: Wages and Salary Administration – Bonus – Incentives – Fringe Benefits –Flexi systems
- UNIT 11** Sweat Equity- Job evaluation systems –Promotion – Demotions – Transfers- Labour Attrition: Causes and Consequences.
- UNIT 12** Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance: overview of employee welfare, health and safety, social security

- UNIT 13** Employee Retention: Need and Programs.- Employee Welfare, Separation: Welfare and safety – Accident prevention – Employee Grievances and their Redressal – Industrial Relations.
- UNIT 14** Trade Unions - Multiplicity of Trade Unions – Workers Participation in Management- Separation: Need and Methods- Human Resource Information System- Personnel Records/ Reports- e-Record on Employees – Personnel research and personnel audit – Objectives – Scope and importance.

REFERENCES

1. Mathis and Jackson, *Human Resource Management*, South-Western College, 2004.
2. Nkomo, Fottler and McAfee, *Human Resource Management*, South-Western College, 2007.
3. R. Wayne Mondy, *Human Resource Management*, Prentice Hall, 2011.
4. Venkataraman & Srivastava, *Personnel Management & Human Resources*
5. Arun Monappa, *Industrial Relations*
6. Yodder & Standohar, *Personnel Management & Industrial Relations*
7. Edwin B. Flippo, *Personnel Management*, McGraw-Hill, 1984
8. Pigors and Myers, *Personnel Administration*
9. R.S. Dwivedi, *Manpower Management*
10. Lynton & Pareek, *Training and Development*, Vistaar Publications, 1990.

Course Code	Title of the Course
10454	TOURISM ENTREPRENEURSHIP

Objectives:

- To make the students to know about Entrepreneurship concepts
- To analyze the Entrepreneurial Opportunities in Tourism

- UNIT 1** Entrepreneur & Entrepreneurship: Definition and Theories;
Entrepreneurship environment – Socio-economic, Cultural, Political & Natural, Characteristics of Entrepreneur & Entrepreneurial Behaviour
- UNIT 2** Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management
- UNIT 3** Preparation of business plan and managerial process in small scale enterprise. Entrepreneurial performance assessment. Managing family enterprises in Tourism industry. Promotional agencies for SMEs in India Opportunity Identification – Business Plan - Feasibility Report – Funding options
- UNIT 4** Entrepreneurial Opportunities in Tourism –I (Accommodation):
Entrepreneurial opportunities in Tourism: An overview- Entrepreneurial opportunities in Accommodation sector- Nature, Scope, Risk and Return aspects of the opportunity- Sources of finance
- UNIT 5** Entrepreneurial Opportunities in Tourism –II (Transportation):
Entrepreneurial opportunities in Transportation sector: Determinants of success of the venture- Case studies of selected Hotel Projects
- UNIT 6** Risk and Return aspects of the opportunity- Sources of finance – Determinants of success of the venture- Case studies of selected Tourist cab services.
- UNIT 7** Entrepreneurial Opportunities in Tourism –III (Shopping and Restaurant):
Entrepreneurial opportunities in Shopping and Restaurant services sector- Extent of tourist spending on these aspects- Sources of finance – Determinants of success of the venture.
- UNIT 8** Entrepreneurial Opportunities in Tourism –IV (Tourism Attraction Development):
Entrepreneurial opportunities in tourism attraction development:
- UNIT 9** Sources of finance – Determinants of success of the venture- Case studies of selected Theme parks, Resorts Hotels, Tour operators, etc.
- UNIT 10** Entrepreneurial Development in Tourism: Programmes for developing entrepreneurship – Entrepreneurial culture
- UNIT 11** Tourism industry and business ideas; business strategy- understanding customers and analyzing competition

- UNIT 12** Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Financial requirements and sources of finance;
- UNIT 13** Form of organisation and legal considerations; networking and collaboration; good business practices;
- UNIT 14** Setting up a tourism enterprise- steps, procedures, licenses, registration etc
Intrapreneurship – Special Programmes of assistance.

REFERENCES

1. Peter F Drucker, *Innovation and Entrepreneurship*
2. Charles R. Goeldner, Brent Ritchie, J.R., *Tourism : Principles, Practices, Philosophies.*
3. Philip Kotler , et.al., *Marketing for Hospitality and Tourism, Ed.3*
4. Peter Mason, *Tourism Impacts, Planning and Management*
5. Roy A. Cook, et.al., *Tourism : The Business of Travel, Ed.2*
6. Douglas Robert Brown, *The Restaurant Managers Handbook : How to setup, Operate and Manage a Financially Successful Food Service Operation*

Course Code	Title of the Course
10461	MARKETING OF BANKING SERVICES

Objectives:

- To understand the meaning and implications in banking marketing
- To analyses the Market Segmentation and relevance of banking services

UNIT I	Marketing – Meaning – Importance of Marketing – Modern Marketing Concept – Features of the Modern Marketing Concept .
UNIT 2	Marketing and Selling Social Marketing – Demarketing – Remarketing.
UNIT 3	Relevance of marketing to banking – Marketing environment for a banker
UNIT 4	Marketing Mix of a banker – Marketing Plan: Bank’s business objectives, Marketing Audit, SWOT Analysis, Marketing Objectives and Marketing.
UNIT 5	Market Segmentation – Bases – Marketing outlet for a banker – Suitable location for a bank branch – Branch Layout.
UNIT 6	Product Mix: Product Line of a banker, New Product Development, Constraints on Product Development,
UNIT 7	Product Management, Non Fund Based Business.Meaning- Importance – Implication – Need–Types- Scope, Features Management of change
UNIT 8	Price Mix: Meaning, Importance, Factors affecting price of a product, pricing objectives,
UNIT 9	Pricing Policies, Deregulation of Interest rates, Service Charges.
UNIT 10	Promotion Mix: Meaning, Objectives, Methods, Factors affecting Promotion Mix of a Banker:
UNIT 11	Personal Promotional Efforts, Direct Marketing Public Relations, Societal Banking, Customers Meets, Customer Service,
UNIT 12	Advertising, Publicity – Good Promotional.Meaning- Importance – Implication – Need–Types- Scope, Features Management of change
UNIT 13	Bank Marketing Personnel – Selection –Meaning- Importance – Implication – Need–Types- Scope, Features Management of change

UNIT 14 Motivation – Training and Development. Meaning- Importance –
Implication – Need–Types- Scope, Features Management of change

REFERENCE BOOKS:

1. Ramasamy and Namakumari, Marketing Management.
2. Gupta and Rajan Nair, Marketing Management.
3. Madhukar, Dynamics of Bank Marketing.
4. Kenneth Andrew, The Bank Marketing Handbook.

Course Code	Title of the Course
10462	FINANCIAL MANAGEMENT

Objectives:

- To understand Concepts and conventions of financial management
- To study the capital structure and determinations
- To study about working capital management

- UNIT 1** Evolution, Scope and Functions of Finance Managers- Introduction; Scope of Finance; Financial Management System; Finance Functions ; Role of a Finance Manager
- UNIT 2** Objectives of a Firm – Introduction; Profit Maximization; Shareholders’ Wealth Maximization (SWM)
- UNIT 3** Financial Planning – Introduction; Meaning of Budget; Types of Budgets; Advantages of Budgeting; Responsibility Accounting
- UNIT 4** Time Value of Money - Introduction; Concept of Time Value of Money; Compounding Method ; Discounting Method
- UNIT 5** Cost of Capital – Introduction; Cost of Capital; Cost of Debt; Cost of Preference Capital; Cost of Equity Capital; Approaches to Derive Cost of Equity; Weighted Average Cost of Capital and Weighted Marginal Cost of Capital.
- UNIT 6** Financial and Operating Leverage – Introduction; Meaning of Financial Leverage; Measures of Financial Leverage; Calculation of Earnings Per Share (EPS) and Return on Equity (ROE) ; Financial and Operating Leverages
- UNIT 7** Capital Budgeting Decisions- Introduction; Capital Budgeting Process ; Methods to Evaluate Investment Proposals ; Capital Rationing
- UNIT 8** Capital Structure Theories - Introduction; Relevance of Capital Structure Theories ; Irrelevance of Capital Structure
- UNIT 9** Sources of Finance - Introduction; Short-term Finance ;Long-term Funds
- UNIT 10** Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing
- UNIT 11** Dividend Policy – Introduction; Dividend Policy; Financing and Dividend Decision; Dividend Relevance: Walter’s Model
- UNIT 12** Working capital Management: Introduction; Concepts of Working Capital ; Operating Cycle Method.

UNIT 13 Management of Cash – Introduction ; Motives for Holding Cash; Facets of Cash Management; Cash Planning; Cash Forecasting and Budgeting; Determining the Optimum Cash Balance

UNIT 14 Investing Surplus Cash in Marketable Securities - Credit Policy: Nature and Goals ;Collection Procedures ; Nature of Inventory.

REFERENCE BOOKS:

1. Kuchal S C, Corporation Finance
2. Kulkarni P, Financial Management
3. Pandey I M, Financial Management

Course Code	Title of the Course
10463	BUSINESS LAW

Objectives:

- To understand the basics in business law
- To identify Fundamental Principles, need, scope of business law

UNIT 1 Introduction: Introduction, Meaning and Scope of Business Law, Sources of Law, Laws applicable to Business

UNIT 2 Indian Contract Act, 1872: Introduction, Definition and Meaning of Contract, Essentials of a Contract, Types of Contracts, Capacity of Parties, Modes of Discharge of a Contract, Remedies for Breach of Contract.

UNIT 3 Law of Agency: Introduction, Agent and Agency, Kinds of Agencies, Creation of Agency, Principal and Agent , Termination of Agency

UNIT 4 Sale of Goods Act, 1930: Introduction, Contract of Sale of Goods, Essentials of a Contract of Sale, Price, Agreement to sell at valuation, Rights and Duties of Buyer, Right of Unpaid Seller, Conditions and Warranties, Transfer of Property, Performance of Contract

UNIT 5 Negotiable Instruments Act, 1881: Introduction , Definition and Meaning of Negotiable Instrument, Promissory Note, Bill of Exchange , Cheque, Parties to Negotiable Instruments, Maturity of Negotiable Instrument, Negotiation , Dishonor of a Negotiable Instrument, Notice of dishonor, discharge of a Negotiable Instrument

UNIT 6 Partnership Act, 1932: Introduction, Nature of the Partnership, Features of Partnership, Qualities of a Partnership, Advantages, Limitations, Kinds of Partners, Partnership Deed, Registration of a Partnership, Effects of registration , Effects of non – registration, Rights and Duties of Partners, Dissolution of Partnership.

- UNIT 7** Companies Act, 1956: Introduction, Definition and Characteristics, Classification of Companies, Incorporation of a Company, Share Capital, Company management, Meetings, Resolution
- UNIT 8** Consumer Protection Act [COPRA], 1986: Introduction, Background, Definitions, Consumer Protection Council, Central Consumer Protection Council, Consumer Redressal Agencies, Administrative Control of National Commission.
- UNIT 9** Competition Act, 2002: Meaning and Scope of Competition Act, Salient Features of Competition Act, Offences and Penalties under the Act
- UNIT 10** Intellectual Property Rights: Meaning and Scope of Patent Act and Amendments of WTO Agreements, Rights of Patentee , Infringement , Remedies, Trademarks, Copyright
- UNIT 11** Information Technology Act, 2000: Background, Salient Features, Digital Signature, Electronic Governance, Regulation of Certifying Authorities, Cyber Laws, Penalties for Offences.
- UNIT 12** Micro Small And Medium Enterprises Development Act, 2006: Classification of Micro, Small and Medium Enterprises,
- UNIT 13** Salient Features of Micro, Small and Medium Enterprises Act, Reservation Policy, Credit Policy, Government Policy towards Taxation and Incentives
- UNIT 14** Management of companies –Meetings- Types- Requirements- Protection of minority interest- Methods of Winding-up.

REFERENCES:

1. M.S.Pandit and ShobhaPandit, Business Law, Himalaya Publishing House, Mumbai, 2010.
2. Pathak, Legal Aspects of Business, TMH, 2009.
3. N.D. Kapoor, Mercantile Law, Sultan Chand & Sons, New Delhi.
4. M.C. Shukla, Mercantile Law, S. Chand & Co., New Delhi.
5. Relevant Bare Acts.
6. Balachandran and Thothadri, business Law, TMH, 2010

Course Code	Title of the Course
10464	ENTREPRENEURSHIP

Objective:

- To stimulate the learners to the concept of entrepreneurship
- To imbibe the knowledge to the students on entrepreneurial culture, training and special programs.

- UNIT 1** Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship
- .UNIT 2** The Entrepreneur: Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.
- UNIT 3** Business Opportunity Identification: Business ideas, methods of generating ideas, and opportunity recognition
- UNIT 4** Preparing a Business Plan: Meaning and significance of a business plan, components of a business plan, and feasibility study
- UNIT 5** Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks
- UNIT 6** Launching the New Venture: Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture
- UNIT 7** Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital
- UNIT 8** Business ideas – project identifications and formulations –classifications - Project feasibility study – projects appraisal methods- product designs network analysis – financial analysis.
- UNIT 9** Financing Entrepreneur – Institutional finance to Entrepreneurs – role of IDBI – IFCI-ICICI-IRCI-SIDBI-LIC-SFC-TIIC-Commercial banks in financial role.
- UNIT 10** Promoting Enterprise –SSI-Role and growth of SSI – Regulation governing SSI- incentives and concessions - sickness and causes and remedial.

- UNIT 11** Institutional developments of Entrepreneurs- role of DIC –SISI –SIDCO– NSIC- NAYE-KVIC-TCDS-ITCOT and Entrepreneurial guidance bureau - Incentives and subsidies to Entrepreneurs problems and prospectus EDP-for developing women and rural Entrepreneurs- Entrepreneurial motivation.
- UNIT 12** Harvesting Rewards: Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy
- UNIT 13** Programmes for Developing Entrepreneurship : Entrepreneurship development programmes – Seed Capital assistance – Capital subsidy - Backward area development schemes – Sales tax concessions – Energy concessions – Recent trends.
- UNIT 14** Entrepreneurial Culture – Entrepreneurial Society – Intrapreneurship.Meaning- Importance – Implication – Need–Types- Scope, Features Management of change-Special Programmes of assistance to Entrepreneurship

REFERENCES :

1. Peter F. Drucker, Innovation are Entrepreneurship.
2. Saravanavel,EntrepreneurshipDevelopment.
3. Gupta and Srinivasan, Entrepreneurship Development.
4. N.P. Singh, Entrepreneurship Development N.P. Singh.
5. B.C. Tandon,Environment and Entrepreneurship.
6. Srivastava, A Practical Guide to Industrial Entrepreneurs.

3. DURATION OF THE PROGRAMME

The course shall consist of three academic years divided into six semesters.

4. Faculty and Support Staff Requirements

This programme requires the following faculty and supporting staffs

Staff Category	Required
Core Faculty *	3
Faculty – Specialization*	2
Faculty for Language	2
Clerical Assistant	1

*At least Assistant Professor Level (Either permanent or part time)

5. Instructional Delivery Mechanism

Each semester there will be one contact programme of 64 hours duration in theory. The SLM (Self Learning Material) will be supplied to the students in print form as well as in CD form. The face to face contact sessions of the programme for theory courses will be held at the head quarter / learning centres. The conduct of end semester examinations, evaluation and issuance of certificates will be done by office of the Controller of examinations, Alagappa University, Karaikudi.

F) PROCEDURE FOR ADMISSION, CURRICULUM TRANSACTION, AND EVALUATION

Procedure of Admission

A candidate who has passed HSC or 3year Diploma is eligible for getting admission. For Lateral Entry to II year of the programme, a candidate who has passed 3year Diploma in Modern office/Commercial practice from any University/college shall be permitted to appear and qualify for the BBA programme.

Curriculum Transactions:

The class room teaching would be through conventional lecture, use of OHP, power point presentation and novel innovative teaching ideas like television and computer aided instruction. Student seminars would be arranged to improve their awareness and communicative skill.

Face to face contact session will be conducted as given in below table.

Course Type	Face to Face Contact Session/semester (in Hours)
4 Theory courses with 4 credits	64
Total	64

Evaluation

The examinations shall be conducted for theory to assess the knowledge acquired during the study. There shall be two systems of examinations viz., internal and external examinations. In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignments preparation. The internal assessment shall comprise of maximum 25 marks for each course. The end semester examination shall be of three hours duration to each course at the end of each semester. The end semester examinations shall comprise of maximum of 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

f. 3.2. Distribution of Marks in Continuous Internal Assessments:

The following procedure shall be followed for awarding internal marks for **theory** courses

Component	Marks
Assignments(2) (12.5+12.5)	25
Total	25

Question paper pattern (Theory)

- The question paper carries a maximum of 75 marks.
- The question paper consists of three sections namely Part-A, Part-B and Part-C.
- Part-A consists of 10 questions of 2 marks each (10 x 2 = 20 marks) with no choice. The candidate should answer all questions.

- Part-B consists of 5 either or choice questions. Each question carries 5 marks (5 x 5=25 marks).
- Part-C consists of 5 questions. Each question carries 10 marks. The candidate should Answer any three questions (10 x 3 = 30 marks).

Passing minimum

- There shall be no Passing Minimum for Internal.
- For External Examination, Passing Minimum shall be of 40% (Forty Percentage) of the maximum marks (75) prescribed for the paper.
- In the aggregate (External + Internal) the passing minimum shall be of 40marks for each Paper
- Grading shall be based on overall marks obtained (internal + external).

Candidate who does not obtain the required minimum marks for a pass in a course shall be required to appear and pass the same at a subsequent appearance.

Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
00-49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course i in any semester

G_i = Grade Point obtained for course i in any semester.

n refers to the semester in which such courses were credited

For a semester;

$$\text{Grade Point Average [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

Grade Point Average = Sum of the multiplication of grade points by the credits of the courses

Sum of the credits of the courses in a semester

For the entire programme;

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum C_{ni} G_{ni}}{\sum C_{ni}}$$

CGPA = Sum of the multiplication of grade points by the credits of the entire programme

Sum of the credits of the courses for the entire programme

CGPA	Grad	Classification of Final Result
9.5-10.0	O+	First Class- Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

*The candidates who have passed in the first appearance and within the prescribed semester of the UG Programme are eligible.

Maximum duration for completion of the course

The maximum duration for completion of B.B.A degree shall not exceed five years after the completion of the minimum duration of the programme.

Commencement of this regulation

These regulations shall come into effect from the academic year 2018-19 for students who are admitted to the first year of the course during the academic year 2018-19.

Fee structure

Sl. No.	Fees Detail	Amount in Rs.		
		First Year	Second Year	Third Year
1	Admission Processing Fees	100.00	-	-
2	Course Fees	2500.00	2500.00	2500.00
5	ICT Fees	150.00	150.00	150.00
	TOTAL	2750.00	2650.00	2650.00

G) REQUIREMENT OF THE LIBRARY RESOURCES:

LIBRARY RESOURCES

The Central Library is one of the important central facilities of Alagappa University. It has text book, reference books, conference proceedings, back volumes, standards, and non-book material such as CD-ROMs and audios. The central Library procured several e-books in different areas. The library also subscribes to about 250 current periodicals. The Directorate of Distance Education of Alagappa University has adequate number of copies of books related to Management Programme.

COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS:

Sl. No.	Nature of Expenditure	Amount in Rs. (Approx.)
1	Programme Development	10,00,000/-
2	Programme Delivery	20,00,000/-
3	Programme Maintenance	3,00,000/-

i) QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES

- The feedback from students on teaching will be collected every semester using standard formats.
- Feedback on the curriculum will also be collected from the experiences of the students which help teachers in fine tuning of deliverables in the classroom.
- It helps in improving the standard of teaching as expected by the students.
- Exit survey feedback on various parameters to improve and quality of the programme and support services like course material, library and infrastructure.
- It helps to Strengthen the contents of the program to meet the requirements of the employment market and keep the curriculum as a treasure of knowledge.
- This programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes.

ALAGAPPA UNIVERSITY

[Accredited with 'A+' Grade by NAAC (CGPA: 3.64) in the Third Cycle]

KARAIKUDI

Minutes of the Meeting of the Board of Studies in Management (Distance Education) held at the Directorate of Distance Education, Alagappa University, Karaikudi – 630 003, on 06.09.2017 at 11.00 am.

Members Present

- | | | |
|-------------------------|---|-----------------|
| 1. Dr. S. Kaliyamoorthy | - | Chairman |
| 2. Dr.G. Jayabal | - | Member |
| 3. Dr.R. Perumal | - | Member |
| 4. Dr.S. Rajmohan | - | Special Invitee |
| 5. Mr.S. Prabhu | - | Special Invitee |

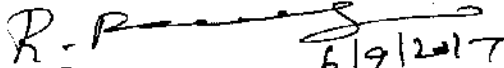
At the outset, the Chairman has extended a warm welcome to all the Members of the Board and briefed the need and purpose of the meeting.

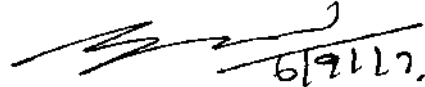
The board has considered and scrutinized the Regulations and Syllabi for the following UG, PG and PG Diploma Programmes in the field of Management to be offered through ODL mode.


S.No.	U.G. Programmes	P.G. Programmes	PG Diploma Programmes
1.	BBA	M.A.(Public Administration)	Hospital Administration
2.	B.A. (Public Administration)	M.A.(Personnel Management & Industrial Relations)	Human Resource Management
3.	BBA(Banking)	M.B.A (General)	Business Management
4.	-	MBA(International Business)	Personnel Management & Industrial Relations
5.	-	MBA(Corporate Secretaryship)	-
6.	-	MBA(Banking & Finance)	-
7.	-	MBA(Project Management)	-
8.	-	MBA(Hospital Management)	-
9.	-	MBA (HumanResourceManagement)	-
10.	-	MBA(Education Management)	-
11.	-	MBA(Retail Management)	-
12.	-	MBA(Technology Management)	-
13.	-	MBA(Logistics Management)	-
14.	-	MBA(Corporate Management)	-
15.	-	MBA(Financial Management)	-
16.	-	MBA(Marketing Management)	-
17.	-	MBA(System Management)	-
18.	-	MBA(Production and OperationManagement)	-
19.	-	MBA (Tourism)	-
20.	-	MBA (Cooperative Management)	-
21.	-	MBA Five Years Integrated	-

The board has unanimously resolved to approve the Regulations and Syllabi of the various above mentioned UG, PG and PG Diploma Programmes proposed to be offered through ODL mode. The approved Regulations and Syllabi of the above mentioned programmes are provided in the Annexure-I

Finally the meeting came to end with a formal vote of thanks.


(R. PERUMAL) 6/9/2017


(G. JAYABAL) 6/9/17


(S. PRABHU)


(R.S. RAJMOHAN)


(S. KALIYAMOORTHY) 6/9/17

PROGRAMME PROJECT REPORT

**BACHELOR OF BUSINESS ADMINISTRATION
(BANKING)**



**DIRECTORATE OF DISTANCE EDUCATION
ALAGAPPA UNIVERSITY
KARAIKUDI – 630 003**

PROGRAMME PROJECT REPORT
BACHELOR OF BUSINESS ADMINISTRATION
(BANKING)

A) PROGRAMME MISSION AND OBJECTIVES

VISION: To bridge the inherent skills of students with the Industrial expectations in the ever - changing and challenging Global Competitive Business Scenario by continuously providing a comprehensive knowledge in Business.

MISSION: To bestow an exhaustive acquaintance by blending the subjects of Accounting, Banking, Insurance, Taxation, Marketing, Services Marketing and Mercantile Law in a pragmatic manner to the students so as to emerge as efficient Professionals, Entrepreneurs, Managers, Finance Experts, etc....

- a) Objectives: i). To impart a comprehensive knowledge in Business to the students in a pragmatic manner.
- b) ii). To be a strapping pedestal to key-in and fetch an assortment of job opportunities in the Public and Private Sectors.
- c) iii). To craft Accounting, Finance, Tax and Management experts through captivating professional and cerebral associations.
- d) Duration of the Programme: The UG programme shall comprise of six semesters with two semesters per academic / calendar year, extending over a total period of three academic / calendar years.
- e) Eligibility: A pass in Higher Secondary School (HSC) or Three year Diploma.
Lateral Entry to II year B.B.A Three Year Diploma in Modern Office Practice / Commercial Practice.

B) RELEVANCE OF THE PROGRAMME WITH OUR MISSION AND GOALS:

1. Affording quality higher Education to the learners who are interested in pursuing higher education through distance mode, so that they are transformed into intellectually competent human resources that will help in the uplift of the nation in terms of Educational, Social, Technological, Environmental and Economic magnificence (ESTEEM). This programme is very much effective in imparting quality education through flexi-timings.
2. In accordance with the mission of Alagappa University as a research-intensive institution, the teaching programme of the under graduate degree programme in

Business is based on state of the art of scientific research and maintains a strong emphasis on the acquisition of academic and research skills.

C) NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:

1. The curriculum has been designed to fulfill the needs of diverse class of learners including professionals who are in teaching, business professionals, banking, Insurance and management professionals.

2. B.B.A., Employment Areas:

- - Banks
- - Business Consultancies
- - Educational Institutes
- - Foreign Trade Agencies
- - Industrial Houses
- - Investment Banking Companies
- - Financial Service Marketing Firms
- - Merchant Banking Institutions
- - Public Accounting Firms
- - Public Accounting Firms
- - Treasury and FOREX Department

3. **B.B.A., Job Types:**

- - Bank clerk and Bank PO jobs
- -Central Government Subordinate Services
- -State Government Subordinate Services
- - Accounts firms
- - Taxation and financial Consultants
- - Chartered Accountant Office
- - Human Resource Consultants
- - Stock Broker firms
- - Export Import Agencies

D) APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED IN OPEN AND DISTANCE LEARNING MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE

1. The Bachelor of Business Administration programme focuses both in-depth study of theory and acquisition of professional and research skills.
2. This programme makes learners to develop skill oriented entrepreneurship knowledge, business communication at critical thinking and proficiency in the field of business sectors.
3. This programme helps learners to acquire necessary skills to perform research, and start up entrepreneurship in the field of Business and industry.
4. It is a good base bachelor degree course for the purpose of higher research studies like M.Com., and MBA. They can avail wide employment opportunities and employability skills in the field of Business and Industry.

E) 1. INSTRUCTIONAL DESIGN**BACHELOR OF BUSINESS ADMINISTRATION (BANKING)**

Course code	Subject Name	CIA Max.	ESE Max.	TOT Max.	C Max.
I YEAR					
I Semester					
12211	Part-I: Tamil Paper-I / Communication Skills - I	25	75	100	4
12212	Part-II : English Paper - I	25	75	100	4
12213	Banking Theory	25	75	100	4
12214	Principles of Management	25	75	100	4
	Total	100	300	400	16
II Semester					
12221	Part-I: Tamil Paper-I / Communication Skills - II	25	75	100	4
12222	Part-II : English Paper - II	25	75	100	4
12223	Rural Banking	25	75	100	4
12224	Financial Accounting	25	75	100	4
	Total	100	300	400	16
II YEAR					
III Semester					
12231	Organizational Behaviour	25	75	100	4
12232	Business Statistics	25	75	100	4
12233	Banking Law & Practice – I	25	75	100	4
12234	Financial Services Institutions	25	75	100	4
	Total	100	300	400	16
IV Semester					
12241	Elements of Marketing	25	75	100	4
12242	Banking Law & Practice – II	25	75	100	4
12243	Business Law	25	75	100	4
12244	Foreign exchange Management	25	75	100	4
	Total	100	300	400	16
III YEAR					
V Semester					
12251	Research Methods	25	75	100	4
12252	Management Accounting	25	75	100	4
12253	Human Resource Management	25	75	100	4
12254	Tourism Entrepreneurship	25	75	100	4
	Total	100	300	400	16
VI Semester					
12261	Marketing of Banking Services	25	75	100	4
12262	Financial Management	25	75	100	4
12263	E-Banking	25	75	100	4
12264	Development Banking	25	75	100	4
	Total	100	300	400	16
GRAND TOTAL				2400	96

Course Code Legend:

1	2	2	Y	Z
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122- B.B.A (Banking) Programme

Y -Semester Number

Z- Course Number in the Semester

CIA: Continuous Internal Assessment, ESE: End Semester Examination, TOT: Total,
C: Credit Points, Max.: Maximum

No. of Credits per Course (Theory) - 4	Total No. of Credits per Semester- 16
	Total Credits for the Programme- 16 X 6 = 96

DETAILED SYLLABI

Course Code	Title of the Course
12211	PART-I : TAMIL PAPER-I

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

1. கண்ணதாசன் - ஸ்ரீ கிருஷ்ண கானம்

1. புல்லாங்குழல் கொடுத்த
2. குருவாயுருக்கு வாருங்கள்

கூறு 2

1. கோகுலத்து பசுக்கள்
2. கோகுலத்தில் ஒரு நாள் ராதை
3. ஆயர்பாடி மாளிகையில்

கூறு 3

பட்டுக்கோட்டை கல்யாண சுந்தரம்

1. நெஞ்சில் குடியிருக்கும்
2. செய்யும் தொழிலே தெய்வம்

கூறு 4

1. பாரதியார்

கண்ணன் என்
விளையாட்டுப்பிள்ளை பாரத
மாதா திருப்பள்ளி எழுச்சி

கூறு 5

1. பாரதிதாசன் - உலகப்பன் பாட்டு (5)
2. நாமக்கல் கவிஞர்- நோயற்ற வாழ்வு 7 பாட்டு
3. பெ.தூரன் - நிலா பிஞ்சு

கூறு

6

1. வல்லிக் கண்ணன் - வெறும் புகழ்
2. கு.ப.இராஜகோபாலன் - எதற்காக?
3. மீரா - பதினைந்து

கூறு 7

1. சிற்பி - சர்ப்ப யாகம்
2. ஞானக்கூத்தன் - தோழர் மோசிகீரனார்

கூறு 8

1. அப்துல் ரகுமான் - கண்ணும் எழுதேம்
2. சண்முக சுப்பையா - வயிறு

கூறு 9

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. கம்பராமாயணம் - அயோத்தியா காண்டம்

கூறு 10

1. சீறாப்புராணம் - ஈத்தங்குலை வரவழைத்த படலம் (1)

கூறு 11

- தேம்பாவணி -
காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின்
முதல்வரி)
1. இன்னவாயில்
 2. கொழுந்துறும்
 3. பஞ்சு அரங்கில்

கூறு 12

- தேம்பாவணி -
காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின்
முதல்வரி)
4. எண்ணுளே
 5. ஒண்தலங்கள்
 6. இரவியேந்த கஞ்சக்

கூறு 13

- தேம்பாவணி -
காட்சிப்படலம்
பாடல் எண் (ஒவ்வொரு பாடலின்
முதல்வரி)
7. கன்னியாயதாயும்
 8. ஏந்தி ஓங்கு உளத்து
 9. ஆவ தேமுனர்
 10. கொல்லும் வேலொடும்

கூறு 14

- தேம்பாவணி - காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

11. என்ற வாசகம்
12. அம்பினால்
13. வேண்டும் ஓர் வினை

Course Code	Title of the Course
12211	Part-I: Communication Skills- I

Objectives:

On completion of the course the students will be able to

- ❖ Make students to understand the basic skills of Communication.
- ❖ Acquaint students with the important features of Communication skills.

- UNIT 1** Communication - Meaning - Types- Importance.
- UNIT 2** Barriers to Effective Communication - Principles - Principles of Effective Communication.
- UNIT 3** Oral Communication - Meaning - Importance - Forms of Oral Communication.
- UNIT 4** Intonation - Meaning - Function - Types Preparation of Speech- Steps Involved.
- UNIT 5** Principles of Effective Oral Communication.
- UNIT 6** Written Communication - Meaning - Steps - Importance - Advantages - Use of words and Phrases.
- UNIT 7** Sentence - Meaning - Sentence formation - Characteristics of an Effective Sentence.
- UNIT 8** Paragraph Writing - Essay Writing - Steps Involved - Outline-Layout - Contents - Drafting-Correction - Final Draft.
- UNIT 9** Application for Employment and Curriculum Vitae - Steps involved.
- UNIT 10** Non-Verbal Communication - Meaning - Types - Body Language - Postures - Gestures- Facial Expressions - Eye Contact.
- UNIT 11** Report Writing - Report - Types of Reports - Format of a Report.
- UNIT 12** Essentials of a Good Report - Preparation of Report - Procedure Involved.
- UNIT 13** Meetings - Purpose of the Meeting - Procedure.
- UNIT 14** Group Discussion - Quality of Content - Participation - Logical Presentation - Behavioural Skills.

References:

1. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
2. Geetha Nagaraj, Write to Communicate, 2004.
3. Wren & Martin, English Grammar and Composition, 2002.
4. Dale Carnegie, How to Win Friends and Influence People, 1981.
5. Dale R Jordan, Language Skills and Use.
6. Gartside L. Bahld, Nagammiah and McComas, Satterwhite, Modern Business Correspondence.
7. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.
8. Wallace, Michael J, Study Skills in English.
9. Editors of Readers Digest, Super Word Power.

Course Code	Title of the Course
12212	Part-II : English Paper - I

Learning objective:

- To make the students master the different topics prescribed in the Prose, Grammar and Composition.

Prose

Unit – I	Water-the Elixirof life-C.V. Raman	
Unit – II	Mrs.Packletide’s Tiger	-SAKI
Unit – III	A Deed of Bravery	-Jim Carbett
Unit – IV	The Cat	- Catharine M.Willson
Unit – V	OnLetter Writing	-Alpha of the Plough
Unit – VI	Our Ancestors	-Carl Sagan
Unit – VII	Our Civilization	-C.E.Foad
Unit – VIII	A Hero on Probation	-B.R. Nanda
Unit – IX	Dangers of Drug Abuse	-Hardin B.Fones
Unit – X	Food	-J.B.S. Haldane

Grammar

Unit – XI	- Articles-Gerunds-Participles-Infinitives-Modals-Proposition –Tenses.
Unit – XII	- Direct and Indirect Speech-Transformation of sentences- Active and passive voice.

Composition

Unit – XIII	- Letter writing-Precis writing-Developing hints.
Unit – XIV	- Dialogue writing - Paragraph writing.

References:

- Sebastian D K, *Prose for the Young Reader*, Macmillan.
- Active English Grammar*, Ed. by the Board of Editors, Macmillan.
- Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Course
12213	BANKING THEORY

Objectives:

- To understand the basic concepts of banking and various types of banks
- To Know the theories, implications and policies in banking

- UNIT 1** Definition of bank –kinds of banks – Credit creation by banks –Balance sheet of Banks.
- UNIT 2** Unit Banking Vs Branch Banking.
- UNIT 3** Commercial Banking –Classification of Banks –Functions –Creation of Credit – Balance Sheet –Investment Policies –Bank Assets –Banking Structure –Clearing Houses.
- UNIT 3** Reserve Bank of India –Objectives and Functions –Control of credit by R.B.I. – Indian Money Market
- UNIT 4** Introduction to Money –Kinds, Functions and Significance –Demand for and Supply of Money –Monetary Standards –Gold Standard –Bimetallism and Paper Currency Systems –Paper Money –Money Market.
- UNIT 5** Foreign Exchanges – Exchange Market and Rates of Exchange – Exchange Control.
- UNIT 6** Banking Regulation Act, 1949: History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co- operative banks.
- UNIT 7** Indian Banking –Reserve Bank of India–Organisation –Management -Functions – NABARD –State Bank of India –Exchange Banks –Commercial Banks - Indigenous Banks –Co-operative Banks.
- UNIT 8** State Bank of India: Brief History; objectives; Functions; Structure and organization; Working and progress
- UNIT 9** Regional Rural and Co- operative Banks in India: Functions; Role of Regional rural and co-operative banks in rural India; Progress and performance
- UNIT 10** Regional Rural and Co- operative Banks in India: Functions; Role of Regional rural and co-operative banks in rural India; Progress and performance
- UNIT 11** Place of Private Sector Banks.-Role and functions in India
- UNIT 12** Bankers as Borrowers – Precautions to be taken before opening accounts -Legal significance of Fixed Deposit Receipts.
- UNIT 13** Definition of the term banker and customer – General relationship – special relationship – main functions and subsidiary services rendered by banker – agency services and general utility services.

UNIT 14 Recent Trends in Indian Banking System

Note: Students are expected to be aware of changes upto 6 months prior to the date of examinations.

REFERENCE BOOKS:

1. Basu, Theory and Practice of Development Banking
2. Muranjan S K, Modern Banking in India
3. Reddy, Appannah, Natarajan & Gordon, Banking Theory and Practice.

Course Code	Title of the Course
12214	Principles of Management

Objectives:

- To understand the basic concepts and principles of management
- To give exposure to the learners about business communication, leadership and control.

UNIT 1 Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management. Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.

UNIT 2 Evolution of Management Thought-Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought

UNIT 3 Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.

UNIT 4 Organizing: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-

UNIT 5 Responsibility; Delegation and Decentralization; Formal and Informal Organization. Staffing: Concept, Nature and Importance of Staffing.

UNIT 6 Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z;

UNIT 7 Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

UNIT 8 Directing: Nature - Principles

UNIT 9 Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System

UNIT 10 Strategic Management -Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic Management in India

UNIT 11 Departmentalisation – Span of management -responsibility – Accountability – Decentralisation.

UNIT 12 Communication process – Forms– Barriers – Overcoming barriers.

UNIT 13 Co-ordination: Importance & Need – Types- Scope - Social Responsibility of Management – environment friendly management

UNIT 14 Management of Change -Management of Crisis Total Quality Management -Stress Management -International Management

REFERENCE BOOKS :

1. Prasad L N, Reddy & Appanniah, Essentials of Management
2. Lallan Prasad, Koontz, O'Donnel, Essentials of Management
3. Koontz & O' Donnel, Essentials of Management

Course Code	Title of the Course
12221	PART-I :TAMIL PAPER-II

நோக்கம் : மொழி அறிவு, இலக்கண அறிவை வளர்த்தல்

கூறு 1

தேம்பாவணி

-

காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

14. சொல் தவிர்ந்த
15. அன்னை
16. அஞ்சுவார்
17. சொல்லக் கேட்டனள்
18. மற்செய்கை
19. மண்கனியப்
20. அழுது ஆர்ந்த

கூறு 2

தேம்பாவணி - காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

21. பொய் பொதுளும்
22. இன்பு அருந்தி
23. வழுதாயின இன்பு
24. மறம் ஏவினர்

கூறு 3

தேம்பாவணி

-

காட்சிப்படலம்

பாடல் எண் (ஒவ்வொரு பாடலின் முதல்வரி)

25. மண்ணோர்கள்
26. பொய்யா விதியோய்
27. விடியா இருள்
28. அழுவார் எவரும்

கூறு 4

சிறுகதை - நீலபத்மநாபனின் “வான வீதியில்”

கூறு

5 உரைநடை - கம்பன் புறத்திணை - தி.சொக்கலிங்கம்

இலக்கணம் - எழுத்தும் சொல்லும்

கூறு

6

1. முதலெழுத்துகள்இ சார்பெழுத்துகள்

Course Code	Title of the Course
12221	Part-I:Communication Skills-II

Objectives:

- ❖ To make students to understand the basic skills of Communication.
- ❖ To acquaint students with the important features of Communication skills.

- UNIT 1** Code and Content of Communication Skills.
- UNIT 2** Stimulus and Response of Communication Skills.
- UNIT 3** Effective Speaking Guidelines.
- UNIT 4** Pronunciation Etiquette of Communication Skills.
- UNIT 5** Phonetics in Communication Skills.
- UNIT 6** A Self-Assessment of Communicating Soft Skills.
- UNIT 7** Language Skills - Ability - Skill Selected Need - Learner Centre activities.
- UNIT 8** Listening Skills - Importance - Types of Listening - Interview Skills.
- UNIT 9** Conversation Skills - Modes.
- UNIT 10** Presentation Skills - Preparing - Planning - Presentation.
- UNIT 11** Written Communication - Structure of Effective Sentences - Paragraph.
- UNIT 12** Technical Writing - Creative Writing - Editing and Publishing.
- UNIT 13** Corporate Communication Skills - Internal - Effective business writing - Letters,Proposals, Resume.
- UNIT 14** Corporal Communication Skills - External - Press release - Newsletters- Interviewing skills.

REFERENCES:

1. Dutt. Kiranmai & Geeta Rajjevan. Basic Communication Skills. Rev.ed. Foundation Books Pvt.Ltd. Cambridge House, New Delhi 2006.
2. Bill R. Swetmon. Communication Skills for the 21st Century. Chennai: Eswar Press. First South Asian Edition 2006.
3. Glass. Lillian. Talk to Win. New York: Perigee Books,1987.
4. Pease. Alan. Signals: How to Use Body Language for Power, Success and Love, New York: Bantam Books, 1981.
5. Walters. Lilly. Secrets of Successful Speakers. New York: McGraw-Hill, Inc., 1993.
6. Mandal. S.K. How to Succeed in Group Discussions & Personal Interviews. Mumbai: JAICO Publishing House.
7. Rogoff. Leonard and Ballenger. Grady. Office Guide to Business Letters, Memos & Reports. New York: Macmillan, 1994.
8. Krishna Mohan & Meera Banerjee, Developing Communication Skills, 2005.
9. Geetha Nagaraj, Write to Communicate, 2004.
10. Wren & Martin, English Grammar and Composition, 2002.
11. Rajendra Pal and Kortahalli J S, Essentials of Business Communication.

Course Code	Title of the Course
12222	Part-II : English Paper - II

Objective:

- To make the students master in different topics prescribed in the subject of Poetry and Language use.

Poetry

Unit – I	Sonnet	- William Shakespeare
Unit – II	Lines Composed upon Westminster Bridge	-William Wordsworth
Unit – III	Grecian Urn	-John Keats(1795-1827)
Unit – IV	Andrea Del Sarto	- Robert Browning (1812-1889)
Unit – V	The Road Not Taken	- Robert Frost (1874-1963)
Unit – VI	Strange Meeting	- Wilfred Owen (1813-1918)
Unit – VII	Gitanjali	- Rabindranath Tagore (1861-1946)
Unit – VIII	The Coromandel Fishers	- Sarojini Naidu
Unit – IX	The Express	- Stephen Spender
Unit – X	Shakespeare : The Merchant of Venice	

Language Use:

Unit – XI	Essay writing
Unit – XII	Note Making
Unit – XIII	Report writing
Unit – XIV	Comprehension

References:

- The Golden Quill*, P.K. Seshadri, Macmillan.
- The Merchant of Venice*, Shakespeare. (Any overseas edition).
- Active English Grammar*, Ed. by the Board of Editors, Macmillan.
- Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

Course Code	Title of the Course
12223	RURAL BANKING

Objectives:

- To investigate the concept of rural banking and growth
- To know about Loan syndication and capital issue

- UNIT 1** Rural Banking: Meaning – Importance – Activities of a Rural banker – Project counselling – Loan syndication – Management of public issues – Underwriting, bankers to issue and other services
- UNIT 2** Growth of Rural banking in India — Meaning- Importance – Implication – Need for Control –Types- Scope, Features. - Role of the SEBI in regulating Rural banking industry - Role of NSE and OTCEI.
- UNIT 4** Project related activities of a Rural banker: Corporate Counselling: Organisational goals —Loan Syndication: Meaning and scope – Steps in syndication
- UNIT 5** Capital Issue related activities of a Rural banker: Changing structure of Indian Capital Market – Management of pre-issue activities
- UNIT 6** corporate securities : Types and characteristics – Marketing of corporate securities – Steps to be taken by the issuing company and the lead manager – Underwriting.
- UNIT 7** Management of post-issue activities – Processing of data – Reporting to SEBI – Under subscription – Bridge loans – Allotment of shares – Listing of securities.
- UNIT 8** Service oriented activities of a Rural banker: Mergers and Amalgamations: Meaning – Purpose – Types of mergers.
- UNIT 9** Role of Rural bankers in mergers – Portfolio Management: Functions of portfolio managers – Explanation to risk – CAPM Approach to market operations.
- UNIT 10** Miscellaneous activities of a Rural banker: Venture capital – Origin – Administration of venture capital fund – Mutual fund
- UNIT 11** Classification of mutual funds – Factoring – Mechanism and types of factoring.
- UNIT 12** Domestic Cash Management, ST/MT Funding, Meaning and importance cash management, Objectives, Cash flow cycle, Cash flow budgeting and forecasting, Electronic cash management, MT and LT funding, Term loans, Securitization, Cost center, Profit center, Planning and control, Capital Budgeting.

UNIT 13 Liquidity Management- Objectives-Sources-Maturity concerns: Projected cash and core sources- Contingency Plans- ST/NT Liquidity – Maturity Ladder Limit- Internal control-Information- Netting.

UNIT 14 Regulation, Supervision and Compliance- Need and significance of internal and external audit.

REFERENCE BOOKS:

1. I.C. Dhingra, Rural Banking in India, Sultan Chand & Sons, New Delhi.
2. N.S.Bhat, Aspects of Rural Banking, Common Wealth Publishers, New Delhi.
3. D.P. Sarda, Hand book on Lending to Priority Sector, GovindPrakashan Publications, Jaipur.

Course Code	Title of the Course
12224	FINANCIAL ACCOUNTING

Objectives:

- To analyze the financial accounting concepts and applications
- To study the Accounts of Non-Trading Concerns \

- UNIT 1** Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation
- UNIT 2** Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.
- UNIT 3** Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry- Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.
- UNIT 4** Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms.
- UNIT 5** Bank Reconciliation Statement-Bills of Exchange and the treatment thereof - Account Current – Average Due date -Consignment and Joint Venture Accounts.
- UNIT 6** Accounts of Non-Trading Concerns-Receipts and Payment Accounts - Income and Expenditure Accounts and Balance Sheet.
- UNIT 7** Partnership: Fixed and Fluctuating Capitals – Current and Drawing Accounts – Interest on Capital and Drawings and Salary and Commission
- UNIT 8** Revaluation of Assets Meaning- Importance – Implication – Treatment of Goodwill – Admission – Retirement – Death of a Partner
- UNIT 9** Dissolution Excluding Garner Vs Murrey Decision and Meaning- Importance – Implication Sale to a Company – final Accounts.(Simple Problems Only)
- UNIT 11** Company Accounts: Issue of Shares and Debentures at Par- Premium and Discount
- UNIT 12** Forfeiture of Shares and Re-Issue of forfeited Shares Meaning – Simple Cases of Final Accounts.
- UNIT 13** Final Accounts of Banking Companies – Prudential Accounting
- UNIT 14** Norms: Capital, Adequacy, Income Recognition- Asset Classification and Provisioning.

REFERENCE BOOKS:

- 1 Gupta R L, Advanced Accounting
- 2 Arulanandam M A, Raman K S, Advanced Accounting
- 3 Shukla M C & Grewal T S, Advanced Accounting

Course Code	Title
12231	ORGANISATIONAL BEHAVIOUR

Objectives:

- To understand the concepts of Organizational Behaviour
- To make the students to expert in the area of Group Behaviour and Stress Management

- UNIT 1** Organizational Behaviour: Meaning – Elements – Need – Approaches – Models – Global scenario
- UNIT 2** Individual Behaviour: Personality & Attitudes- Development of personality - Nature and dimensions of attitude – Organizational Commitment
- UNIT 3** Learning – Attitudes – Perception – Motivation – Ability – Their relevance to organizational behavior.
- UNIT 4** Group Behaviour: Theories of Group Formation - Formal Organization and Informal Groups and their interaction- Importance of teams
- UNIT 5** Formation of teams - Team Work- Group dynamics – Group norms – Group cohesiveness – Their relevance to organizational behavior.
- UNIT 6** Organizational Power and Politics: Organizational Power: Definition, Types of powers, Sources and Characteristics
- UNIT 7** Effective use of power- Organizational Politics: Factors and Impact.
- UNIT 8** Organizational Stress and Conflict Management: Stress Management: Meaning – Types – Sources – Consequences – Management of stress
- UNIT 9** Organizational conflict: Constructive and Destructive conflicts - Conflict Process - Strategies for encouraging constructive conflict - Strategies for resolving destructive conflict.
- UNIT 10** Organizational Dynamics: Organizational Dynamics – Organizational Efficiency, Effectiveness and Excellence: Meaning and Approaches
- UNIT 11** Organizational Culture – Meaning, significance – Organizational Climate – Implications on organizational behavior.
- UNIT 12** Organizational Change and Development: Organizational Change: Meaning, Nature and Causes of organizational change
- UNIT 13** Resistance to change – Managing change.-Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

UNIT 14 Development: Meaning, Nature and scope of OD – OD Interventions- Challenges to OD- Learning Organizations.

REFERENCES

1. Fred Luthans, *Organizational Behaviour*, McGraw-Hill/Irwin, 2006.
2. Stephen P. Robbins, *Organizational Behaviour*, Prentice Hall; 2010
3. Keith Davis, *Organizational Behavior: Human Behavior at Work*, McGraw Hill, 2010
4. Griffin and Moorhead, *Organizational Behavior: Managing People and Organizations*, 2006.
5. Judith R. Gordon, *Organizational Behavior: A Diagnostic*, Prentice Hall, 2001.
6. K.Aswhathappa,*Organizational Behaviour*, Himalaya Publishing, Mumbai, 2010
7. Judith R. Gordon, *A Diagnostic Approach to Organisational Behaviour*, Allyn & Bacon, 1993

Course Code	Title of the Course
12232	BUSINESS STATISTICS

Objectives:

- To understand the meaning and objectives of statistics tools
- To practice in various techniques of statistical methods

- UNIT 1** Definition, important and limitations; Functions and scope of statistics; Types of data; Data collection techniques; Presentation of data.
- UNIT 2** Data Condensation and graphical Methods :Raw data , attributes and variables , classification , frequency distribution , cumulative frequency distributions. Graphs- Histogram , Frequency polygon. Diagrams - Multiple bar , Pie ,Subdivided bar
- UNIT 3** Measures of Central Tendency – Mean (A.M., G.M., H.M.), Median, Mode – different properties; Partition values – Quartiles, Deciles, Percentiles; Partion values from Ogives
- UNIT 4** Measures of Dispersion– Range, Q.D., M.D., S.D. – their coefficients; Comparing consistency; Different properties.
- UNIT 5** Moments, Skewness and Kurtosis– Moments about an arbitrary number; Central Moments; Relation between central and non-central moments upto 4th order; β and γ - coefficients; Meaning of skewness and kurtosis; Different measures of skewness and kurtosis.
- UNIT 6** Linear Correlation and Regression - Types of correlation, Scatter diagram, Two-waytable, Marginal and Conditional distributions; Pearson’s coefficient of correlation,Spearman’s rank correlation coefficient, Properties of correlation coefficient,
- UNIT 7** Regression analysis- Meaning and types of regression equations, Curve fitting by the method of least squares, Derivation of regression equations, Properties of regression equations.
- UNIT 8** Index Number– Construction, Price and Quantity index numbers, Laspeyres’, Paasche’s, Edgeworth-Marshall’s, Fisher’s method, Relative methods, Tests of index number formulae: Time and Factor reversal tests, General index number, Chain base index number, Cost of living index number (CLI), Uses of CLI and its applications, Uses and limitations of index numbers.
- UNIT 9** Analysis of Time Series- Components of a time series, Adjustment in time series, Measurement of trend by moving average and least squares methods (linear and quadratic trends), Measurement of seasonal variation by simple average method, Forecasting, Deseasonalisation.
- UNIT 10** Sampling-. Sampling and Sampling Distributions; Procedure of hypothesis testing; Type I and Type II errors; One tailed and two tailed tests;

- UNIT 11** Tests of Hypothesis - Testing of hypothesis w.r.t. large samples, about population means, difference between means, attributes, population proportion and difference between two proportions.
- UNIT 12** Chi-square test; Analysis of Variance; Statistical decision making
- UNIT 13** Probability– Basic terms; Total, Compound and Bayes’ Theorems for two and three events – Problems based on them. \
- UNIT 14** Probability Distribution – Binomial, Poisson and Normal distributions; Mean and S.D. of Binomial and Poisson distributions

REFERENCE BOOKS:

1. Elhance D N, Fundamentals of Statistics
2. Gupta S P, Statistics for Commerce Students
3. Gupta S P, Statistical methods

Course Code	Title of the Course
12233	BANKING LAW & PRACTICE – I

Objectives:

- To understand the importance of banking law and practice
- To find out the legitimate consequences of banking industry

- UNIT 1** Definition of banking – Relationship between banker and customer – General relationship
- UNIT 2** Obligations of a banker: Obligation to honour cheques and to maintain secrecy of accounts
- UNIT 3** Banker’s rights: Right of general line, set-off, appropriation and to charge interest and incidental charges.
- UNIT 4** Negotiable Instruments – Definition – Characteristics features – Distinguishing features of cheque, bill and promissory note
- UNIT 5** Types of bills of exchange – Trade bills and accommodation bills – Discounting of bills – Due date of bills – Dishonour of bills – Noting and protesting
- UNIT 6** Holder and Holder in due course of negotiable instruments – Payment in due course – Return of cheques.
- UNIT 7** Endorsements – Definition – Kinds – Crossing – Types – MICR Cheques – Paying banker;
- UNIT 8** Precautions to be taken before a cheque for payment and statutory protection – Collecting banker Duties and Statutory Protection.
- UNIT 9** Types of customers and account holders – Procedure and practice in opening and conducting the accounts of customers viz., Minors, Joint account holders, Partnership firms, Joint stock companies,
- UNIT 10** Executors and Trustees, Clubs and Associations, Joint Hindu Family etc – Non-Resident Accounts.
- UNIT 11** Different types of accounts in a bank: Savings, Current and Fixed deposit accounts
- UNIT 12** Opening, Operation and Closing of such a counts – Legal aspects of entries in the Pass Book.

UNIT 13 Services to customers: Remittance of funds, Safe Deposit Lockers, Guarantee, Letters of credit,

UNIT 14 Travellers cheques, Gift cheques, Credit Cards, Rural Banking Services, - Investment Counselling, carrying out standing instructions and other miscellaneous services. legal effect. Modern Banking, Banking practice – e banking – Internet banking – Mobile banking – ATMS- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.

REFERENCE BOOKS:

1. Buffa E S, Modern Production Management
 2. Lundy J L, Effective Industrial Management
- Bunga, Sharma, and Samuel Eliot, Production Management

Course Code	Title of the Course
12234	FINANCIAL SERVICES INSTITUTIONS

Objectives:

- To understand the various financial services and institutions
- To know about policies and practices followed

UNIT 1	Financial Services: Concept and scope of financial services – Functions concerning public and private placement of capital issues
UNIT 2	Lead management – Issue pricing and promotion – Disclosure norms – Issue underwriting – Collecting banker
UNIT 3	Merchant Banking –Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI
UNIT 4	Stock Broking & Depository Services-Stock Broking –meaning, types of stockbrokers, sub-brokers; stock broking in India e-broking –meaning, Indian experience Depository Services –meaning, role of depositories and their services, Advantages of depository system; Functioning of depository system
UNIT 5	Depositories in India –NSDL & CSDL; Depository participants (DPs) and their role Custodial services -meaning; obligations and responsibilities of custodians; code of conduct
UNIT 6	Mutual Fund Services – Concept, need and scope – MFS in India: Types of schemes – Meaning- Importance – Implication – Need–Types- Scope, Features
UNIT 7	Performance – Portfolio performance evaluation measures – Regulations regarding mutual funds.
UNIT 8	Credit Rating & Securitization Credit Rating –meaning, rating methodology, importance of credit rating; credit rating agencies in India including Small & Medium Enterprises Rating Agency (SMERA) Securitization of debt –
UNIT 9	Meaning, Features, Mechanism, Types, Special Purpose Vehicle, Benefits of Securitization, Issues in Securitization CRISIL – ICRA - CARE
UNIT 10	Debt and deposit rating equity rating procedures. Reading different grades of rating – International credit rating institutions.

- UNIT 11** Role of UTI and LIC as investment institutions – Portfolio management services Concept and need – Services of NBFC to investors.
- UNIT 12** Development Financial Institution – Role on functions of IDBI, IFC– ICICI and IRBI – RBI and management of gilt securities market.
- UNIT 13** Stock Exchanges: Role and organizations of BSE and NSE – OTCEI – SEBI and stock exchange – Investor information and education.-Role of SEBI – Role of investor association and investment consultancies.
- UNIT 14** Marketing of Financial Services –A. Marketing of Financial Services: Definition of marketing; four pillars of marketing (customer orientation, profit, total company effort, social responsibility); selling versus marketing Segmentation –Concept, basis, strategies; Target market selection and market positioning strategies Pricing Strategy -Role of price in marketing of financial services; pricing strategies; pricing decisions B. Marketing Mix for Financial Services 7 Ps -Product, People, Process, Promotion, Price, Place and Physical evidence (Case study discussions on Marketing mix for banks, insurance companies, mutual funds, stock broking firms etc)

REFERENCE BOOKS:

1. Raghunathan V, Stock Exchanges and Investments
2. Avadhani V, Security Market
3. Varma, Merchant Bankin

Course Code	Title of the Course
12241	ELEMENTS OF MARKETING

Objectives:

- To understand the basic concepts and elements of marketing
- To investigate the various approaches and development activities of industry

- UNIT 1** Introduction: Nature and scope of marketing; importance of marketing as a business function, and in the economy;
- UNIT 2** Marketing concepts -traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.
- UNIT 3** Consumer Behaviour: Nature, scope and significance of consumer behaviour.- Factors influencing consumer behaviour
- UNIT 4** Market segmentation -concept and importance; Bases for market segmentation- Market Segmentation Strategies – Marketing mix
- UNIT 5** Product Concept of product, consumer, and industrial goods; Product planning and development.
- UNIT 6** Product positioning – Packaging -role and functions; Brand name and trade mark; After- sales service; Product life cycle concept
- UNIT 7** Price- Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates
- UNIT 8** Distributions Channels: Distribution channels - concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler;
- UNIT 9** Physical distribution of goods; Transportation Warehousing; Inventory control; Order processing
- UNIT 10** Promotion: Methods of promotion; Optimum promotion mix; Advertising media-their relative merits and limitations; Characteristics of an effective advertisement
- UNIT 11** Personal selling; Selling as a career; Classification of a successful sales person; Function of salesman
- UNIT 12** Training and Compensation – Evaluation of performance of Sale Force – Advertisement and Publicity
- UNIT 13** Communication –Meaning, nature and importance. Communication process and elements of communication process. Barriers in communication. Marketing communication mix concept, factors affecting the promotion or communication mix. Communication mix determination process.
- UNIT 14** Setting up of target, policies, strategies, integrated communication in marketing, recent trends in marketing

REFERENCE BOOKS:

1. William J Stanton, Fundamental of Marketing
2. Mamoria C B & Satish Mamoria, Marketing Management
3. Gandhi J C, Rajan Nair, Marketing
4. Sherlekar S A, Essentials of Marketing Management

Course Code	Title of the Course
12242	BANKING LAW & PRACTICE – II

Objectives:

- To know the principles and obligations of lending
- To analyze the various provision related to banking law and practice

UNIT 1	Principles of Lending –Types of Borrowings –Precautions to be taken by a banker-Loans and advances against different type of securities
UNIT 2	forms of advances such as Cash credit, Overdraft, Loan, Purchase and Discounting of bills – borrower study.
UNIT 3	Secured advances: Different types of securities viz., – Need for Control –Types- Scope, Features Government securities
UNIT 4	Corporate securities, Life Insurance Policies. Goods, Document of Title to Goods, Real estate and Book debts,
UNIT 5	Modes of creating charges viz., Meaning- Importance – Implication – Need for Control –Types- Scope, Features Lien, Pledge, Hypothecation and Mortgage.
UNIT 6	Guarantees: Definition – Essential features of a contract of guarantee- Features
UNIT 7	Liability of the surety – Rights of surety
UNIT 8	Obligations of creditor towards surety Rights of creditor. Meaning- Importance – Implication – Need for Control –Types- Scope, Features
UNIT 9	Loan appraisal: Managerial appraisal, Technical appraisal
UNIT 10	Commercial appraisal and financial appraisal – Follow up and supervision – NPAs. - Need for Control –Types- Scope, Features
UNIT 11	Documentation: Meaning – Documentation in respect of various types of borrowers and securities
UNIT 12	Essential clauses – Indian Stamp Act – Limitation Act.
UNIT 13	Industrial Sickness
UNIT 14	Industrial Causes – Rehabilitation of Sick units.

REFERENCE BOOKS:

1. Bedi H.L. and Hardikar V.K., Practical Banking Advances.
2. Kannan M.L., Banking law and Practice in India, Thacker & Co.
3. Commercial Banking 4 Volumes.

Course Code	Title of the Course
12243	BUSINESS LAW

Objectives:

- To understand the legislative consequences of business law.
- To make the students to understand about concepts and implications.

UNIT 1 Introduction: Introduction, Meaning and Scope of Business Law, Sources of Law, Laws applicable to Business

UNIT 2 Indian Contract Act, 1872: Introduction, Definition and Meaning of Contract, Essentials of a Contract, Types of Contracts, Capacity of Parties, Modes of Discharge of a Contract, Remedies for Breach of Contract.

UNIT 3 Law of Agency: Introduction, Agent and Agency, Kinds of Agencies, Creation of Agency, Principal and Agent, Termination of Agency

UNIT 4 Sale of Goods Act, 1930: Introduction, Contract of Sale of Goods, Essentials of a Contract of Sale, Price, Agreement to sell at valuation, Rights and Duties of Buyer, Right of Unpaid Seller, Conditions and Warranties, Transfer of Property, Performance of Contract

UNIT 5 Negotiable Instruments Act, 1881: Introduction , Definition and Meaning of Negotiable Instrument, Promissory Note, Bill of Exchange , Cheque, Parties to Negotiable Instruments, Maturity of Negotiable Instrument, Negotiation , Dishonor of a Negotiable Instrument, Notice of dishonor, discharge of a Negotiable Instrument

UNIT 6 Partnership Act, 1932: Introduction, Nature of the Partnership, Features of Partnership, Qualities of a Partnership, Advantages, Limitations, Kinds of Partners, Partnership Deed, Registration of a Partnership, Effects of registration , Effects of non – registration, Rights and Duties of Partners, Dissolution of Partnership.

UNIT 7 Companies Act, 1956: Introduction, Definition and Characteristics, Classification of Companies, Incorporation of a Company, Share Capital, Company management, Meetings, Resolution

UNIT 8 Consumer Protection Act [COPRA], 1986: Introduction, Background, Definitions, Consumer Protection Council, Central Consumer Protection Council, Consumer Redressal Agencies, Administrative Control of National Commission.

UNIT 9 Competition Act, 2002: Meaning and Scope of Competition Act, Salient Features of Competition Act, Offences and Penalties under the Act

- UNIT 10** Intellectual Property Rights: Meaning and Scope of Patent Act and Amendments of WTO Agreements, Rights of Patentee , Infringement , Remedies, Trademarks, Copyright
- UNIT 11** Information Technology Act, 2000: Background, Salient Features, Digital Signature, Electronic Governance, Regulation of Certifying Authorities, Cyber Laws, Penalties for Offences.
- UNIT 12** Micro Small And Medium Enterprises Development Act, 2006: Classification of Micro, Small and Medium Enterprises,
- UNIT 13** Salient Features of Micro, Small and Medium Enterprises Act, - Reservation Policy, Credit Policy, Government Policy towards Taxation and Incentives -
- UNIT 14** Management of companies –Meetings- Types- Requirements - Protection of minority interest- Methods of Winding-up.

REFERENCE BOOKS:

1. *Kapoor N D, Elements of Mercantile Law*
2. *Sen and Mitra, Commercial Law*
3. *Shukla M C, Mercantile Law*

Course Code	Title of the Course
12244	FOREIGN EXCHANGE MANAGEMENT

Objectives:

- To understand the Foreign Exchange: Concept and Significance
- To analyses the Exchange management system in India

- UNIT 1** Foreign Exchange: Concept and Significance – Foreign change Rate: Direct and indirect quotations – Inter- bank and Merchant rates –
- UNIT 2** Spot rates and forward rates – T.T. rates – Cross rates; Computation – Foreign exchange markets – Organisation of forex market.
- UNIT 3** Determination of Exchange Rate: Purchasing Power Parity theory – Interest rate parity theory – Flow model – Asset market model
- UNIT 4** Forecasting of exchange rates – Concepts of Nominal Effective Exchange Rate and Real effective Exchange rate.
- UNIT 5** Forward exchange contracts: Types – Forward exchange rate computation – Factors affecting forward rates
- UNIT 6** Extension and cancellation of forward contracts – option contracts: Types and mechanism.
- UNIT 7** Foreign exchange risk management: Transaction exposure risk: Internal Strategies – Risk shifting, Risk sharing – Exposure netting and offsetting
- UNIT 8** External Strategies: Foreign currency options – Forward and money market hedge – Currency Swaps – Interest Rate Swaps.
- UNIT 9** Economic Exposure risk – Inflation and exchange risk – Meaning- Importance – Implication – Need–Types- Scope, Features Management of change
- UNIT 10** Economic consequences of Exchange rate changes – managing economic exposure risk.
- UNIT 11** Exchange management in India: Fixed and floating rates – Rupee convertibility – NOSTRO, VOSTRO and LORO Accounts –
- UNIT 12** Exchange control measures: Need and Forms and relevance
- UNIT 13** Foreign Exchange Reserves of India: Trend, composition and management
- UNIT 14** Impact on exchange Rate – Monetary and fiscal policy initiatives for exchange rate management.

REFERENCES:

1. Multinational Financial Management : Alan C Shapiro
2. ABC of Foreign Exchange : Clare G. Gump
3. Guide to Foreign Exchange Regulations : Krishnamoorthy.S
4. Principles of Foreign Exchange : Chatterjee.A.K.
5. Foreign Exchange – Practice, Concepts and control : Jeevanadam.N.S.
6. Foreign Exchange Management : Rajwadi
7. Rupee Convertibility : BibekDebroi

Course Code	Title
12251	RESEARCH METHODS

- To know the basic concepts of research
- To know about different sampling methods and techniques

UNIT 1	Meaning, Types and Process of Research: Meaning – Purpose – Types of Research
UNIT 2	Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental and Case & Generic Researches
UNIT 3	Significance of research in social sciences – Process of research – Meaning – Scientific method – Induction and deduction.
UNIT 4	Planning Research: Research problem – Identification, selection and formulation of research problem – Review of literature in the field of business
UNIT 5	Economic management: Use in identifying Research Gaps and Techniques – Hypothesis – Meaning – Sources and Types of Hypothesis – Hypothesis Formulation for testing – Research design – Factors affecting research design – Evaluation of research design
UNIT 6	Sampling Design: Census method and sampling method for investigation – Principle of sampling – Essentials of a good sampling – Methods of sampling
UNIT 7	Probability and non-probability sampling methods – Sample size – Factors affecting the size of the sample – Biased sample – Sampling and non-sampling errors.
UNIT 8	Sources and Collection of Data: Sources of data – Primary and secondary data – Modes of data collection – Observation: Types and Techniques – Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Limitations of interview
UNIT 9	Schedule: Meaning and kinds – Essentials of a good schedule – Procedure for the formulation of a schedule – Questionnaire: Meaning and types – Format of a good questionnaire– Schedules vis-a-vis Questionnaires
UNIT 10	Scaling techniques: Meaning, Importance, Methods of their construction of Questionnaires or Schedules – Pre-testing of Data Collection Tools- Validity and Reliability – Methods.

- UNIT 11** Processing and Analysis of Data: Meaning – Importance – Process of data analysis – Editing – Coding – Tabulation – Diagrams – Univariate, Bivariate and Multivariate analyses
- UNIT 12** Test of Hypothesis: Fundamentals on Test Procedure- Testing for significance of Mean/Proportion and difference between Means/Proportions- F Test for Means and Chi-square test Contingency Table
- UNIT 13** Concept and Types of Non-parametric Tests- Mann Whitney Test- The process of interpretation of Test Results– Guidelines for making valid interpretation.
- UNIT 14** Report Writing : Role and types of reports – Contents of research report – Steps involved in drafting reports – Principles of good report writing – Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions- Features of a good Report- Criteria for evaluating research reports/ research findings.

REFERENCES

1. John W Best & James V. Kahn *Research in Education*, Allyn and Bacon, 2009
2. Anderson et-al, *Thesis and Assignment Writing*, Wiley, New Delhi, 1989.

Course Code	Title of the Course
12252	MANAGEMENT ACCOUNTING

Objectives:

- To analyze the management accounting concepts and applications
- To study the budgeting and budgetary control

- UNIT I** Management accounting – Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting
- UNIT2** Financial statement analysis – Comparative statement – Common size statement – Trend percentage.
- UNIT3** Ratio analysis – Meaning – Classification – Liquidity, solvency, turnover and profitability ratios – Dupont chart – Construction of balance sheet.
- UNIT 4** Fund flow statement – Meaning– Preparation – Schedule of changes in working capital – Funds from operation – Sources and applications
- UNIT 5** Cash flow statement – Meaning – Difference between funds flow statement and cash flow statement – Preparation of cash flow statement as per Accounting Standard 3.
- UNIT 6** Budget and Budgetary control – Meaning – Advantages – Preparation of sales, production, production cost, purchase, overhead cost, cash and flexible budgets
- UNIT 7** Standard costing – Meaning, Advantages and Limitations.
- UNIT 8** Variance analysis – Significance - Computation of variances (Material Labour and overheads)
- UNIT 9** Marginal costing – CVP analysis – Break even analysis .
- UNIT 10** BEP - Managerial applications – Margin of safety – Profit planning.
- UNIT 11** Differential Costing.
- UNIT 12** Capital Budgeting – Meaning – Importance – Appraisal methods.
- UNIT 13** Payback period — Accounting rate of return - Discounted cash flow – Net present value – Profitability index – Internal rate of return.
- UNIT 14** Methods of evaluation of Alternative Capital Expenditure Programme.

REFERENCE BOOKS:

1. Maheswari S N, Management Accounting and Financial Control
2. Man Mohan and Goyal, Management Accounting
3. Hingorani, Ramanathan, and Katyal, Management Accounting

Course Code	Title of the Course
12253	HUMAN RESOURCE MANAGEMENT

Objectives:

- To understand basic concepts and functions of Human Resource Management
- To know more about Employee welfare and Employee retention

- UNIT 1** Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM
- UNIT 2** Strategies for the New Millennium: Role of HRM in strategic management; human capital; emotional quotient; mentoring; ESOP; flexi-time; quality circles; Kaizen TQM and Six Sigma
- UNIT 3** Role and structure of Human Resource Function in organizations- Challenges in Human Resource Management- Approaches to Human Resource Management
- UNIT 4** Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification–
- UNIT 5** Recruitment and Selection Process: Sources of recruitment- internal Vs. External; Domestic Vs. Global sources- Selection process
- UNIT 6** Tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations.
- UNIT 7** Placement and Induction
- UNIT 8** Training and Development: Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness.
- UNIT 9** Executive development – process and techniques; career planning and development.
- UNIT 10** Employee Compensation and Retention: Wages and Salary Administration – Bonus – Incentives – Fringe Benefits –Flexi systems
- UNIT 11** Sweat Equity- Job evaluation systems –Promotion – Demotions – Transfers- Labour Attrition: Causes and Consequences.
- UNIT 12** Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance: overview of employee welfare, health and safety, social security
- UNIT 13** Employee Retention: Need and Programs.- Employee Welfare, Separation: Welfare and safety – Accident prevention – Employee Grievances and their Redressal – Industrial Relations.

UNIT 14 Trade Unions - Multiplicity of Trade Unions – Workers Participation in Management- Separation: Need and Methods- Human Resource Information System- Personnel Records/ Reports- e-Record on Employees – Personnel research and personnel audit – Objectives – Scope and importance

REFERENCES

1. Mathis and Jackson, Human Resource Management, South-Western College, 2004.
2. Nkomo, Fottler and McAfee, Human Resource Management, South-Western College, 2007.
3. R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.
4. Venkataraman & Srivastava, Personnel Management & Human Resources
5. Arun Monappa, Industrial Relations
6. Yodder & Standohar, Personnel Management & Industrial Relations
7. Edwin B. Flippo, Personnel Management, McGraw-Hill, 1984
8. Pigors and Myers, Personnel Administration
9. R.S. Dwivedi, Manpower Management
10. Lynton & Pareek, Training and Development, Vistaar Publications, 1990.

Course Code	Title of the Course
12254	TOURISM ENTREPRENEURSHIP

Objectives:

- To understand the basic concept of tourism entrepreneurship
- To know more about Entrepreneurial Opportunities and challenges in tourism industry

UNIT 1	Entrepreneur & Entrepreneurship: Definition and Theories; Entrepreneurship environment – Socio-economic, Cultural, Political & Natural, Characteristics of Entrepreneur & Entrepreneurial Behaviour
UNIT 2	Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management
UNIT 3	Preparation of business plan and managerial process in small scale enterprise. Entrepreneurial performance assessment. Managing family enterprises in Tourism industry. Promotional agencies for SMEs in India Opportunity Identification – Business Plan - Feasibility Report – Funding options
UNIT 4	Entrepreneurial Opportunities in Tourism –I (Accommodation): Entrepreneurial opportunities in Tourism: An overview- Entrepreneurial opportunities in Accommodation sector- Nature, Scope, Risk and Return aspects of the opportunity- Sources of finance
UNIT 5	Entrepreneurial Opportunities in Tourism –II(Transportation): Entrepreneurial opportunities in Transportation sector: Determinants of success of the venture- Case studies of selected Hotel Projects
UNIT 6	Risk and Return aspects of the opportunity- Sources of finance – Determinants of success of the venture- Case studies of selected Tourist cab services.
UNIT 7	Entrepreneurial Opportunities in Tourism –III (Shopping and Restaurant): Entrepreneurial opportunities in Shopping and Restaurant services sector- Extent of tourist spending on these aspects- Sources of finance – Determinants of success of the venture.
UNIT 8	Entrepreneurial Opportunities in Tourism –IV (Tourism Attraction Development): Entrepreneurial opportunities in tourism attraction development:
UNIT 9	Sources of finance – Determinants of success of the venture- Case studies of selected Theme parks, Resorts Hotels, Tour operators, etc.
UNIT 10	Entrepreneurial Development in Tourism : Programmes for developing entrepreneurship – Entrepreneurial culture
UNIT 11	Tourism industry and business ideas; business strategy- understanding customers and analyzing competition
UNIT 12	Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Financial requirements and sources of finance;
UNIT 13	Form of organisation and legal considerations; networking and collaboration; good business practices; Setting up a tourism enterprise

UNIT 14 Steps, procedures, licenses, registration etc - Entrepreneurship – Special Programmes of assistance

REFERENCES

1. Peter F Drucker, *Innovation and Entrepreneurship*
2. Charles R. Goeldner, Brent Ritchie, J.R., *Tourism : Principles, Practices, Philosophies.*
3. Philip Kotler , et.al., *Marketing for Hospitality and Tourism, Ed.3*
4. Peter Mason, *Tourism Impacts, Planning and Management*
5. Roy A. Cook, et.al., *Tourism : The Business of Travel, Ed.2*
6. Douglas Robert Brown, *The Restaurant Managers Handbook : How to setup, Operate and Manage a Financially Successful Food Service Operation*

Course Code	Title of the Course
12261	MARKETING OF BANKING SERVICES

Objectives:

- To understand the meaning and implications in banking marketing
- To analyses the Market Segmentation and relevance of banking services

UNIT I	Marketing – Meaning – Importance of Marketing – Modern Marketing Concept – Features of the Modern Marketing Concept
UNIT 2	Marketing and Selling Social Marketing – De-marketing – Remarketing.
UNIT 3	Relevance of marketing to banking – Marketing environment for a banker
UNIT 4	Marketing Mix of a banker – Marketing Plan: Bank’s business objectives, Marketing Audit, SWOT Analysis, Marketing Objectives and Marketing.
UNIT 5	Market Segmentation – Bases – Marketing outlet for a banker – Suitable location for a bank branch – Branch Layout.
UNIT 6	Product Mix: Product Line of a banker, New Product Development, Constraints on Product Development,
UNIT 7	Product Management, Non Fund Based Business. Meaning-Importance – Implication – Need–Types- Scope, Features Management of change
UNIT 8	Price Mix: Meaning, Importance, Factors affecting price of a product, pricing objectives
UNIT 9	Pricing Policies, Deregulation of Interest rates, Service Charges.
UNIT 10	Promotion Mix: Meaning, Objectives, Methods, Factors affecting Promotion Mix of a Banker
UNIT 11	Personal Promotional Efforts, Direct Marketing Public Relations, Societal Banking, Customers Meets, Customer Service
UNIT 12	Advertising, Publicity – Good Promotional.Meaning- Importance – Implication – Need–Types- Scope, Features Management of change
UNIT 13	Bank Marketing Personnel – Selection –Meaning- Importance – Implication – Need–Types- Scope, Features Management of change

UNIT 14 Motivation – Training and Development. Meaning- Importance – Implication – Need–Types- Scope, Features Management of change

REFERENCE BOOKS:

1. Ramasamy and Namakumari, Marketing Management.
2. Gupta and Rajan Nair, Marketing Management.
3. Madhukar, Dynamics of Bank Marketing.
4. Kenneth Andrew, The Bank Marketing Handbook.

Course Code	Title of the Course
12262	FINANCIAL MANAGEMENT

Objectives:

- To understand the basic concepts and financial planning and classifications
- To know the public deposits and issues of shares etc.

UNIT 1	Evolution, Scope and Functions of Finance Managers- Introduction; Scope of Finance; Financial Management System; Finance Functions ; Role of a Finance Manager
UNIT 2	Objectives of a Firm – Introduction; Profit Maximization; Shareholders’ Wealth Maximization (SWM)
UNIT 3	Financial Planning – Introduction; Meaning of Budget; Types of Budgets; Advantages of Budgeting; Responsibility Accounting
UNIT 4	Time Value of Money - Introduction; Concept of Time Value of Money; Compounding Method ; Discounting Method
UNIT 5	Cost of Capital – Introduction; Cost of Capital; Cost of Debt; Cost of Preference Capital; Cost of Equity Capital; Approaches to Derive Cost of Equity; Weighted Average Cost of Capital and Weighted Marginal Cost of Capital.
UNIT 6	Financial and Operating Leverage – Introduction; Meaning of Financial Leverage; Measures of Financial Leverage; Calculation of Earnings Per Share (EPS) and Return on Equity (ROE) ; Financial and Operating Leverages
UNIT 7	Capital Budgeting Decisions- Introduction; Capital Budgeting Process ; Methods to Evaluate Investment Proposals ; Capital Rationing
UNIT 8	Capital Structure Theories - Introduction; Relevance of Capital Structure Theories ; Irrelevance of Capital Structure
UNIT 9	Sources of Finance - Introduction; Short-term Finance ;Long-term Funds
UNIT 10	Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing
UNIT 11	Dividend Policy – Introduction; Dividend Policy; Financing and Dividend Decision; Dividend Relevance: Walter’s Model
UNIT 12	Working capital Management: Introduction; Concepts of Working Capital ; Operating Cycle Method.
UNIT 13	Management of Cash – Introduction ; Motives for Holding Cash; Facets of Cash Management; Cash Planning; Cash Forecasting and Budgeting;

UNIT 14 Determining the Optimum Cash Balance ; Investing Surplus Cash in Marketable Securities - Credit Policy: Nature and Goals ;Collection Procedures ; Nature of Inventory.

REFERENCE BOOKS:

1. Kuchal S C, Corporation Finance
2. Kulkarni P, Financial Management
3. Pandey I M, Financial Managemen

Course Code	Title of the Course
12263	E-BANKING

Objectives:

- To understand basic concepts and Operating systems for E-Banking
- To know the evolution of E-Banking system.

- UNIT 1** Electronic Banking: Traditional Banking Vs E-Banking-Facets of E-Banking -E-Banking transactions - truncated cheque and Electronic cheque
- UNIT 2** Models for E-banking-complete centralized solution- features-CCS-Cluster approach-Hi tech. Bank with in Bank Advances of E-Banking-Constraints in E-Banking
- UNIT 3** Online Banking: Introduction –concept and meaning-the electronic delivery channels- need for computerization-Automatic Teller Machine(ATM) at home – Electronic Fund Transfer(EFT)-uses – computerization in clearing houses- Telebanking- Banking on home computers –Electronic Money Transfer -uses of EMT.
- UNIT 4** Updating Bank saving accounts –Computer bank branches-Financial Transaction Terminals- (FTT)-E-Cheque-Magnetic Ink Character Recognition (MICR) and Cheques
- UNIT 5** E-Banking Security- Introduction need for security –Security concepts-Privacy – Survey. Findings on security-Attack-Cyber crimes-Reasons for Privacy
- UNIT 6** Tampering-Encryption –Meaning-The encryption process-may appear as follows - Cryptogram-Cryptanalyst-cryptography-Types of Cipher systems –Code systems- Cryptography-Cipher-Decipher-Jumbling-Asymmetric-Cryptosystem-Data Encryption Standard
- UNIT 7** E-Banking in India-Procedure-Programmes-Components- How to go on net for Online Banking-advantages-Limitations.
- UNIT 8** E-Builder solutions-Digital certificate-Digital Signature &Electronic Signature-E-Security solutions— solutions providers-E-locking technique- E-locking services- Netscape security solutions- Pry Zone
- UNIT 9** E-software security Internet-Transactions-Transaction security-PKI-Sierras Internet solutions-inc –security devices-Public Key Infrastructure-(PKI)-Firewalls Secure Ledger-(FSL)-Secure Electronic Transaction(SET).
- UNIT 10** Basic concepts of data processing – Binary number system – Octal and hexadecimal – Representation of non-numeric data
- UNIT 11** CPU – Main memory – Peripheral controllers – Peripherals.

UNIT 12 Software: Need for software – What is software? Types of software, System Software -Operating systems – language translators -Programming languages.

UNIT 13 LAN – Local processing with batch updates – Meaning- Importance – Implication – Need for Control –Types- Scope, Features AIMS – Home banking – EFT – MICR.

UNIT 14 Inter branch reconciliation Security considerations – Accidental damage, power failures and malicious damage .

REFERENCE BOOKS:

1. Bajwa K.S., Bank Mechanization, Skylark Publications
2. Srivatsava, Computer Applications in Banks, BTC, RBI
3. Sanjay Soni and Vinayak Aggarwal, Computers and Banking Sultan Chand & Sons.

Course Code	Title of the Course
12264	DEVELOPMENT BANKING

Objectives:

- To understand basic concept of developmental Banking and evolution of Banking system
- To explain the various institutions contribution for banking industry

- UNIT 1** Development Banking in India: Need – Evolution – Meaning- Importance – Implication – Need–Types- Scope, Features Management of change
- UNIT 2** Objectives – Industrial Finance Corporation of India (IFCI): Objectives – Functions – Forms of assistance.
- UNIT 3** Industrial Development Bank of India (IDBI): Objectives – Functions – Schemes of Direct Assistance: Project finance,
- UNIT 4** Technical Development Fund and Venture Capital Fund – Schemes of indirect assistance: Refinance Schemes, Bills rediscounting, Facility and seed capital assistance –
- UNIT 5** Technical Consultancy Organization (TCOs) – Fee based activities of the IDBI.
- UNIT 6** Industrial Credit and Investment Corporation of India (ICICI): Objectives – Functions. Small Industries Development Bank of India (SIDBI): Functions – Forms of assistance
- UNIT 7** National Small Industries Corporation (NSIC): Functions – Forms of assistance.
- UNIT 8** State Financial Corporations (SFCs): Objectives–Functions–Forms of Assistance
- UNIT 9** Export Import Bank of India (EXIM Bank): Functions – National Housing Bank (NHB): Objectives – Functions.
- UNIT 10** Unit Trust of India (UTI): Objectives – Resources – Activities of the Trust –
- UNIT 11** Life Insurance Corporation of India (LIC) and General Insurance Corporation of India (GIC): Their role in industrial development.
- UNIT 12** Credit Rating Agencies in India: Credit Rating Information Services of India Limited (CRISIL)
- UNIT 13** Investment Information and Credit Rating Agency of India Limited (ICRA) –
- UNIT 14** Credit Analysis and Research Limited (CARE) – Their role.

REFERENCE BOOKS:

1. Institutional Framework for Industry – Vol. I & II – Vasant Desai, Himalaya Publishing House, Mumbai.
2. Development Banking in India, Vol. I & II – Vasant Desai, Himalaya Publishing House, Mumbai.
3. How to borrow from Financial and Banking Institutions? Edited by: Ajay Marg, Deepak SK. Kochhar and SN. Sharma Nabhi Publications, New Delhi.
4. Annual Report of Development Banking Institutions.

3. DURATION OF THE PROGRAMME

The course shall consist of three academic years divided into six semesters.

4. Faculty and Support Staff Requirements

This programme requires the following faculty and supporting staffs

Staff Category	Required
Core Faculty *	3
Faculty – Specialization*	2
Faculty for Language	2
Clerical Assistant	1

*At least Assistant Professor Level (Either permanent or part time)

5. Instructional Delivery Mechanism

Each semester there will be one contact programme of 64 hours duration in theory. The SLM (Self Learning Material) will be supplied to the students in print form as well as in CD form. The face to face contact sessions of the programme for theory courses will be held at the head quarter

/ learning centres. The conduct of end semester examinations, evaluation and issuance of certificates will be done by office of the Controller of examinations, Alagappa University, Karaikudi.

F) PROCEDURE FOR ADMISSION, CURRICULUM TRANSACTION, AND EVALUATION

1. Procedure of Admission

A candidate who has passed HSC or 3year Diploma is eligible for getting admission. For Lateral Entry to II year of the programme, a candidate who has passed 3year Diploma in Modern office/Commercial practice from any University/college shall be permitted to appear and qualify for the BBA (Banking) programme.

2. Curriculum Transactions:

The class room teaching would be through conventional lecture, use of OHP, power point presentation and novel innovative teaching ideas like television and computer aided instruction. Student seminars would be arranged to improve their awareness and communicative skill.

Face to face contact session will be conducted as given in below table.

Course Type	Face to Face Contact Session/semester (in Hours)
4 Theory courses with 4 credits	64
Total	64

Evaluation

The examinations shall be conducted for theory to assess the knowledge acquired during the study. There shall be two systems of examinations viz., internal and external examinations. In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignments preparation. The internal assessment shall comprise of maximum 25 marks for each course. The end semester examination shall be of three hours duration to each course at the end of each semester. The end semester examinations shall comprise of maximum of 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

f. 3.2. Distribution of Marks in Continuous Internal Assessments:

The following procedure shall be followed for awarding internal marks for **theory** courses

Component	Marks
Assignments(2) (12.5+12.5)	25
Total	25

Question paper pattern (Theory)

- The question paper carries a maximum of 75 marks.
- The question paper consists of three sections namely Part-A, Part-B and Part-C.
- Part-A consists of 10 questions of 2 marks each ($10 \times 2 = 20$ marks) with no choice. The candidate should answer all questions.
- Part-B consists of 5 either or choice questions. Each question carries 5 marks ($5 \times 5 = 25$ marks).
- Part-C consists of 5 questions. Each question carries 10 marks. The candidate should Answer any three questions ($10 \times 3 = 30$ marks).

Passing minimum

- There shall be no Passing Minimum for Internal.
- For External Examination, Passing Minimum shall be of 40% (Forty Percentage) of the maximum marks (75) prescribed for the paper.
- In the aggregate (External + Internal) the passing minimum shall be of 40% for each Paper
- Grading shall be based on overall marks obtained (internal + external).

Candidate who does not obtain the required minimum marks for a pass in a course shall be required to appear and pass the same at a subsequent appearance.

Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
00-49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course i in any semester
 G_i = Grade Point obtained for course i in any semester.
 n refers to the semester in which such courses were credited

For a semester;

Grade Point Average [GPA] = $\frac{\sum_i C_i G_i}{\sum_i C_i}$
 Grade Point Average = Sum of the multiplication of grade points by the credits of the course
 Sum of the credits of the courses in a semester

For the entire programme;

Cumulative Grade Point Average [CGPA] = $\frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$

CGPA = Sum of the multiplication of grade points by the credits of the entire programme
Sum of the credits of the courses for the entire programme

CGPA	Grad	Classification of Final Result
9.5-10.0	O+	First Class- Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D+	First Class with Distinction*
8.0 and above but below 8.5	+	
7.5 and above but below 8.0	D+	
	D	
7.0 and above but below 7.5	A+	First Class
6.5 and above but below 7.0	+	
6.0 and above but below 6.5	A+	
	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

*The candidates who have passed in the first appearance and within the prescribed semester of the UG Programme are eligible.

Maximum duration for completion of the course

The maximum duration for completion of B.B.A. (Banking) degree shall not exceed five years after the completion of the minimum duration of the programme.

Commencement of this regulation

These regulations shall come into effect from the academic year 2018-19 for students who are admitted to the first year of the course during the academic year 2018-19.

Fee structure

Sl. No.	Fees Detail	Amount in Rs.		
		First Year	Second Year	Third Year
1	Admission Processing Fees	100.00	-	-
2	Course Fees	2500.00	2500.00	2500.00
3	ICT Fees	150.00	150.00	150.00
	TOTAL	2750.00	2650.00	2650.00

G) REQUIREMENT OF THE LIBRARY

RESOURCES: LIBRARY RESOURCES

The Central Library is one of the important central facilities of Alagappa University. It has text book, reference books, conference proceedings, back volumes, standards, and non-book material such as CD-ROMs and audios. The central Library procured several e-books in different areas. The library also subscribes to about 250 current periodicals. The Directorate of Distance Education of Alagappa University has adequate number of copies of books related to Management Programme.

COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS:

Sl. No.	Nature of Expenditure	Amount in Rs. (Approx.)
1	Programme Development	10,00,000/-
2	Programme Delivery	20,00,000/-
3	Programme Maintenance	3,00,000/-

i) QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES

- The feedback from students on teaching will be collected every semester using standard formats.
- Feedback on the curriculum will also be collected from the experiences of the students which help teachers in fine tuning of deliverables in the classroom.
- It helps in improving the standard of teaching as expected by the students.
- Exit survey feedback on various parameters to improve and quality of the programme and support services like course material, library and infrastructure.
- It helps to Strengthen the contents of the program to meet the requirements of the employment market and keep the curriculum as a treasure of knowledge.
- This programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes.

ALAGAPPA UNIVERSITY

[Accredited with 'A+' Grade by NAAC (CGPA:3.64) in the Third Cycle]

KARAIKUDI

Minutes of the Meeting of the Board of Studies in Management (Distance Education) held at the Directorate of Distance Education, Alagappa University, Karaikudi – 630 003, on 06.09.2017 at 11.00 am.

Members Present

1. Dr. S. Kaliyamoorthy - Chairman
2. Dr.G. Jayabal - Member
3. Dr.R. Perumal - Member
4. Dr.S. Rajmohan - Special Invitee
5. Mr.S. Prabhu - Special Invitee


At the outset, the Chairman has extended a warm welcome to all the Members of the Board and briefed the need and purpose of the meeting.


The board has considered and scrutinized the Regulations and Syllabi for the following UG, PG and PG Diploma Programmes in the field of Management to be offered through ODL mode.


S.No.	U.G. Programmes	P.G. Programmes	PG Diploma Programmes
1.	BBA	M.A.(Public Administration)	Hospital Administration
2.	B.A. (Public Administration)	M.A.(Personnel Management & Industrial Relations)	Human Resource Management
3.	BBA(Banking)	M.B.A (General)	Business Management
4.	-	MBA(International Business)	Personnel Management & Industrial Relations
5.	-	MBA(Corporate Secretaryship)	-
6.	-	MBA(Banking & Finance)	-
7.	-	MBA(Project Management)	-
8.	-	MBA(Hospital Management)	-
9.	-	MBA (HumanResourceManagement)	-
10.	-	MBA(Education Management)	-
11.	-	MBA(Retail Management)	-
12.	-	MBA(Technology Management)	-
13.	-	MBA(Logistics Management)	-
14.	-	MBA(Corporate Management)	-
15.	-	MBA(Financial Management)	-
16.	-	MBA(Marketing Management)	-
17.	-	MBA(System Management)	-
18.	-	MBA(Production and OperationManagement)	-
19.	-	MBA (Tourism)	-
20.	-	MBA (Cooperative Management)	-
21.	-	MBA Five Years Integrated	-

The board has unanimously resolved to approve the Regulations and Syllabi of the various above mentioned UG, PG and PG Diploma Programmes proposed to be offered through ODL mode. The approved Regulations and Syllabi of the above mentioned programmes are provided in the Annexure-I

Finally the meeting came to end with a formal vote of thanks.


(R. PERUMAL) 6/9/2017


(G. JAYABAL) 6/9/17.


(S. PRABHU)


(R.S. RAJMOHAN)


(S. KALIYAMOORTHY) 6/9/17

ALAGAPPA UNIVERSITY

(A State University Accredited with 'A+ Grade by NAAC (CGPA: 3.64) in the third cycle)
Karaikudi – 630 003, Tamilnadu, India

DIRECTORATE OF DISTANCE EDUCATION



PROGRAMME PROJECT REPORT

B.Com

Programme Code: 102

REGULATIONS AND SYLLABUS
[From the academic year 2018-2019 onwards]

Credit Based System

Programme's Mission & Objectives

Vision: To bridge the inherent skills of students with the Industrial expectations in the ever - changing and challenging Global Competitive Business Scenario by continuously providing a comprehensive knowledge in Commerce.

Mission: To bestow an exhaustive acquaintance by blending the subjects of Accounting, Banking, Insurance, Taxation, Marketing, Services Marketing and Mercantile Law in a pragmatic manner to the students so as to emerge as efficient Professionals, Entrepreneurs, Managers, Finance Experts, etc....

Objectives:

- i). To impart a comprehensive knowledge in Commerce to the students in a pragmatic manner.
- ii). To be a strapping pedestal to key-in and fetch an assortment of job opportunities in the Public and Private Sectors.
- iii). To craft Accounting, Finance, Tax and Management experts through captivating professional and cerebral associations.

Relevance of the Programme with HEI's Mission and Goals:

Affording quality higher Education to the learners who are interested in pursuing higher education through distance mode, so that they are transformed into intellectually competent human resources that will help in the uplift of the nation in terms of Educational, Social, Technological, Environmental and Economic magnificence (ESTEEM). This programme is very much effective in imparting quality education through flexi-timings.

In accordance with the mission of Alagappa University as a research-intensive institution, the teaching programme of the under graduate degree programme in Commerce is based on state of the art of scientific research and maintains a strong emphasis on the acquisition of academic and research skills.

Nature of prospective target group of learners:

The curriculum has been designed to fulfill the needs of diverse class of learners including a class of learners. In order to fulfill the needs of the learners, professionals who are in teaching, business professionals, chartered accountant practitioners, banking, Insurance and management professionals.

B.Com., Employment Areas:

- Banks
- Budget Planning
- Business Consultancies
- Educational Institutes
- Foreign Trade
- Industrial Houses
- Inventory Control
- Investment Banking
- Marketing
- Merchant Banking
- Public Accounting Firms
- Working Capital Management
- Policy Planning
- Public Accounting Firms
- Treasury and FOREX Department

B.Com., Job Types:

- Bank clerk and Bank PO jobs
- UPSC exams
- Railways exam
- Accounts work
- Taxation and financial work
- Chartered Accountancy (CA)

- Company Secretaryship (CS)
- ICWA (Cost and Works Accountancy)
- M.Com. / MBA. / LLB. / MHM (Master of Hotel Management)
- Tax Consultant
- Human Resource
- Banker
- Auditor
- Stock Broker
- Export Import Manager
- Finance Consultant

Appropriateness of the programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence in Bachelor of Commerce programme focuses both in-depth study of theory and acquisition of professional and research skills.

- This programme makes learners to develop skill oriented entrepreneurship knowledge, business communication at critical thinking and proficiency in the field of business sectors.

- This programme helps learners to acquire necessary skills to perform research, and start up entrepreneurship in the field of commerce and industry.

It is a good base bachelor degree course for the purpose of higher research studies like M.Com., and MBA. They can avail wide employment opportunities and employability skills in the field of Commerce and Industry.

e. Instructional Design:

Sl. No.	Course Code	Title of the Course	CIA Max.	ESE Max.	TOT Max.	C
FIRST YEAR						
I Semester						
1	10211	Principles of Management	25	75	100	4
2	10212	Business Communication	25	75	100	4
3	10213	Business Environment	25	75	100	4
4	10214	Financial Accounting	25	75	100	4
		Total	100	300	400	16
II Semester						
5	10221	Financial Management	25	75	100	4
6	10222	Human Resource Management	25	75	100	4
7	10223	Marketing Management	25	75	100	4
8	10224	Mercantile Law	25	75	100	4
		Total	100	300	400	16
SECOND YEAR						
III Semester						
9	10231	E-Commerce	25	75	100	4
10	10232	Auditing	25	75	100	4
11	10233	Merchant Banking and Financial Services	25	75	100	4
12	10234	Managerial Economics	25	75	100	4
		Total	100	300	400	16
IV Semester						
13	10241	Insurance Management	25	75	100	4
14	10242	Business Statistics	25	75	100	4
15	10243	Office Management	25	75	100	4
16	10244	Management Accounting	25	75	100	4
		Total	100	300	400	16
THIRD YEAR						
V Semester						
17	10251	International Marketing	25	75	100	4
18	10252	Retail Marketing Management	25	75	100	4
19	10253	Cost Accounting	25	75	100	4
20	10254	Project Management	25	75	100	4
		Total	100	300	400	16
VI Semester						
21	10261	Marketing Research	25	75	100	4
22	10262	Corporate Accounting	25	75	100	4
23	10263	Entrepreneurship Development	25	75	100	4
24	10264	Management Information System	25	75	100	4
		Total	100	300	400	16
Grand Total			600	1800	2400	96

Detailed Syllabi:**FIRST SEMESTER**

Course Code	Title of the Course
10211	Principles of Management

Learning Objectives:

1. To make the students to understand the elements of effective management
2. To familiarize the students with the basics principles of management
3. To grasp the organizational theories that would enlighten the understanding of human behaviour at work.
4. To understand team and group process and to be able to address issues arising from individual and collective organizational behaviour.

UNIT – I: Understanding an organization – Organizational Process – General - Vision and Mission – Strategy – Structure – System – Process - Jobs and Tasks.

UNIT – II: Management process – Importance of Management, Evolution of Management Thought - Principles of Management - Management Process/Functions - and a System View.

UNIT – III: Planning and decision making – Importance of Planning - Types of Planning - Steps in Planning - Decision Making - Model in Planning and Decision Making.

UNIT – IV: Organizing and staffing – Importance of Organizing - Types of Organizations - Organizational division and span of control - Types of Departmentation - Staffing and its importance in the organization - Line and staff concept - Staffing concept and HR Management.

UNIT – V: Leading – Comparison and Contrasting of Directing and Leading - Characteristics of Leading - Importance of Leading - Functions of Leading

UNIT – VI: Controlling – Importance and Process - Critical Control Points Control as a feedback system - Prerequisites of Effective Control - Control Techniques - IT Enabled ‘Controls’ and its Challenges.

UNIT – VII: Organizational Behaviour – Historical Perspective - Approaches to and Importance - Framework for Learning OB - The Intricate Relation between MP and OB -

Human Resources Management Relationship - Limitations of OB - Globalization and OB.

UNIT – VIII: Individual level behavioral variables - 1 (Personality, Perception) - Personality - Definition and Determinants - Personality Traits - Personality Attributes affecting OB - Definition, Importance and Factors Influencing Perception - Perception and Making Judgment about Others.

UNIT – IX: Individual level behavioral variables – 2 (Values, Attitudes and Emotions) – Values – Attitudes - Definition and Concept of Emotions - Emotional Intelligence - Indian Perspective on EI.

UNIT – X: Individual level behavioral variables – 3: Learning and its Applications in Organizations - Definition and Importance of Motivation - Early Theories in Motivation - Contemporary Theories in Motivation - Motivational Tools in Organization.

UNIT – XI: Group level behavioral - 1 (The group) – Concept of Groups - Stages of Group Formation and Group Process - Work Group Behavior - Factors that Affect Group Behavior - Implications of Group Process for Organizations.

UNIT – XII: Group level behavioral-2 (The team) – Definition and Overview of a Team - Seventeen Characteristics of an Effective Team - Designing a Team - Team Wheel - Key Issues in Team Building - The Seven Step of Intact Team Building, Cross Functional Teams.

UNIT – XIII: Group level behavior-3 (Leadership) – Overview of Leadership - Role of Leadership in Contemporary Business - Theories of Leadership - Contingency Theories of Leadership - New Leadership Theories.

UNIT – XIV: Power – politics – conflict - negotiation and stress – Power – Politics – Conflict – Negotiations – Stress - Culture and Change – Concept of Culture - Fundamentals of Culture - Fundamentals of Change - Eight Steps of John Kotter on Leading Change.

REFERENCE BOOKS:

1. Ramaswamy.T, 2012, Principles of Management [Eight Edition] Himalaya Publishing Home Pvt Ltd, Mumbai.
2. Dinkar Pagare, 2011, Business Management [Fifth Edition] Sultan Chand & Sons, New Delhi.

3. Govindarajan. M, 2008, Principles of Management [First Edition] PHI, New Delhi.
4. Prasad L.M, 2015, Principles and Practice of Management [Eight Edition], Sultan Chand & Sons, New Delhi.
5. Khanka S. S, “Organisational Behaviour” Sultan Chand & Sons Publications, New Delhi (2012).
6. Aswathappa K, “Organisational Behaviour”, Himalaya Publications, New Delhi (2011).
7. Varma, “Organisational Behaviour”, Forward Book Depot, New Delhi (2013).
8. Sharma, “Organisational Behaviour”, Tata McGrew-Hill Publications, New Delhi (2012).

Course Code	Title of the Course
10212	Business Communication

Learning Objectives:

1. To explain the use of strategic communication model and critical thinking to identify objectives, analyze audience and choose the most effective structure and style for delivering written and spoken messages.
2. Build an understanding of different organization culture, business practices and social norms to communicate more effectively in domestic and cross culture business contexts.

UNIT - I: Communication - Purpose of Communication - Process of Communication - Importance of Communication in Business- Differences between Technical and General Communication - Barriers to Communication - Measures to Overcome the Barriers to Communication.

UNIT - II: Types of Communication - Types of Communication - Verbal Communication - Importance of verbal communication - Advantages of verbal communication - Advantages of written communication - Significance of Non-verbal Communication.

UNIT - III: Listening Skills - Listening Process - Classification of Listening - Purpose of Listening - Common Barriers to the Listening Process - Measures to Improve Listening - Listening as an Important Skill in Work Place.

UNIT - IV: Language for Communication - Language and Communication - General Principles of Writing - Improving Writing Skills - Essentials of good style - Expressions and words to be avoided - Grammar and Usage.

UNIT - V: Communication in Organizations - Internal Communication - Stake Holders in Internal Communication - Channels of Internal Communication - External Communication - Stake Holders in External Communication - Channels of External Communication.

UNIT - VI: Communication Network - Scope and Types of Communication Network - Formal and Informal Communication Network - Upward Communication - Downward Communication - Horizontal Communication - Diagonal Communication.

UNIT - VII: Writing Business Letter - Importance of Business Letters - Difference between Personal and Business Letters - Structure and Format of Business Letters - Types of Business Letters.

UNIT - VIII: Writing Memos - Circulars and Notices - What is a Memo? - Principles of précis writing - Approaches to memo writing - Characteristics of a memo - Guidelines for writing memos - Language and writing style of a memo - Format of a Memo – Circulars - Guidelines for writing a circular - Languages and writing style of a circular-Format of a circular - Notices - Purpose - Format - Important points to remember while writing a notice.

UNIT - IX: Report Writing- Features of Writing a Good Report- Purpose of Report Writing-Difference between Business Report and Engineering Report-Characteristics of writing a good report-Importance of communication in report writing- Guidelines for Report Writing-Steps in Report Writing- Structure of Report-Types of Reports and Different Formats.

UNIT - X: Writing E-mail - Principles of E-mail - E-mail Etiquette - Overcoming Problems in E-mail Communication.

UNIT - XI: Oral Communication Skills Oral Business Presentation - Purpose –Audience - Locale - Steps in Making a Presentation - Research and planning - Structure and style - Preparation - Presentation- Delivering a Presentation.

UNIT - XII: Meetings - Types of Meetings - Importance of Business Meetings - Different Types of Business Meetings - Conducting Meetings-Selecting participants-Developing agendas - Opening meetings - Establishing ground rules for meetings - Time management - Evaluations of meeting process - Evaluating the overall meeting - Closing meetings- Common Mistakes Made at Meetings.

UNIT - XIII: Reading Skills - Reading Skill - Purpose of Reading - Types of Reading - Techniques for Effective Reading - Employment Communication – Resume - Contents of Good Resume -Guidelines for Writing Resume - Different Types of Resumes - Reason for a Cover Letter to Apply for a Job-Format of Cover Letter - Different Types of Cover Letters.

UNIT - XIV: Employment Communication - Job Interview - Importance and Factors Involving Job Interview - Characteristics of Job Interview - Job Interview Process - Job Interview Techniques - Manners and etiquettes to be maintained during an interview - Sample Questions Commonly asked During Interview.

REFERENCE BOOKS:

1. Premavathi.N 2010. Business communication & correspondence (3rd edition) Sultan chand & sons , New Delhi.
2. Rajendra pal Korahill, 2006. Essentials of Business communication Sultan chand & sons, New Delhi.
3. Ramesh, M.S and Pattanshetti C.C, 2003. Business communication Sultan chand & sons , New Delhi
4. Rodriquez M.V, 2003, "Effective Business Communication Concept". Vikas Publishing Company.

Course Code	Title of the Course
10213	Business Environment

Learning Objectives:

1. To enhance the knowledge of business opportunities in current situation.
2. To enhance the capacity to making business polices.

UNIT - I: Business Environment - Concept of Business-Levels of the Business Environment - Understanding the Environment.

UNIT - II: Economic Environment – Economic Environment of Business -The Global Economic Environment - Economic Policies - Business and Economic Policies.

UNIT - III: Socio Cultural Environment – Business and Society - Business and Culture - Indian Business Culture - Culture and Organizational Behavior.

UNIT - IV: Political Environment – Political Environment and the Economic system - Types of Political Systems - Indian Constitution and Business - Changing Profile of Indian Economy - Business Risks Posed by the Indian Political System.

UNIT - V: Economic Systems - Capitalist Economy - Socialist Economy - Mixed Economy.

UNIT - VI: Financial Environment - An Overview of the Financial System - Components of Financial System - Financial Institutions and their Roles - Financial Institutions in India - Role of Foreign Direct Investment.

UNIT - VII: Legal Environment- Legal Environment- Laws Impacting Industry in India- Intellectual Property Rights- Major Regulations Pertaining to Business.

UNIT - VIII: Economic Role of Government - Regulatory Role of Government- Promotional Role of Government - Participatory Role of Government -Conciliatory and Judicial Role of Government - Impact of India’s Industrial Policy on Economic Reforms.

UNIT - IX: New Economic Policy - Industrial Policy - The crisis of June -1991- Objectives of New Economic Policy - 1991- Emphasis of NEP on Liberalization -NEP

and Privatization - NEP effect on Globalization - Positive and Negative effects of New Economic Policy.

UNIT - X: Privatization - Meaning of Privatization - Objectives of Disinvestment - Privatization / Disinvestment in India - Problems with Privatization - Globalization – Meaning of Globalization - Future of Globalization - Organizations to facilitate globalization.

UNIT - XI: India - WTO and Trading Blocs - Levels of Economic Integration/Trading Blocs - Effects of Economic Integration - Major Regional Trading Blocs- Commodity Agreement - World Trade Organization - WTO and India.

UNIT - XII: Corporate Social Responsibility - Meaning and Definition -Need for social responsibility of business - Social responsibility of business towards different groups - Barriers to social responsibility - Social responsibility of business in India.

UNIT - XIII: Public – Private - Joint and Cooperative Sectors – Public sectors - Organization of public sector enterprises - Private Sector - Joint sectors - Formation of Joint sector enterprise - Cooperative sectors.

UNIT - XIV: Indian Economy – India as a Developing Economy - India as an Emerging Economy - India as a Mixed Economy.

REFERENCE BOOKS:

1. Francis Cherunilam. 2000. **Business Environment**. Himalaya Publishers
2. Dr.Gupta.C.B.2014.**Business environment**, (8th edition), Mc Graw Hill Education
3. Avadhani.V.A. 2004. **Essentials of Business Environment**. (2nd edition), Himalaya Publication, Mumbai.
4. Shaikh Saleem. 2009. **Business Environment**. (2nd edition), Dorling Kindersley (India) Pvt Ltd.

Course Code	Title of the Course
10214	Financial Accounting

Learning Objectives:

1. To make the students to understand the basic concepts of accounting applied in the competitive corporate world.
2. To understand accounting software easily.
3. To provide basic knowledge in financial accounting concepts.
4. To enhance practical applications of accounting.

UNIT – I: Financial Accounting – Meaning of Book Keeping, Accounting and Accountancy - Distinction between Book Keeping and Accounting, Accounting Process - Objectives of Accounting - Various users of Accounting Information, Limitations of Accounting - Accounting Terminologies.

UNIT – II: Accounting Concepts - Principles and Conventions – Meaning of Accounting Concepts – Principles – Conventions - Types of Accounting Concepts - Types of Accounting Principles - Types of Accounting Conventions - Accounting standards - International Financial Reporting Standards [IFRS].

UNIT – III: Recording of Transactions - Meaning of Assets – Liabilities – Equity - Accounting Equation and Effects of Financial Transaction on Accounting Equation - Classification of Accounts under Modern Approach Method - Double Entry System and Rules of Debit and Credit Entries.

UNIT – IV: Secondary Books – Secondary Books - Cash Book - Petty Cash Book - Ledger.

UNIT – V: Trial Balance and Rectification of Errors - Trial Balance - Error in Accounting.

UNIT – VI: Final Accounts – 1 – Meaning - Objectives and Characteristics of Final Accounts - Adjustments before Preparing Final Accounts - Closing Entries.

UNIT – VII: Final Accounts – 2 – Trading Account - Profit and Loss Account - Balance Sheet - Treatment of Adjustments - Practical Problems.

UNIT – VIII: Bank Reconciliation Statement - Meaning of Bank Reconciliation Statement - Importance of Bank Reconciliation Statement - Reasons for Difference - Procedure for Reconciliation.

UNIT – IX: Bills of Exchange - Acceptance of a Bill - Due Date - Recording of Bill of Exchange in the books of Accounts.

UNIT – X: Partnership Accounts - Admission of a Partner - Partnership - Meaning and Features - Partnership Deed and Contents - Admission of a Partner - Good will-Meaning - Accounting Treatment of Goodwill at the Time of Admission - Revaluation of Assets and Liabilities - Adjustments of Reserves and Accumulated Profits or Losses.

UNIT – XI: Retirement and Death of a Partner – Meaning of Retirement of Partner - Calculation of New Profit Sharing Ratio and Gaining Ratio - Adjustments with Regard to Goodwill - Revaluation of Assets and Liabilities - Settling the Claim of Retiring Partner - Death of Partner.

UNIT – XII: Depreciation Accounting: Meaning of Depreciation - Causes for Depreciation, Need for Depreciation - Computation of the Amount of Depreciation - Depreciation on Additions to Fixed Assets - Methods of Depreciation, Revised AS 6.

UNIT – XIII: Company Accounts – Kinds of Companies - Formation of Companies - Share Capital - Issue of Shares - Under Subscription & Oversubscription - Issue of Shares at Premium & Discount - Buyback of Shares and Treasury Stock - Accounting Treatments and Ledger Preparation.

UNIT – XIV: Company Accounts – Forfeiture of Shares - Reissue of Shares - Issue of Bonus Shares - Rights Issue - Share Split - Buy Back of Shares - Redemption of Preference Shares – Debentures.

REFERENCE BOOKS:

1. Reddy T.S and Murthy. A, 2011. Financial Accounting (6th revised edition 2011 Reprint 2014). Margham Publications Chennai.
2. Manikandan .S and Rakesh Shankar .R, 2014. Financial accounting (3rd edition 2014). SCITECH Publications' (India) Pvt Ltd Chennai.
3. Dr. Radha.v, 2010. Financial accounting (1st edition 2010, Reprint 2012), KB Printers Chennai.
4. John Gabriel. S and Marcus .A, 2010. Financial Accounting (Edition 2010), Tata McGraw Hill Education Pvt Ltd.

SECOND SEMESTER

Course Code	Title of the Course
10221	Financial Management

Learning Objectives:

1. To enhance your knowledge and understanding of financial management.
2. To give understanding and perspective on financial management function in the company and in its relation to domestic and international economy.
3. To give illustration on financial management practices and policies, processes, techniques and strategies that are used in the financial management.

UNIT – I: Evolution - Scope and Functions of Finance Managers - Scope of Finance - Financial Management System - Finance Functions - Role of a Finance Manager.

UNIT – II: Objectives of a Firm - Profit Maximization - Shareholders' Wealth Maximization (SWM).

UNIT – III: Financial Planning – Meaning of Budget - Types of Budgets - Advantages of Budgeting - Responsibility Accounting.

UNIT – IV: Time Value of Money - Concept of Time Value of Money - Compounding Method - Discounting Method.

UNIT – V: Cost of Capital – Cost of Capital - Cost of Debt - Cost of Preference Capital - Cost of Equity Capital - Approaches to Derive Cost of Equity - Weighted Average Cost of Capital and Weighted Marginal Cost of Capital.

UNIT – VI: Financial and Operating Leverage – Meaning of Financial Leverage - Measures of Financial Leverage - Calculation of Earnings Per Share (EPS) and Return on Equity (ROE) - Financial and Operating Leverages.

UNIT – VII: Capital Budgeting Decisions – Capital Budgeting Process - Methods to Evaluate Investment Proposals - Capital Rationing.

UNIT – VIII: Capital Structure Theories – Relevance of Capital Structure Theories - Irrelevance of Capital Structure.

UNIT – IX: Sources of Finance – Short-term Finance - Long-term Funds.

UNIT – X: Asset-Based Financing – Lease Financing - Hire Purchase Financing - Infrastructure Project Financing.

UNIT – XI: Dividend Policy – Dividend Policy - Financing and Dividend Decision - Dividend Relevance - Walter's Model.

UNIT – XII: Working capital Management – Concepts of Working Capital - Operating Cycle Method.

UNIT – XIII: Management of Cash – Motives for Holding Cash - Facets of Cash Management - Cash Planning - Cash Forecasting and Budgeting - Determining the Optimum Cash Balance - Investing Surplus Cash in Marketable Securities.

UNIT – XIV: Credit Policy - Nature and Goals - Collection Procedures - Nature of Inventory.

REFERENCE BOOKS:

1. Dr. Maheshwari S.N. & Dr. Mittal S.N., 2011-12 Financial Management Principles and Practice, Sultan Chand & Sons, New Delhi.
2. Khan M. Y. and Jain, P. K., 2012, Financial Management Accounting, Tata Mc Graw Hill, Publications New Delhi.
3. Shashi K. Gupta and Sharma R.K., 2014, Financial Management, Kalyani Publishers.
4. Pandey I.M., 2006, Financial Management Accounting, Vikas Publications House New Delhi.

SECOND SEMESTER

Course Code	Title of the Course
10222	Human Resource Management

Learning Objectives:

1. To evaluate and apply theories of social science disciplines to workplace issues;
2. To enhance their effectiveness for optimizing the human resource potential of their organization in order to achieve business and strategic objectives.
3. To examine current issues, trends, practices, and processes in HRM.

UNIT – I: Human Resource Management - Definition and Concept – Features – Objectives – Functions - Scope and Development of Human Resource Management - Importance of Human Resource Management - Human Resource Practices.

UNIT – II: HRM and Personnel Management – Concept of Personnel Management - Personnel Management in India - Functions of the Labour Welfare Officer - Difference Between Personnel Management and HRM.

UNIT – III: Human Resource Planning - Concept of Human Resource Planning (HRP) - Factors in HRP - Process of HRP.

UNIT – IV: Job Analysis and Design - Job Analysis - Job Description - Writing a Job Description - Job Specification - Job Design.

UNIT – V: Recruitment – Concept of Recruitment - Factors Affecting Recruitment - Types of Recruitment.

UNIT – VI: Selection: Concept of Selection - Process of Selection - Selection Tests - Barriers in Selection.

UNIT – VII: Induction - Meaning and Definition of Induction - Need for Induction - Problems Faced during Induction - Induction Programme Planning

UNIT – VIII: Training - Concept and Significance of Training - Training Needs - Training Methods - Types of Training.

UNIT – IX: Performance Appraisal - Concept of Performance Appraisal - Purpose of performance appraisal – Process - Methods of Performance Appraisal - Major Issues in Performance Appraisal.

UNIT – X: Wages and Salary – Nature and Significance of Wage and Salary Administration - Theories of Wages - Methods of Wage Fixation.

UNIT – XI: Incentives: Concept of Incentives - Effective Incentive System - Types of Incentive Scheme.

UNIT – XII: Employee Relations - Concept of Employee Relations - Managing Discipline - Managing Grievance - Employee Counseling.

UNIT – XIII: Employee Empowerment – Concept of Employee Empowerment - Process of Empowerment - Empowerment in Indian Scenario - Empowerment in Global Scenario.

UNIT – XIV: International HRM – Comparison of Domestic and International HRM - Challenges in International HRM.

REFERENCE BOOKS:

1. Tripathi P.C., 2013, Personnel Management and Industrial Relations, Sultan Chand and Sons, New Delhi.
- 2, Aswathappa K., 2013, Human Resource Management: Text and Cases, McGraw Hill Education, New Delhi.
3. Memoria C.B. & Rao V.S.P., 2014, Personnel Management - Text & Cases, Himalaya Publishing house, New Delhi.
4. Khanka S.S., 2007, Human Resource Management - Text & Cases, S. Chand & Company Ltd., New Delhi.

Course Code	Title of the Course
10223	Marketing Management

Learning Objectives:

1. To give the knowledge of updated marketing scenario.
2. To enhance the knowledge of marketing behavior of consumer among the students.

UNIT – I: Marketing – An Overview – Definition of Market - Types of Markets - Meaning and Definition of Marketing - Origin of Marketing, Scope of Marketing - Importance of Marketing - Functions of Marketing - Difference between Marketing and Selling.

UNIT – II: Marketing Concepts – Exchange concept - Production concept - Product concept - Sales/selling concept - Modern marketing concept - Societal marketing concept - Impact of marketing concepts and its applicability.

UNIT – III: Marketing Environment – Need and Importance of Environmental Analysis - Methods of Analysis – SWOT- PEST- Internal Environment of the Organization - External Environment.

UNIT – IV: Marketing Mix – Evolution of the “Marketing mix” -Components of a traditional marketing mix - Additional components in the mix - Importance of marketing mix in marketing decisions.

UNIT – V: Marketing Planning and Strategies – Management Processes in Marketing - Types of Marketing Plan - Competitive Marketing Strategies - Interactions between Marketing Mix and Marketing Environment, Control Mechanisms in Marketing.

UNIT – VI: Product Related Decisions: Features of a Product and its Classifications - Product Plan and New Product Development - Product Mix and its Elements - Decisions related to Product Mix - Product Life Cycle.

UNIT – VII: Branding – Definition of a Brand - Development of a Brand - Types of Brands - Importance of Brands and Branding - Merits and Demerits of Branding - Brand Equity – Definition and Benefits.

UNIT – VIII: Pricing Decisions – Price and its Determinants - Objectives of Pricing Decisions - Factors Affecting Pricing Decisions - Pricing Policies and Strategies - Pricing Methods.

UNIT – IX: Distribution Strategy – Meaning - Need for and Importance of Distribution Channel - Factors Influencing Channel Decisions - Types of Channels - Direct Channel - Indirect Channel - Functions of Channel Members.

UNIT – X: Promotion Mix – Promotion mix and its components – Advertising - Sales Promotion - Personal selling - Direct marketing - Public Relations and publicity - Online marketing - Developing an integrated promotion mix.

UNIT – XI: Promotion Mix Decisions – Advertising decisions - Sales promotion decisions - Personal selling decisions - Public Relations and Publicity decisions.

UNIT – XII: Market Segmentation – Definition of market segmentation - Need for market segmentation - Criteria for effective segmentation - Bases for market segmentation - Benefits of market segmentation.

UNIT – XIII: Consumer Behaviour - Important definitions - Evolution of the study of consumer behavior - Determinants of consumer behavior - Types of buying decisions - Stages of the buying process - Importance of consumer behaviour study.

UNIT – XIV: Services Marketing – Definition of services - Characteristics of services - Distinction between goods and services - Marketing mix for services - Types of services - Strategies for Services Marketing - Recent Trends in Marketing – E-commerce - E-marketing - E-Retailing - Relationship marketing - Mobile marketing - Green marketing.

REFERENCE BOOKS:

1. Philip Kotler, 2014 Principles of Marketing (15th edition 2014). Pearson Education Pvt.
2. Pillai.R.S.N and Baghavathy .N, Modern Marketing (edition 1987, Reprint2012).Sultan Chand and sons Publishers.
3. Gupta .C.B and RajanNair .N, Marketing Management. (Edition 1996 Reprint 2012). Sultan Chand and Sons Publishers.
4. Ramasamy.R. V.S and Namakumari, Marketing Management, (3rd **Edition**), MacMillan India. Limited, New Delhi.

Course Code	Title of the Course
10224	Mercantile Law

Learning Objectives:

1. To enable students to read, interpret and understand laws relevant to business made by Parliament, and decisions by the courts on the application of those laws.
2. To equip students with the tools to recognize the legal implications of business activities.
3. To emphasize the important areas of contract law, company and partnership law.
4. To impart knowledge of the contents of the laws relating to Trade Unions, Standing Orders and Industrial Disputes;
5. To enable the students to interpret and apply these laws;
6. To familiarize them with the Employees Provident Fund and The Payment of Gratuity Act.

UNIT – I: Business Law - Meaning and Scope - Sources of Law - Laws applicable to Business.

UNIT – II: Indian Contract Act – 1872 – Definition and Meaning of Contract - Essentials of a Contract - Types of Contracts - Capacity of Parties - Modes of Discharge of a Contract - Remedies for Breach of Contract.

UNIT – III: Law of Agency – Agent and Agency - Kinds of Agencies - Creation of Agency - Principal and Agent - Termination of Agency.

UNIT – IV: Sale of Goods Act – 1930 – Contract of Sale of Goods - Essentials of a Contract of Sale – Price - Agreement to sell at valuation - Rights and Duties of Buyer - Right of Unpaid Seller - Conditions and Warranties - Transfer of Property - Performance of Contract.

UNIT – V: Negotiable Instruments Act – 1881 - Definition and Meaning of Negotiable Instrument - Promissory Note - Bill of Exchange – Cheque - Parties to Negotiable Instruments - Maturity of Negotiable Instrument - Negotiation - Dishonor of a Negotiable Instrument - Notice of dishonor - discharge of a Negotiable Instrument.

UNIT – VI: Partnership Act – 1932 – Nature of the Partnership - Features of Partnership - Qualities of a Partnership – Advantages – Limitations - Kinds of Partners, Partnership Deed - Registration of a Partnership - Effects of registration - Effects of non – registration - Rights and Duties of Partners - Dissolution of Partnership

UNIT – VII: Companies Act – 1956 – Definition and Characteristics -Classification of Companies - Incorporation of a Company - Share Capital - Company management – Meetings – Resolution.

UNIT – VIII: Consumer Protection Act [COPRA] – 1986 – Background – Definitions - Consumer Protection Council - Central Consumer Protection Council - Consumer Redressal Agencies - Administrative Control of National Commission.

UNIT – IX: Foreign Exchange Management Act – 1999 - Difference between FERA and FEMA, Scope of FEMA - Salient Features and Provisions of FEMA - Offences under FEMA

UNIT – X: Competition Act – 2002 - Meaning and Scope of Competition Act - Salient Features of Competition Act - Offences and Penalties under the Act.

UNIT – XI: Environment Protection Act – 1986 – Background – Definitions – Environment - Environmental pollutant – Occupier - Power of Central Government.

UNIT – XII: Intellectual Property Rights - Meaning and Scope of Patent Act and Amendments of WTO Agreements - Rights of Patentee – Infringement – Remedies – Trademarks – Copyright.

UNIT – XIII: Information Technology Act – 2000 – Background - Salient Features - Digital Signature - Electronic Governance - Regulation of Certifying Authorities - Cyber Laws - Penalties for Offences.

UNIT – XIV: Micro Small And Medium Enterprises Development Act – 2006 - Classification of Micro, Small and Medium Enterprises, Salient Features of Micro - Small and Medium Enterprises Act - Reservation Policy - Credit Policy - Government Policy towards Taxation and Incentives.

REFERENCE BOOKS:

1. Kapoor N.D., 2007, Business Law -Sultan Chand Co & Ltd, New Delhi.
2. Pillai S.N. & Bhagavathy , 2009, Business Law- Sultan Chand Co & Ltd, New Delhi.

3. SaravanavelP. & Syed Bandre, 2007, Business Law, Himalayan Publishing House, Chennai.
4. Kapoor N.D., 2008, Elements of Mercantile Law, Sultan Chand Co & Ltd, New Delhi
5. Gongga P.P.S, 2008, A textbook of Mercantile, Sultan Chand & Sons, New Delhi.
6. Kapoor N.D, 2006, Elements of Industrial Law, Sultan Chand & Sons, New Delhi.
7. Bansal C.C., 2007, Business and Corporate Law, Excel Books, Chennai.
8. Kuchhal M.C., 6th Edition, Mercantile Law, Vikas Publishing House, New Delhi.

THIRD SEMESTER

Course Code	Title of the Course
10231	E-Commerce

Learning Objectives:

1. To enable the students to understand the technology of E-Commerce for Business Application.
2. To enable awareness on the Application of E-Commerce.

UNIT - I: E-Commerce: Defining Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce – Communication, Process Management, Service Management, Transaction Capabilities; Process of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used; E-Commerce Systems; Pre-requisites of E-Commerce; Scope of E-Commerce; E-Business Models.

UNIT - II: E-Commerce Activities: Various Activities of E-Commerce; Various Modes of Operation Associated with E-Commerce; Matrix of E-Commerce Types; Elements and Resources Impacting E-Commerce and Changes; Types of E-Commerce Providers and Vendors; Man Power Associated with E-Commerce Activities; Opportunity Development for E-Commerce Stages; Development of E-Commerce Business Case; Components and Factors for the Development of the Business Case; Steps to Design and Develop an E-Commerce Website.

UNIT - III: Internet – The Backbone for E-Commerce: Early Ages of Internet; Networking Categories; Characteristics of Internet; Components of Internet – Internet Services, Elements of Internet, Uniform Resource Locators, Internet Protocol; Shopping Cart, Cookies and E-Commerce; Web Site Communication; Strategic Capabilities of Internet.

UNIT – IV: ISP, WWW and Portals: Internet Service Provider (ISP); World Wide Web (WWW); Portals – Steps to build homepage, Metadata; Advantages of Portal; Enterprise Information Portal (EIP).

UNIT - V: Reference Models: Open Systems Interconnection (OSI) Model – Physical layer, Data link layer, Network layer, Transport layer, Session layer, Presentation layer, Application layer; Transmission Control Protocol (TCP) / Internet Protocol (IP) Model;

Protocol – Internet Protocol (IP), User Datagram Protocol (UDP), Transmission Control Protocol (TCP), Dynamic Host Configuration Protocol (DHCP), Hyper Text Transfer Protocol (HTTP), File Transfer Protocol (FTP), Telnet, Post Office Protocol (POP), Simple Mail Transfer Protocol (SMTP).

UNIT - VI: XML and Data Warehousing: Definition of eXtensible Markup Language (XML); XML Development Goals; Comparison between HTML and XML; Business importance in using XML Based Technology; Advantages, Disadvantages and Applications of XML; Structure of an XML Document; XHTML and X/Secure; Data Warehousing; Data Marts and Operational Data Stores.

UNIT - VII: E-Marketing: Traditional Marketing; E-Marketing; Identifying Web Presence Goals – Achieving web presence goals, Uniqueness of the web, Meeting the needs of website visitors, Site Adhesion: Content, format and access; Maintaining a Website; Metrics Defining Internet Units of Measurement; Online Marketing; Advantages of Online Marketing.

UNIT - VIII: E-Security: Security on the Internet; Network and Website Security Risks – Denial-of-Service attacks, Viruses, Unauthorized access to a computer network; Vulnerability of Internet Sites; Network and Website Security – Transaction security and data protection, Security audits and penetration testing; E-Business Risk Management Issues; Firewall – Network policy, Advanced authentication mechanism, Packet filtering, Application gateways; Defining Enterprise Wide Security Framework.

UNIT - IX: E-Payment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking.

UNIT - X: E-Customer Relationship Management: Customer Relationship Management (CRM) – Marketing automation, Enterprise customer management; Customer Relationship Management Areas; CRM Processes; Architectural Components of a CRM Solution – Customer's information repository, Campaign management, Event triggers, business logic and rules repository, Decision support tools, Higher level statistical analysis, Forecasting and planning tools, True channel management, Workflow management, Collateral management; Electronic Customer Relationship Management; Need, Architecture and Applications of Electronic CRM.

UNIT - XI: Supply Chain Management: Supply Chain Management (SCM); Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.

UNIT - XII: Wireless Application Protocol: Wireless Application Protocol (WAP); Architecture of WAP; Working of WAP; Wireless Technologies; Generations in Wireless Communications; Security Issues related to Wireless Communications; Mobile Computing in Four Dimensions; Wireless Millennium.

UNIT -XIII: Knowledge Management: Knowledge Management and its Goals; Collaborative Computing and Knowledge Management; Knowledge Management Tools; Features of Knowledge Management Tools; Knowledge Creating Process; Knowledge Management Strategies for Different Organizations; Knowledge Management in Research and Development Organizations.

UNIT - XIV: Implementation of E-Commerce: WWW.EBAY.COM - B2C Website – Registration, Time factor, Bidding process, Growth of eBay; PayPal – New Trend in Making Payments Online; National Electronic Funds Transfer.

REFERENCE BOOKS:

1. Bharat Bhasker. 2009. **Electronic Commerce** [Third Edition]. Tata Mc Graw Hill Publishing Co Ltd., New Delhi.
2. RaviKalakota., and Andrew B.Whinston. 2013. **Frontiers of Electronic Commerce** [Fourteenth Edition]. Dorling Kindersley (India) Pvt Ltd,.
3. Daniel Minoli., and Emma Minoli. 2007. **Web Commerce Technology Handbook**. [Thirteenth Edition]. Tata McGraw Hill Publishing, New Delhi.
4. Elias,M. and Awa. .2009. **E–Commerce From vision to Fulfillment** [Third Edition]. PHI Publishing, New Delhi.

Course Code	Title of the Course
10232	Auditing

Learning Objectives:

1. To discuss the philosophy and environment of auditing.
2. To Examine the CPA's legal liability to clients and third parties.
3. To analyze the concept of materiality in an audit.

UNIT – I: Auditing – Definitions – Features – Accountancy and auditing – Scope of auditing – Objectives of independent audit – Efficiency audit – Cost audit – techniques of audit – Audit evidence.

UNIT – II: Internal check – Internal control – Internal audit – Procedure for implementing accounting control – Limitations of internal control – Comparison of internal audit and independent financial audit – Operational audit.

UNIT – III: Vouching - Voucher - Vouching of Cash Book - Vouching of Trading Transactions - Vouching of Impersonal Ledger – Cash transactions – Verification of documentary evidence – Methods of window dressing.

UNIT – IV: Audit evidence and sampling – Nature of evidence – Procedures – Methods – Audit sampling – Test checking – Limitations of test checking – Statistical sampling.

UNIT – V: Audit of ledgers – Role of auditor – General ledger - Derivatives: Financial or speculative - Price risk and exchange rate financial instruments like derivatives.

UNIT – VI: Verification and valuation of assets and liabilities – auditors position regarding the valuation and verifications of assets and liabilities – depreciation – reserves and provisions – secret reserves.

UNIT – VII: Company audit – Appointment of auditors – Auditor’s remuneration – Removal of auditors – Procedure for removal.

UNIT – VIII: Company audit – Powers and duties of auditors – Auditor’s report – Maintenance of books and records – Types of audit report.

UNIT – IX: Audit of share capital – Steps involved in issue of shares – Verification of allotment and money received on allotment – Verification of calls – Alteration of share capital.

UNIT – X: Branch audit – Special audit – Joint audit – Continuous audit – Statutory audit – Management audit – Scope – Objectives – Advantages and disadvantages.

UNIT – XI: Cost audit – Appointment of cost auditor – Powers of cost auditor – Cost audit report – Approach to EDP auditing – Auditing with the computer – Administrative control – Procedural control.

UNIT – XII: Audit of special institutions – Role of an auditor on verification of reports – Audit of club – Audit of cinema – Audit of hostels – Audit of hospitals.

UNIT – XIII: Liabilities of an auditor – Professional negligence – Damages – Civil liabilities – Professional ethics – Qualities of good auditor – Procedure for enquiry.

UNIT – XIV: Investigation - Objectives of Investigation - Audit of Computerized Accounts – Computer based Accounting Vs Conventional Accounting System-Computer assisted auditing techniques- Electronic Auditing - Investigation under the provisions of Companies Act.

REFERENCE BOOKS:

1. Tandon B.N, 2005, “Practical Auditing”, S. Chand Company Ltd, New Delhi.
2. Pagare Dinkar, 2014, “Principles & Practice of Auditing”, Sultan Chand & Sons, New Delhi.
3. Kishnadwala V.H and Kishnadwala N.H, “Principles and Practice of Auditing”, Sultan Chand & Sons, New Delhi.
4. Jagdish Prakash, 2014, “Auditing- Principles, Practices and Problems”, Kalyani Publishers, New Delhi.

Course Code	Title of the Course
10233	Merchant Banking and Financial Services

Learning Objectives:

1. To understand the trade-off between risk and reward in investing
2. To know the structure of financial markets
3. To learn the Functioning of Stock Exchanges and Financial Intermediaries
4. This course acquaints students with the concept and tools and techniques of marketing financial services.

UNIT – I: Merchant Banking and Financial Services – concept of merchant banking - financial system in India - development of merchant banks and regulations.

UNIT – II: Issue Management - pre-issue and post-issue management activities performed by merchant banks.

UNIT – III: Underwriting and Brokerage - This unit introduces you to the different roles played by underwriters and brokers in issue management and their responsibilities.

UNIT – IV: Raising Capital from International Markets - needs of Indian companies for raising funds from foreign markets usage of euro issue - evaluation of various types of depository receipts - American Depository Receipts - Global Depository Receipts - FCCBs and FCEBs.

UNIT – V: Financial Services - financial services in India – types - and importance - online trading - dematerialization and re-materialization.

UNIT – VI: Depository System in India - depository system - the Depository Act of 1996 and depository participants – NSDL - CDSL and benefits of a depository system.

UNIT – VII: Mutual Funds and AMCs - mutual funds - various types of mutual funds schemes - advantages and disadvantages of investing in mutual funds - legal structure and the regulation of mutual funds in India.

UNIT – VIII: Lease - leasing, benefits and limitations - types of leasing.

UNIT – IX: Hire Purchase - important financial innovations - lease financing and hire - purchase financing.

UNIT – X: Mergers and Acquisitions – Benefits of mergers - the procedure and theories of mergers and the legal aspects governing mergers - acquisitions and takeovers in India.

UNIT – XI: Portfolio Management - Theories of portfolio management - techniques of portfolio evaluation and measures of portfolio revision.

UNIT – XII: Securitization of Debts - Securitization – Features - Advantages and the steps involved in the securitization process - Guidelines laid down by the Securitization Act – 2002.

UNIT – XIII: Venture Capital Funds - Venture capital fund – features - emergence of venture capitalism in India - Credit Rating - Credit rating – processes - scope of credit rating agencies in India.

UNIT – XIV: Factoring - process and features of factoring - types of factoring contracts - advantages and disadvantages of factoring - differences between factoring and bill discounting - process of factoring as it exists in India and explains the process of forfeiting.

REFERENCE BOOKS:

1. Dr Natarajan K, 2009, “Financial Markets and Services”, Himalaya Publishing House Pvt. Ltd., India.
2. Dr. Guruswamy S, 2009, “Financial Services”, Tata Mc Graw-hill Education, New Delhi.
3. Prasanna Chandra, 2011 “Financial Management Theory and Practice”, Tata McGraw-hill Education, New Delhi.
4. Khan M Y and Jain P K, 2008, “Financial Management Text, Problems and Cases”, Tata Mc Graw-hill Education, New Delhi.

Course Code	Title of the Course
10234	Managerial Economics

Learning Objectives:

1. To discuss the relationship between economics and business.
2. To analyze the application of economic theories in modern business.

UNIT – I: Meaning and Importance of Managerial Economics - Meaning - Scope of Managerial Economics - Importance of the study of Managerial Economics - Two Major Functions of a Managerial Economist.

UNIT – II: Demand Analysis – Meaning and Law of Demand - Elasticity of Demand.

UNIT – III: Demand Forecasting – Meaning and Forecasting - Level of Demand Forecasting - Criteria for Good Demand Forecasting, Methods or Techniques of Demand Forecasting - Survey Methods - Statistical Methods - Demand Forecasting for a New Products.

UNIT – IV: Supply & Market Equilibrium - Meaning of Supply and Law of Supply - Exceptions to the Law of Supply - Changes or Shifts in Supply - Elasticity of supply - Factors Determining Elasticity of Supply - Practical Importance - Market Equilibrium and Changes in Market Equilibrium.

UNIT – V: Production Analysis – Meaning of Production and Production Function - Cost of Production.

UNIT – VI: Cost Analysis - Types of Costs - Cost-Output Relationship - Cost Function - Cost-Output Relationships in the Short Run - and Cost-Output Relationships in the Long Run.

UNIT – VII: Objectives of Firm - Profit Maximization Model - Economist Theory of the Firm - Cyert and March's Behavior Theory - Marris' Growth Maximisation Model, Baumol's Static and Dynamic Models - Williamson's Managerial Discretionary Theory.

UNIT – VIII: Revenue Analysis and Pricing Policies - Revenue - Meaning and Types - Relationship between Revenues and Price Elasticity of Demand - Pricing Policies - Objectives of Pricing Policies - Pricing Methods.

UNIT – IX: Price Determination under Perfect Competition – Market and Market Structure - Perfect Competition - Price-Output Determination under Perfect Competition - Short-run Industry Equilibrium under Perfect Competition - Short-run Firm Equilibrium under Perfect Competition - Long-run Industry Equilibrium under Perfect Competition - Long-run Firm Equilibrium under Perfect Competition.

UNIT – X: Pricing Under Imperfect Competition – Monopoly - Price Discrimination under Monopoly - Bilateral Monopoly - Monopolistic Competition – Oligopoly - Collusive Oligopoly and Price Leadership – Duopoly - Industry Analysis.

UNIT – XI: Macro Economics and some of its measures – Basic Concepts - Macroeconomic Ratios - Index Numbers - National Income Deflators.

UNIT – XII: Consumption Function and Investment Function - Consumption Function, Investment Function - Marginal efficiency of capital and business expectations - Multiplier - Accelerator.

UNIT – XIII: Stabilization Policies – Economic Stability - Instruments of economic Stability - Monetary Policy - Fiscal Policy - Physical Policy or Direct Controls.

UNIT – XIV: Business Cycle – Meaning and Features - Theories of Business Cycles - Measures to Control Business Cycles - Business Cycles and Business Decisions - Inflation and Deflation - Inflation - Meaning and Kinds - Measures to Control Inflation – Deflation.

REFERENCE BOOKS:

1. Sankaran.S.2004. **Managerial Economics**. Margham Publication.
2. Gupta.G.S .2009. **Managerial Economics**. Tata McGraw-Hill Education Pvt.Ltd.
3. Cauvery.R., Dr.Sudha Nayak. U.K., Girija.M.and Dr.Meenakshi.R. 2010. **Managerial Economics**. S.Chand, New Delhi.
4. Maheswari.K.L and Varshney.R.L. 2014. **Managerial Economics**. [22nd Edition , Chand Sons, New Delhi.

FOURTH SEMESTER

Course Code	Title of the Course
10241	Insurance Management

Learning Objectives:

1. Demonstrate knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans.
2. Demonstrate knowledge of the operation and management of insurance entities, and the economic implications of organizational design and structure.
3. Develop skills to facilitate insurance product cost and pricing, marketing, and distribution.
4. Develop practical skills through professional development seminars, internships, and / or a practicums in insurance and risk management.
5. Examine the role of public policy including social insurance in personal financial planning and risk management.

UNIT – I: Risk - Interpretations of the term ‘risk’ - types of business and personal risks - significance of risk management function within business organizations.

UNIT – II: Insurance and Risk - significance of insurance and risk - general structure of the insurance market - significant aspects of this industry.

UNIT – III: Reforms in Indian Insurance Industry - importance of the privatization of insurance industry - problems associated with public insurance enterprises - relation between insurance and economic growth.

UNIT – IV: Regulations Relating to Insurance Accounting and Management - framework for IRDA rules and regulations regarding general insurance investment in the country - role of financial reporting in managing insurance operations - significance of determining solvency margins.

UNIT – V: Life Insurance - factors influencing the key functioning of insurance organizations insurable interest - role of riders in insurance policies.

UNIT – VI: Non-life Insurance - elements of fire insurance contract and its ancillary features - Significance of marine insurance and its various policies - the role of rural insurance in making people’s lives better in rural India.

UNIT – VII: Non-life Insurance - II - types of motor insurance policies - critical aspects of aviation industry in the country - significance of liability insurance in India.

UNIT – VIII: Functions and Organization of Insurers - components of the distribution system of life insurance companies in the country - role of agents in the life insurance sector in India - important activities carried out in a life insurance organization

UNIT – IX: Product Design and Development - Product development in the life and non-life insurance sectors in India - role of risk evaluation in the process of insurance product formation - future trends in the domain of insurance product design and development.

UNIT – X: Insurance Underwriting - need for insurance underwriting - factors that affect the activities performed by the underwriter - steps involved in the process of insurance underwriting.

UNIT – XI: Claims Management - factors affecting the insurance claim management system - types of documents needed in various types of claims, meaning of 'Causa Proxima' in insurance claim settlement.

UNIT – XII: Insurance Pricing and Marketing - principles of insurance pricing and marketing - tools and techniques used in pricing individual life and health insurance.

UNIT – XIII: Financial Management in Insurance Companies and Insurance Ombudsman - importance of financial management in insurance companies - tools of managing expenses in the insurance companies - modes used by the insurance companies in channelizing their funds.

UNIT – XIV: Reinsurance - reinsurance in the insurance sector - Areas of the application of reinsurance - Information Technology in Insurance - application of information technology in the insurance sector - role of insurance companies in insurance security - contours of the future of insurance in rural areas.

REFERENCE BOOKS:

1. Neelam C. Gulati, Principles of Insurance Management, Published by Excel Books 2007.
2. S.C. Das and S.C. Sahoo, Insurance Management (Text and Cases, Himalaya Publishing House Private Limited, Mumbai, 2015.

Course Code	Title of the Course
10242	Business Statistics

Learning Objectives:

1. To describe data with descriptive statistics
2. To perform statistical analyses
3. To interpret the results of statistical analyses
4. To make inferences about the population from sample data

UNIT – I: Statistics – Meaning – Definition - Importance of Statistics in modern business environment - Definition of Statistics - Scope and Applications of Statistics Characteristics of Statistics - Functions of Statistics - Limitations of Statistics - Statistical Software.

UNIT – II: Measures of Central Tendency and Dispersion - Objectives of statistical average - Requisites of a Good Average - Statistical Averages - Arithmetic mean - Properties of arithmetic mean - Merits and demerits of arithmetic mean \- Median - Merits and demerits of median - Mode - Merits and demerits of mode - Geometric Mean - Harmonic Mean - Appropriate Situations for the Use of Various Averages - Positional Averages - Dispersion – Range - Quartile deviations - Mean deviation ,Standard Deviation - Properties of standard deviation Coefficient of Variance.

UNIT – III: Theory of Probability - Definition of probability - Basic terminology used in probability theory - Approaches to probability - Rules of Probability - Addition rule - Multiplication rule - Conditional Probability - Steps Involved in Solving Problems on Probability - Bayes' Probability - Random Variables.

UNIT – IV: Theoretical Probability Distributions - Random variables - Probability Distributions - Discrete probability distributions - Continuous probability distributions - Bernoulli Distribution - Repetition of a Bernoulli experiment - Binomial Distribution - Assumptions for applying a binomial distribution - Examples of binomial variate - Recurrence formula in case of binomial distribution - Case study on binomial distribution Poisson Distribution - Assumptions for applying the Poisson distribution -Real life examples of Poisson variate - Recurrence relation -Case study on Poisson distribution - Normal Distribution - Standard Normal Distribution.

UNIT – V: Estimation: Reasons for Making Estimates - Making Statistical Inference - Types of Estimates - Point estimate - Interval estimate - Criteria of a Good Estimator -

Unbiasedness - Efficiency - Consistency – Sufficiency - Point Estimates - Interval Estimates - Case study on calculating estimates - Making the interval estimate Interval Estimates and Confidence Intervals - Interval estimates of the mean of large samples - Interval estimates of the proportion of large samples - Interval estimates using the Student's 't' distribution - Determining the Sample Size in Estimation.

UNIT – VI: Testing of Hypothesis in Case of Large and Small Samples - Large Samples – Assumptions - Testing Hypothesis - Null and alternate hypothesis - Interpreting the level of significance - Hypotheses are accepted and not proved - Selecting a Significance Level - Preference of type I error - Preference of type II error - Determine appropriate distribution - Two – Tailed Tests and One – Tailed Tests - Two – tailed tests - Case study on two – tailed and one-tailed tests - Classification of Test Statistics - Statistics used for testing of hypothesis - Test procedure - How to identify the right statistics for the test - Testing of Hypothesis in Case of Small Samples - Small samples - 't' Distribution - Uses of 't' test.

UNIT – VII: Chi-square Test - Chi-square as a Test of Independence - Characteristics of Chi-square test - Degrees of freedom - Restrictions in applying Chi-square test - Practical applications of Chi-square test - Levels of significance - Steps in solving problems related to Chi-Square test - Interpretation of Chi-Square values - Chi-Square Distribution - Properties of Chi-square distribution - Conditions for applying the Chi-Square test - Uses of Chi-square test - Applications of Chi-Square test - Tests for independence of attributes - Test of goodness of fit - Test for specified variance.

UNIT – VIII: F – Distribution and Analysis of Variance (ANOVA) – Analysis of Variance (ANOVA) - Assumptions for F-test - Objectives of ANOVA - ANOVA table - Assumptions for study of ANOVA - Classification of ANOVA - ANOVA table in one-way ANOVA - Two way classifications.

UNIT – IX: Simple Correlation and Regression - Correlation - Causation and Correlation - Types of Correlation - Measures of Correlation - Scatter diagram - Karl Pearson's correlation coefficient - Properties of Karl Pearson's correlation coefficient - Factors influencing the size of correlation coefficient - Probable Error - Conditions under which probable error can be used.

UNIT – X: Spearman's Rank Correlation Coefficient - Partial Correlations - Multiple Correlations - Regression - Regression analysis - Regression lines - Regression coefficient - Standard Error of Estimate - Multiple Regression Analysis - Reliability of Estimates - Application of Multiple Regressions.

UNIT – XI: Business Forecasting – Business Forecasting - Objectives of forecasting in business - Prediction, projection and forecasting - Characteristics of business forecasting - Steps in forecasting , Methods of Business Forecasting - Business barometers.

UNIT – XII: Time series analysis – Extrapolation - Regression analysis - Modern econometric methods - Exponential smoothing method - Theories of Business Forecasting - Sequence or time-lag theory - Action and reaction theory - Economic rhythm theory - Specific historical analogy - Cross-cut analysis theory - Utility of Business Forecasting - Advantages of business forecasting - Limitations of business forecasting.

UNIT – XIII: Time Series Analysis – Time Series Analysis - Utility of the Time Series - Components of Time Series - Long term trend or secular trend - Seasonal variations - Cyclic variations - Random variations - Methods of Measuring Trend - Free hand or graphic method - Semi-average method - Method of moving averages - Method of least squares - Mathematical Models for Time Series - Additive model - multiplicative model, Editing of Time Series - Measurement of Seasonal Variation - Seasonal average method - Seasonal variation through moving averages - Chain or link relative method - Ratio to trend method - Forecasting Methods Using Time Series - Mean forecast - Naive forecast - Linear trend forecast - Non-linear trend forecast - Forecasting with exponential smoothing.

UNIT – XIV: Index Numbers: Definition of an Index Number – Relative - Classification of index numbers - Base year and current year - Chief characteristics of index numbers - Main steps in the construction of index numbers - Methods of Computation of Index Numbers – Un-weighted index numbers - Weighted index numbers, Tests for Adequacy of Index Number Formulae - Cost of Living Index Numbers of Consumer Price Index - Utility of consumer price index numbers - Assumptions of cost of living index number - Steps in construction of cost of living index numbers - Methods of Constructing Consumer Price Index - Aggregate expenditure method - Family budget method - Weight average of price relatives - Limitations of Index Numbers - Utility and Importance of Index Numbers.

REFERENCE BOOKS:

1. G. V. Shenoy, Uma K. Srivastava, S. C. Sharma, Business Statistics, New Age International, 1988.
2. T N Srivastava (Author), Shailaja Rego, Statistics for Management, McGraw Hill Education, 2017.

Course Code	Title of the Course
10243	Office Management

Learning Objectives:

1. To Understand the Nature and types of business organizations and Process of decision-making.

UNIT – I: Office management – Meaning – Definition – Nature – Office automation – Functions of office – Importance of office management.

UNIT – II: Office manager – Functional manager – Role of the office manager – Essential qualities of an efficient office manager – Leadership qualities – Managerial qualities – Administrative qualities – Supervision and supervisors.

UNIT – III: Office organization – Objectives of business enterprises – Organizing the office – Principles of organization – Organizational chart – Line and staff authority – Factors to be taken care in office organization.

UNIT – IV: Office manual – Qualities required of an office manual – Benefits of an office manual – Office systems – Objectives of office systems – Operations – Computer based systems in offices.

UNIT – V: Office layout - Need for office layout – Factors in Layout - Types of Layout - office accommodation – location of office – Factors in choosing Location - Office Building – Factors in choosing building.

UNIT – VI: Office working environment and furniture – Ventilation – Air conditioning – Lighting – Artificial lighting – Factors to be considered while lighting an office – Modular furniture – Rest rooms – Lunch room etc.

UNIT – VII: Office work – Measurement and standardization – Unit of measurement – Reasons for measuring office work – Individual jobs and control – Benefits of specialization – Selection of employees – Training – Office personnel.

UNIT – VIII: Management of office stationery – Purchase of stationery – Storing stationery and office supplies – Guidelines for good stock keeping in offices.

UNIT – IX: Forms – Importance of form management – Forms control in an office – Types of forms – Features of a well designed form.

UNIT – X: Maintenance of records – Principles governing records management – Objectives of office records management – Filing system.

UNIT – XI: Office correspondence – Production and generation – Audio transcription – Type writers – Word processing – Proof correction.

UNIT – XII: Communication management in an office – Communication loop – Process of communication – Importance of communication – Barriers to communication – Benefits of technological advancement to business communication.

UNIT – XIII: Mail services in an office – Internal and external – Sorting of mail – Office management cost control – Office reports.

UNIT - XIV: Mechanization and Office Automation - Office machines and equipments – Data – Sources of Data – Methods of Collection - Data Processing Systems – Electronic data processing - Office Furniture – Types..

REFERENCE BOOKS:

1. Sharma & Shashi K.Gupta, 2011. Business Organization and Management [Third Revised Edition, Reprint 2011] Kalyani Publishers, New Delhi.
2. Bhushan Y.K., 2008. Business Organization and Management, [First Revised Edition] Sultan Chand and Sons, New Delhi.
3. Shukla M.C, 2007. Business Organization and Management, [18th Edition], S., Chand and Company Ltd, New Delhi.
4. Gupta C.B, 2013. Business Organization [8th Edition], Jain Book Agency, New Delhi.

FOURTH SEMESTER

Course Code	Title of the Course
10244	Management Accounting

Learning Objectives:

1. To enable the students to understand the conceptual framework of Management Accounting.
2. To acquaint the students with the Management Accounting Techniques that facilitates managerial decision making.

UNIT – I: Management Accounting - Meaning, Features – Scope – Importance – Functions - Differences between Financial accounting - Cost accounting and Management accounting.

UNIT – II: Budgetary Control – Meaning - Characteristics – Objectives – Steps – Advantages – Limitations - Types of budgets.

UNIT – III: Standard Costing: Meaning – Advantages – Limitations – Preliminaries - Steps in setting up of standard costs - Differences between Budgetary control and standard costing - Estimated cost.

UNIT – IV: Variance Analysis – Meaning - Favourable and Unfavourable variances - Controllable and uncontrollable variances - Uses of variances - Analysis of variances - Types of variances.

UNIT – V: Marginal Costing – Meaning – Features – Advantages – Limitations - Absorption costing.

UNIT – VI: Cost – Volume – Profit Analysis- Contribution - Break even analysis - Profit Volume Ratio - Margin of safety.

UNIT – VII: Analysis and Interpretation of Financial Statements – Meaning – Steps – Objectives - Types of Analysis - Comparative financial statement - Common size financial statement - Trend Analysis.

UNIT – VIII: Ratio Analysis: Meaning – Advantages – Limitations - Classifications of ratios.

UNIT – IX: Working Capital Management - Meaning of working capital - Kinds of working capital - Sources of working capital - Objectives of working capital management - Determinants of working capital requirement - Estimation of working capital requirement.

UNIT – X: Fund Flow Statement – Meaning – Uses – Limitations - Sources and uses of funds.

UNIT – XI: Cash Flow Statement – Meaning – Uses – Limitations - Sources and uses of cash.

UNIT – XII: Capital Budgeting – Meaning - Principles of capital – budgeting - Methods of evaluating - Capital Rationing.

UNIT – XIII: Management of Profits / Dividend Policy - Meaning of dividend policy - Types of dividend policy - Factors influencing dividend policy - Forms of dividend - Dividend models.

UNIT – XIV: Overview of latest developments in Accounting - Transfer Pricing – Responsibility – accounting - Inflation accounting - Divisional performance analysis - Human Resources Accounting.

REFERENCE BOOKS:

1. Sharma., and Gupta, S.K. (2006). Management Accounting. Kalyani Publishers, New Delhi.
2. Reddy, T.S., and Hari Prased Reddy, Y. (2010). Management Accounting. Margham publications. Chennai.
3. Maheswari, S.N. (2004). Management Accounting. Sultan Chand & Sons, New Delhi.
3. Jain, S.P., and Narang. K.L. (2001). Cost and Management Accounting. Kalyani Publishers, New Delhi.

FIFTH SEMESTER

Course Code	Title of the Course
10251	International Marketing

Learning Objectives:

1. Students will be able to demonstrate their knowledge of international marketing
2. Through this, students will be able to think critically and solve marketing problems globally.

UNIT – I: International Marketing - Scope of International Marketing - International Marketing vs. Domestic Marketing - Principles of International Marketing - Customer value and the value equation - Competitive or differential advantage - Management Orientations - MNCs and TNCs, Benefits of international marketing.

UNIT – II: International Marketing Environment - Political Environment - Political systems - legal and Regulatory Environment - Socio-cultural Environment - Economic Environment - Technological Environment - Challenges in Global Marketing.

UNIT – III: International Trade Environment - classical trade theories - modern trade theories - trade barriers – quotas - Implications of Tariffs - Types of Agreements - General Agreement on Tariffs and Trade (GATT) - Functions and Objectives of WTO - Implication of WTO on International Marketing - India’s Role in International Trade Theories.

UNIT – IV: International Market Entry Strategies - Different Entry Modes and Market Entry Strategies - joint Ventures - Strategic Alliances - Direct Investment - Manufacturing and Franchising.

UNIT – V: International Marketing Research - Concept of Marketing Research - Need for Marketing Research - Approach to Marketing Research - Scope of International Marketing Research - International Marketing Research Process - market surveys - marketing information system.

UNIT – VI: International Product Policy and Planning – Products - National and International - the new Product Development - International Product Planning - Product

Adoption and Standardization - International Market Segmentation - Influences on Marketing Plan and Budget - International Product Marketing - Marketing of Services.

UNIT – VII: International Pricing Policy – Price and Non-Price Factors - Methods of Pricing - International Pricing Strategies - Dumping and Price Distortion - Counter Trade.

UNIT – VIII: International Distribution and Logistics Planning - International Logistics Planning – Distribution - Definition and Importance - Direct and Indirect Channels - factors Involved in Distribution Systems - Modes of Transportation - International Packaging.

UNIT – IX: International Promotional Strategies - Communications Process - principles of communication - Status of Promotion - Promotion Appeals - Media Selection - Personal Selling - Public Relations and Publicity - Sales Promotion – advertising - e-marketing.

UNIT – X: Foreign Markets and Export Marketing Process - Choosing appropriate mode of operations - Issues Related to Exports - processing an Export Order - Entering into export contract - Export Pricing and Costing - Export-Import (EXIM) Policy - 2002-2007.

UNIT – XI: Export Marketing Documentation – Significance of export documentation - the statutory control - declaration forms - disposal of export documentation form - major documents.

UNIT – XII: Foreign Trade Policy - Export Promotion Capital Goods Scheme - Duty Exemption/Remission Schemes - gem and Jewellery Promotion Scheme -Diamond import license - Special Economic Zones (SEZS) - Free Trade Warehousing Zones (FTWZ) - Star Export Houses - Deemed exports - Agri Export Zones - Target Plus Scheme.

UNIT – XIII: Foreign Exchange and Foreign Currency - Organization of the foreign exchange market - Exchange Rate Policy and Management - Triangular Arbitrage - Future and Forward Market - foreign Currency Options - Forecasting Foreign Exchange Rates.

UNIT – XIV: International Financial Institutions – IMF - World Bank – IBRD - International Finance Corporation - Organization for Economic Cooperation and Development (OECD) - Legal and Ethical Issues in International Marketing - Nature of International Business Disputes and Proposed Action - Legal Concepts Relating to

International Business - International Dispute Settlement Machinery - ethical Consideration in International Marketing and Marketing Communications.

REFERENCE BOOKS:

1. Francis Cherunilam. 2010. International Business. (5th Edition), Ashok K.Ghosh, PHI Learning Pvt Ltd. Unit.
2. Varshney & Bhattacharya. 1984. International Marketing Management. (4th Edition), Sultan Chand & Sons Publishing house Pvt ltd. Unit.
3. Subba Rao. P. 2001. International Business. (2nd Edition), Himalaya Publishing house.
4. Aswathappa.K. 2010. International Business. (4th Edition), Tata McGraw Hill Education Private Ltd.

Course Code	Title of the Course
10252	Retail Marketing Management

Learning Objectives:

1. To describe the key elements of a retail business and the retail trading environment
2. To discuss issues associated with operating a business in a retail environment / context
3. Outline the key module topics and explain why each topic is important to understanding the principles of retail management
3. To explain linkages between components of the module
4. To organize your studies, including paper-based and computer-based services
5. Continue to develop your awareness of how you learn and how different elements of
6. The module applied to your individual learning style.

UNIT – I: Property Management: Concept of Real Property - Types of Real Property - Residential property - Commercial real estate - Industrial property – Special - purpose property - Concept of Property Management - Duties of Property Manager - Property Management as a Profession - Growth of Professionalism in Property Management.

UNIT – II: Characteristics of Property and Property User - Understanding Characteristics of Property - Good record keeping - Physical appraisal of property - Proprietary features - Financial appraisal – Evaluation - Define Property User - Society and Stakeholder Relationships - Management Relationships with Stakeholders - Management Relationships with User Community.

UNIT – III: Sources and Essentials when buying a Property - Different Sources for buying a property (banks, building societies, client’s employer, private mortgage, finance houses) - Necessities when buying a Property (need, checking hidden costs, insurance, taxes).

UNIT – IV: Property Management - Economics and Planning - Economics of Property management - Business Economy - Real Estate Economy - Concept of Property Management Planning - Market analysis - Property analysis - Analysis of owner’s objectives - Preparation of Property Management Plan - Property as a Part of Competitive Strategy.

UNIT – V: Strategic Property Management - Concept of Strategic Property Management - Importance of strategic property management - Property as investment asset - Definition of Corporate Property (exhibit- SEZ) - Formulating Strategy for Property

Management - Catchment survey - Positioning the property - Joint Development of property - Activity for strategic utilization of property - Legal aspects of property development (legal laws) (registration, mutation).

UNIT – VI: Performance Evaluation of Property - Role of Property in Business - Performance Evaluation of Property as an Investment Asset - Performance Evaluation of Property as an Operational Asset - Property Life Cycle (for residential and commercial) - Concept of Benchmarking.

UNIT – VII: Retail Property - Concept of Retail Property - Importance of Retail Property Management - Increasing Demand of Retail Property - FSI (floor space index) - Retail Hierarchy.

UNIT – VIII: Managing Retail Property - Need of Managing Retail Property - Ways to Manage Retail Property - Market area classifications - Pattern classifications - Owner classification - Merchandising classification.

UNIT – IX: Leasing Retail Property - Define Leasing - Leasing of Retail Property - Qualifying retail prospects - Tenant mix – Location - Prospect's needs - Percentage Leases, Negotiating Lease - Setting the Rental Rates - Non-Complete Clause - Regulating Tenant Operation.

UNIT – X: Financial Aspects of Retail Property - Administrative Responsibilities of Retail Property Manager - Financial Reports - Major rental income items - Actual income - Expense items - Operating Budget - Capital Expenditure – Preservation – Income - producing capital expenditures - Monthly Cash Flow Forecast - Insurance for Shopping Centers.

UNIT – XI: Valuation of Retail Property - Define Valuation - Cost components of property - Determinants of Property Value - Factors Affecting Retail Property Value - Estimation of Rental Value of Retail Property - Methods of Property Valuation - Activity to forecast retail property management comparing three catchment areas.

UNIT – XII: Marketing Retail Property - Importance of Effective Marketing of Retail Property - Different Methods of Marketing Retail Property – Signage - Display advertising - Brochures - Direct mail - Personal contact - Publicity and public relations – Newspapers - Online promotion.

UNIT – XIII: Maintenance of Retail Property: Property Maintenance - Types of Maintenance - Preventive maintenance - Emergency maintenance - Corrective

maintenance - Cosmetic maintenance - Measures to Maintain a Property - Need and Maintenance of Retail Property - Security of Retail Property.

UNIT – XIV: Future of Retail Property - Future of Retailers - Increasing competition- Methods to handle competition - Analysing the requirement of retail property - Retail Customers in Future - Increasing retail market size - Changing expectations and buying behaviour of customers - Influence of social trends - How retail property industry meets the demand of customers? - Usage of Internet in Future - Impact of Internet Usage on Retail Property Industry - Importance of Future Planning in Retail Property Industry - Impact of Transportation on Retail Property Industry - Future Designs of Retail Stores.

REFERENCE BOOKS:

1. S.C. Bhatia, Retail Management, Atlantic Publishers & Dist, 2008
2. Suja R Nair, Retail Management, Himalaya Publishing House.

Course Code	Title of the Course
10253	Cost Accounting

Learning Objectives:

1. To enable the students to understand the Costing Terms in business.
2. To provide adequate knowledge on Cost Accounting Practice

UNIT – I: Cost Accounting Principles: Meaning of cost and cost accounting – Objectives of cost accounting – Installation of a costing system.

UNIT – II: Elements of cost – Cost concepts – Cost classifications – Methods, systems and techniques of costing – Cost sheet.

UNIT – III: Cost Accounting for material cost control – Need for material cost control – Purchase control – Stores control – Stock levels – EOQ analysis.

UNIT – IV: Pricing of stores issues – Perpetual inventory control – ABC analysis – VED analysis – Treatment of waste, scrap, defectives and spoilage.

UNIT – V: Labour Cost Control – Time keeping and time booking – Treatment of idle time and overtime cost – Wage rates for costing – Systems of wage payment – Time wage and piece rate – Incentive schemes of wage payment – Labour turnover.

UNIT – VI: Overhead Cost Control – Classification of overheads – Allocation and apportionment – Absorption of overheads – Different methods – Treatment of under absorption and over absorption of overheads.

UNIT – VII: Methods of Costing – Job costing – Contract costing – Profit on incomplete contracts – Cost plus contracts – Target costing – Escalation clause.

UNIT – VIII: Unit costing – Meaning – Cost accumulation – Procedure in unit costing – Preparation of cost sheet.

UNIT – IX: Process Costing – Features – Job costing Vs Process costing – Process cost accounts – Inter-process profits – Accounting for joint products and by products.

UNIT – X: Contract costing – Types – Procedure for contract costing – Contract plus costing – Profit from incomplete contract.

UNIT – XI: Operating Costing – Meaning – Features – Objectives – Cost Unit – Transport costing – Operating cost sheet.

UNIT – XII: Batch costing – Definition – Economic batch quantity – Applicability of batch costing.

UNIT - XIII: Standard Costing – Definition –Advantages and limitations of standard costing – Variance analysis.

UNIT – XIV: Reconciliation of cost and final accounts – Cost control and cost reduction – Meaning – Tools and techniques – Essentials for success of cost control and cost reduction – Distinction between cost control and cost reduction – Areas of cost reduction and control – Advantages.

REFERENCE BOOKS:

1. Jain, S. P., and Narang, K. L. 2001, Cost and Management Accounting [Fifth Edition], Kalyani Publishers, New Delhi.
2. Pillai, R. S. N., and Bagavathi, 2009, Cost Accounting [First Edition], Sultan Chand Company Ltd., NewDelhi.
3. Sharma, and Shashi K. Gupta, 2012, Management Accounting [Twelfth Edition], Kalyani Publishers, New Delhi.

Course Code	Title of the Course
10254	Project Management

Learning Objectives:

1. Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise.
2. Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management.
3. Demonstrate effective project execution and control techniques that result in successful projects.
4. Conduct project closure activities and obtain formal project acceptance.
5. Demonstrate a strong working knowledge of ethics and professional responsibility.
6. Demonstrate effective organizational leadership and change skills for managing projects, project teams, and stakeholders.

UNIT – I: Basics of Project Management – Need for Project Management - Project Management Knowledge Areas and Processes - The Project Life Cycle - The Project Manager (PM) - Phases of Project Management Life Cycle - Project Management Processes - Impact of Delays in Project Completions - Essentials of Project Management Philosophy - Project Management Principles.

UNIT – II: Project Identification and Selection - Project Identification Process - Project Initiation - Pre-Feasibility Study - Feasibility Studies - Project Break -even point.

UNIT- III: Project Planning - Need of Project Planning - Project Life Cycle – Roles - Responsibility and Team Work - Project Planning Process - Work Breakdown Structure (WBS).

UNIT – IV: Organisational Structure and Organisational Issues - Concept of Organisational Structure - Roles and Responsibilities of Project Leader - Relationship between Project Manager and Line Manager - Leadership Styles for Project Managers - Conflict Resolution - Team Management and Diversity Management - Change management.

UNIT – V: PERT and CPM – Development of Project Network - Time Estimation - Determination of the Critical Path - PERT Model - Measures of variability - CPM Model - Network Cost System.

UNIT – VI: Resources Considerations in Projects - Resource Allocation – Scheduling - Project Cost Estimate and Budgets - Cost Forecasts.

UNIT – VII: Project Risk Management – Risk Management - Role of Risk Management in Overall Project Management - Steps in Risk Management - Risk Identification - Risk Analysis - Reducing Risks.

UNIT – VIII: Project Quality Management and Value Engineering – Quality - Quality Concepts - Value Engineering.

UNIT – IX: Project Management Information System – Project Management Information System (PMIS) - Planning of PMIS - Design of PMIS.

UNIT – X: Purchasing and Contracting for Projects – Purchase Cycle - Contract Management - Procurement Process.

UNIT – XI: Project Performance Measurement and Evaluation – Performance Measurement – Productivity - Project Performance Evaluation - Benefits and Challenges of Performance Measurement and Evaluation - Controlling the Projects.

UNIT – XII: Project Execution and Control – Project Execution - Project Control Process - Purpose of Project Execution and Control.

UNIT – XIII: Project Close-out - Termination and Follow-up – Project Close-out - Steps for Closing the Project - Project Termination - Project Follow-up.

UNIT – XIV: Project Management Software - Advantages of Using Project Management Software - Common Features Available In Most of the Project Management Software – Illustration.

REFERENCE BOOKS:

1. Nagarajan K, Project Management, New Age International, New Delhi, 2004.

SIXTH SEMESTER

Course Code	Title of the Course
10261	Marketing Research

Learning Objectives:

1. To explain market research theories and concepts to colleagues and use this knowledge to design research studies in response to managerial problems.
2. Compare and contrast a range of common market research tools in order to evaluate the most appropriate tool for a unique research question.
3. Design and implement a research tool in response to a client brief within a team or individually.
4. Summarize a market research project and reflect on constructive feedback to improve the summary.
5. Develop a report that critically analyses market research data and provides a recommendation.

UNIT – I: Marketing Research Dynamics – Meaning of Research - Research Characteristics - Various Types of Research - Marketing Research and its Management - Nature and Scope of Marketing Research - Marketing Research in the 21st Century (Indian Scenario), Marketing Research - Value and Cost of Information.

UNIT – II: Planning the Research Process – An Overview - Formulation of a Problem - Research Methods - Research Design - Data Collection Methods - Sample Design - Data Collection - Analysis and Interpretation - Report Writing - Components of Research Proposal - Components of Research Paper.

UNIT – III: Research Design – Meaning of Research Design - Types of Research Design - Descriptive Research - Causal Research Design - Research Design and Marketing Decision Process - Choosing a Good Research Design.

UNIT – IV: Data Collection Sources and Methods – Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Data - Types of Secondary Data Sources - Primary Data and its Types.

UNIT – V: Designing Questionnaire – Questionnaire Building - Process of Questionnaire Design - Information Required - Interview Method - Questionnaire Format and Question

Composition - Individual Question Content - Questions Order - Form and Layout - Pilot Testing the Questionnaire.

UNIT – VI: Measurement and Scaling Techniques – Importance of Measurement and Scaling in Marketing Research - Scales of Measurement - Fundamental Properties - Primary Scales of Measurement - Attitude Measurement Scales - Types of Comparative Scales - Non - Comparative scale - Selecting an Appropriate Scale - Scale Evaluation.

UNIT – VII: Sampling Theory-Design - size and Techniques – Meaning of Sampling - Importance of Sampling in Marketing Research - Sampling - Basic Constructs - Process of Sampling Design - Determining Sample Size - Probability and Non Probability Sampling - Classification of Probability Sampling Techniques - Classification of Non Probability Sampling - Selecting an Appropriate Sampling Technique.

UNIT – VIII: Hypothesis Testing – Hypothesis - Steps Involved in Hypothesis Testing - Test of Significance of a Mean - Test of Significance of Difference between Two Means - Test of Significance of Difference between Two Standard Deviations - Test of Significance of Sample Proportion - Test of Significance of Difference between Two Sample Proportions - Student's T – Distribution - Parametric and Non-Parametric Tests.

UNIT – IX: Data Processing and Preliminary Data Analysis – Survey Field Work and Data Collection - Nature and Scope of Data Preparation - Editing, Coding - Data Entry - Data Cleaning - Preliminary Data Analysis - Assessing for Normality and Outliers.

UNIT – X: Data Analysis I - Statistics in Data Analysis - Measures of Central Tendency - Measures of Dispersion - Bivariate Analysis - Multivariate Analysis.

UNIT – XI: Data Analysis II - Descriptive Statistics - Univariate Analysis - Bivariate Analysis - Correlation analysis - analysis of variance and analysis of covariance - Multivariate Analysis - Conjoint analysis.

UNIT – XII: Data Interpretation and Report Writing – Data Interpretation - Research Report - Modus Operandi of Writing a Market Research Report - Structure of the Report - Components of a Report - Style and Layout of a Report - Revising and Finalizing the Research Report - Quality Research Report - Responsibilities of a Market Research Report Writer - Presenting the Report.

UNIT – XIII: Applications of Marketing Research I – Consumer Market Research - Business-to-Business Market Research - Product Research - Pricing Research -

Motivational Research - Distribution Research - Applications of Marketing Research II – Advertising Research - Media research - Sales Analysis and Forecasting - Data Mining.

UNIT – XIV: Recent Trends in Marketing Research - Marketing Information System and Research - Online Marketing Research - Recent Trends in Marketing Research - Research in Lifestyle Retail - Marketing Research and Social Marketing - Rural Marketing Research - Trends in Services Marketing Research - Brand Equity Research - International Marketing and Branding Research.

REFERENCE BOOKS:

1. S.L. Gupta, Marketing Research, Excel Books, New Delhi, 2004.
2. Naresh K. Malhotra, Marketing Research, Pearson Education, New Delhi, 2015.

Course Code	Title of the Course
10262	Corporate Accounting

Learning Objectives:

1. To give a clear understanding and knowledge to the students in the area of corporate accounting and other related matters.

2. To provide the knowledge based on corporate need to have a global perspective and grow accordingly.

UNIT – I: Issue of shares: Par, Premium and Discount - Forfeiture - Reissue - Surrender of Shares - Right Issue – Underwriting.

UNIT – II: Redemption of Preference Shares – Provisions of the companies Act - Debentures - Issue – Treatment of different items relating to debenture in final accounts – Redemption – Methods of redemption of Debenture - Sinking Fund Method – Insurance Policy method.

UNIT – III: Final Accounts of Companies – Trading Account – Profit and Loss Account – Profit and Loss Appropriation Accounts – Balance sheet - Managerial Remuneration – Remuneration payable to different categories of managerial personnel – Calculation of Managerial remuneration.

UNIT – IV: Valuation of Goodwill - Need - Methods of valuation of Goodwill - Average Profit method – super profit method – capitalization method.

UNIT – V: Shares - Methods of valuation of Shares – Net asset method – Yield Method – Fair value Method.

UNIT – VI: Liquidation of Companies –Modes of Winding up - Statement of Affairs - Deficiency account or Surplus Account.

UNIT – VII: Company Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation - Managerial remuneration – Preparation of profit and loss account and Balance Sheet.

UNIT – VIII: Amalgamation – Meaning – Advantages – Purchase consideration – Types of amalgamation – Net present value method - Absorption (Excluding inter – company holdings).

UNIT – IX: External reconstruction and Internal reconstruction – Meaning – Accounting treatment – Alteration of share capital – Capital reduction account.

UNIT – X: Holding company accounts excluding inter-company holdings – Mutual Owings - Contingent Liability - Unrealized Profit - Revaluation of Assets.

UNIT – XI: Liquidation of companies – Meaning – Reasons for winding up – Liquidator – Preferential creditors – Calculation of liquidator’s remunerations – Liquidator’s final statement of accounts.

UNIT – XII: Accounts for banking companies - Preparation of profit and loss account and balance sheet - Accounts for Insurance Companies - Preparation of profit and loss account and balance sheet.

UNIT – XIII: International Financial Reporting Standards (IFRS) – Meaning – Advantages - Disadvantages.

UNIT – XIV: Human resource accounting - Characteristic, Applications methods - Principles of Government accounting – Principles of Responsibility accounting.

REFERENCE BOOKS:

1. Dr. M. A. Arulanandam, and Dr. K. S. Raman, 2003, “Advanced Accountancy, Part-I” - Himalaya Publications, New Delhi.
2. Jain S. P. & Narang K. L., 2004 - “Advanced Accounting” - Kalyani Publishers, New Delhi.
3. Gupta R. L. & Radhaswamy M., 2006, “Corporate Accounts – Theory, Method and Application”, Sultan Chand & Co., New Delhi.
4. Reddy & Murthy, 2004, “Financial Accounting” - Margham Publicatuions, Chennai.
5. Jain S. P and Narang K. L. 2004, Corporate Accounting, (First Edition) Kalyani Publications, Chennai.
6. Joseph. T. 2009, Corporate Accounting, Vol. 1, (1st Edition), Tata McGraw-Hill Education Pvt. Limited, New Delhi.

SIXTH SEMESTER

Course Code	Title of the Course
10263	Entrepreneurship Development

Learning Objectives:

1. Ability to recognize a business opportunity that fits the individual student
2. Demonstrate the understanding of how to launch the individual's entrepreneurial career

UNIT – I: Concept of entrepreneurship - Definition Nature and characteristics of entrepreneurship – Function and type of entrepreneurship - Phases of EDP - Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.

UNIT – II: Factors influencing entrepreneurship – Internal factors – External factors – Institutional Finance to entrepreneurs – Functions of DICs – NSIC – SIDO – SISIs – KVIC – IFCI.

UNIT – III: Business idea generation technique – Sources of business idea – Methods of generating ideas – Method of evaluating ideas.

UNIT – IV: Identification of business opportunities – Meaning – Sources of entrepreneurial opportunities – Opportunity analysis.

UNIT – V: Marketing feasibility – Phases of feasibility study – Marketing strategies – Specialist roles open to market Nichers – Financial and Economic feasibilities – Classification of sources of finance.

UNIT – VI: Technical and locational feasibilities – technical analysis – Locational feasibility – Selection of site – plant lay out – Size of the business firm.

UNIT – VII: Managerial and legal feasibility – Characteristics of a company – Types of companies.

UNIT – VIII: Project appraisal – Classification of the project – Marketing risk – Process of risk management – Types of risk.

UNIT – IX: Project report – Meaning – Purposes of project report – Formulation of business plan – Characteristics of a successful business plan.

UNIT – X: Role of entrepreneur in economic development – Role of entrepreneurs – Small scale entrepreneurs – Importance of SSIs – Problems of small industries in India.

UNIT – XI: Creativity and innovation – Characteristics of innovation – Sources of innovation – Forms of innovation – Importance of creativity and innovation – Global and Indian innovations.

UNIT – XII: Family enterprises – Stages of transformation – Family management practices in India – Issues in family business – Planning process – Future of family business.

UNIT – XIII: Recent development in small enterprises in India – Government rules and regulations – Industrial sickness in India – Reasons for sickness – Causes – Consequences.

UNIT – XIV: Franchising – Types – Advantages – Disadvantages – Evaluation of franchise arrangement – Rural entrepreneurship – Need for rural entrepreneurship – Problems – SHGs and rural development.

REFERENCE BOOKS:

1. Gupta C.B. and Srinivasan, N. P., Entrepreneurial Development, Kalyani Publishers.
2. S. S. Khanka, 2013, Entrepreneurial Development (Fourth Revised & Millennium Edition) Sultan Chand & Sons Publishers. New Delhi.
3. Mohanty K. S., Fundamentals of Entrepreneurship, Prentice Hall of India.
4. Vasant Desai, 1997, Management of Small Scale Industries, Himalayan Publishing House.
5. Radha, Entrepreneurial Development, Prasanna Publishers, Chennai.

Course Code	Title of the Course
10264	Management Information System

Learning Objectives:

1. To know the Integration of Business Information through Computers.
2. After the successful completion of the course the student must be aware of utilization of business information for decision making.

UNIT – I: Understanding MIS - Management Information Systems - History of MIS - Impact of MIS - Role and Importance - MIS Categories - Managers and Activities in IS - Types of Computers Used by Organizations in Setting up MIS - Hardware support for MIS.

UNIT – II: Conceptual Foundations – Decision Making Process - System Approach to Problem Solving - The Structure of Management Information System.

UNIT – III: Kinds of Information Systems – Types of Management Systems Concepts of Management Organization.

UNIT – IV: Planning and Control – Differences between planning and control information - Systems Analysis - Systems Design.

UNIT – V: MIS Planning and Development – Planning – development.

UNIT – VI: MIS and BPR –Business Process Re – Engineering, Improving a process in BPR - Object Oriented methodology - BPR – Current Focus.

UNIT – VII: MIS Organization Structure - MIS at Management levels - Strategic Level Planning - Operational Level Planning - Economic and Behavior Theories.

UNIT – VIII: Enterprise Resource Planning – Basics of ERP - Evolution of ERP - Enterprise Systems in Large Organizations - Benefits and Challenges of Enterprise Systems.

UNIT – IX: E-Enterprise System – Managing the E-enterprise - Organisation of Business in an E-enterprise - E-business - E-commerce - E-communication - E-collaboration.

UNIT – X: Trends in MIS – Decision Support Systems (DSS) - Artificial Intelligence (AI).

UNIT – XI: MIS – Support Models and Knowledge Management – Philosophy of Modeling – DSS - Deterministic Systems - Market Research Methods - Ratio Analysis for Financial Assessment - Management Science Models - Procedural Models - Project Planning and Control Models - Cost Accounting Systems - Operations Research Models - Mathematical Programming Techniques - Knowledge Management.

UNIT – XII: Organization and Computer Networks – Basics of computer systems - Basic Network Terminologies - Definitions and Application - The Intranet and the Extranet - Database Management Systems – Types of Database Users – DBMS - Designing of DBMS.

UNIT – XIII: Strategic Management Information System – Background – Performance - Product differentiation and Value Chain - How IT influences Organizations' goals - The five levels - Governance Modes in the use of IT.

UNIT – XIV: Security and Ethical Issues – Control Issues in Management Information Systems - Security Hazards - Ethical Issues - Technical solutions for Privacy Protection.

REFERENCE BOOKS:

1. Amanjindal, 2010. Management Information System [First Edition]. Kalyani Publishers New Delhi.
2. Gordon, B Davis., and Margrethe, H Olson 2004, Management Information System, [First Edition]. Tata Mc. Graw Hill Publications, New Delhi.
3. Gupta, A.K. 2014. Management Information System [Third Edition]. Sultan Chand & Company Ltd., New Delhi.
4. Kenneth Laudon. 2012. Essentials of Management Information Systems [First Edition]. Pearson, New Delhi.

Duration of the Programme: The programme for the degree of Bachelor of Commerce consists of three academic / calendar years divided into six semesters. Each semester is having four core papers carries four credits each. The duration of course covers 96 credits which are divided equally twenty four credits into four semesters.

Faculty and Support Staff Requirements: The programme for the degree of **Bachelor of Commerce** requires the following faculty and supporting staff:

Staff Category	Required
Core Faculty	3
Faculty for Specialization	2
Clerical Assistant	1

Instructional Delivery Mechanisms:

- Self Learning Materials
- Web based Teaching and Learning
- Electronic study materials

6. Student Support Services: The student support services will be facilitated by the head quarter i.e., Directorate of Distance Education, Alagappa University, Karaikudi and its approved Learning Centres located at various parts of Tamil Nadu. The pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarter and Learning Centres. The post-admission student support services like issue of identity card, study materials, etc. will be routed through the Learning Centres. The face to face contact programme for theory courses will be held at the university campus. The conduct of end-semester examinations, evaluation and issue of certificates will be done by office of the controller of examinations, Alagappa University, Karaikudi.

Procedure for Admission, curriculum transaction and evaluation:

f. 1. Procedure for Admission:

A pass in Higher Secondary School (HSC) or Three years Diploma.

f. 2. Curriculum Transactions:

The classroom teaching would be lecture method by using electronic devices. The face to face contact classes cover group discussion, seminars and paper presentation.

The face to face contact classes will be conducted in following durations;

Course Type	Face to Face Contact Classes Per Semester (in Hours)
Theory Courses (4 courses with 4 credits each)	64

3. Evaluation: The evaluation method which comprises both internal assessment and end semester examination. The internal assessment shall contain maximum 25 marks for each paper. The end semester examination shall contain 3 hours duration to each course at the end of each semester. The end semester examination shall comprise maximum 75 marks for each paper. The candidate who failed in any papers are permitted to appear in subsequent examinations to clear the failed papers.

Question Paper Pattern:

Answer all questions (one question from each unit with internal choices)

Time: 3 Hours; Maximum Marks: 75

Part A - 10 x 2 Marks = 20 Marks

Part B - 5 x 5 Marks = 25 Marks

Part C - 3 x 10 Marks = 30 Marks

Distribution of Marks in Continuous Internal Assessments

The following procedure shall be followed for awarding internal marks for the courses

Component	Marks
Assignments (per course)	25

Passing Minimum:

The students will be evaluated by examinations. There shall be no passing minimum for internal. The candidate shall be declared to have passed the examination if the candidate secures a minimum of 40% marks (40% out of 75 marks) in the University end semester examination. Then the marks secured by the candidate in the end semester examination will be taken and added with his/her internal marks (Maximum marks 25). In aggregate (External + Internal) the passing minimum shall be 40% for each course. Grading shall be based on overall marks obtained.

Candidate who does not obtain the required minimum marks for a pass in a course shall be required to appear and pass the same at a subsequent appearance.

Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B+	Average
40-49	4.0-4.9	B	Below Average
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course i in any semester

G_i = Grade Point obtained for course i in any semester.

n refers to the semester in which such courses were credited

For a semester;

Grade Point Average [GPA] = $\sum_i C_i G_i / \sum_i C_i$

Grade Point Average = $\frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$

Cumulative Grade Point Average [CGPA] = $\sum_n \sum_i C_{ni} G_{ni} / \sum_n \sum_i C_{ni}$

CGPA = $\frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses for the entire programme}}$
--

CGPA	Grade	Classification of Final Result
9.5-10.0 9.0 and above but below 9.5	O+ O	First Class- Exemplary*
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	D++ D+ D	First Class with Distinction*
7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	A++ A+ A	First Class
5.5 and above but below 6.0 5.0 and above but below 5.5 4.5 and above but below 5.0 4.0 and above but below 4.5	B+++ B++ B+ B	Second Class
0.0 and above but below 4.0	U	Re-appear

*The candidates who have passed in the first appearance and within the prescribed semester of the UG Programme are eligible.

Maximum duration for the completion of the course: The maximum duration for completion of B.Com Degree programme shall not exceed ten semesters from their sixth semester.

Commencement of this Regulation: These regulations shall come into force from the academic year 2018 - 2019 (June session) i.e., for students who are to be admitted to the first year of the course during the academic year 2018 - 2019 (June session) and thereafter.

Fee Structure: The programme has the following Fee Structure:

Sl. No.	Fees Detail	Amount in Rs.		
		First Year	Second Year	Third Year
1.	Admission Processing Fees	100.00	-	-
2.	Course Fees	2500.00	2500.00	2500.00
3.	ICT Fees	150.00	150.00	150.00
	Total	2750.00	2650.00	2650.00

The above mentioned fee structure is exclusive of Exam fees.

Requirement of the laboratory support and Library Resources: Alagappa University, Karaikudi having well established Library facility with adequate number of copies of books in relevant titles for Commerce programme.

Cost estimate of the programme and the provisions:

The cost estimate of the programme and provisions for the fund to meet out the expenditure to be incurred in connection with B.Com., degree Programme are as follows:

Sl. No.	Expenditure Heads	Approx. Amount in Rs.
1.	Programme Development (Single Time investment)	10,00,000/-
2.	Programme Delivery (Per Year)	20,00,000/-
3.	Programme Maintenance	3,00,000/-

Quality Assurance Mechanism and Expected Programme Outcomes: Separate Internal Quality Assurance Cell (IQAC) has been established with certain parameters in the Directorate of Distance Education in order to provide quality teaching to the stakeholders.

University Motto: ‘Excellence in Action’

University Vision Statement: Achieving Excellence in all spheres of Education, with particular emphasis on “PEARL”- Pedagogy, Extension, Administration, Research and Learning.

University Objectives: Providing for Instructions and Training in such Branches of Learning as the University may determine. Fostering Research for the Advancement and Dissemination of Knowledge

University Quality Policy: Attaining Benchmark Quality in every domain of ‘PEARL’ to assure Stakeholder Delight through Professionalism exhibited in terms of strong purpose, sincere efforts, steadfast direction and skillful execution.

University Quality Quote: Quality Unleashes Opportunities towards Excellence (QUOTE).

Minutes of the Meeting of the Board of Studies in Commerce (For B.Com., Programme to be offered through ODI. Mode) held at the Directorate of Distance Education, Alagappa University, Karaikudi – 630 004, on 04.09.2017 (Monday) at 2:00 p.m.

Members Present:


- | | | |
|--------------------------|---|----------|
| 1. Dr. T. R. Gurumoorthy | - | Chairman |
| 2. Dr. S. Ganapathy | - | Member |
| 3. Dr. A. Muthusamy | - | Member |
| 4. Dr. R. Ganapathi | - | Member |

After the deliberation and discussion the board resolved the following:

1. The board considered the curriculum design and detailed syllabi of B.Com., programme, prepared as per the norms by the Chairman and the Board Members, scrutinized and suitably modified the same.
2. The board resolved to approve curriculum design, detailed syllabi and other regulations for the B.Com., programme to be offered by the Directorate of Distance Education of Alagappa University are given in Annexure - I.


Dr. T. R. Gurumoorthy
4/9/17


Dr. S. Ganapathy


Dr. A. Muthusamy


Dr. R. Ganapathi