



ANNA ADARSH COLLEGE FOR WOMEN

DEPARTMENT OF BUSINESS ECONOMICS

DEPARTMENT HANDOUT



DEPARTMENT OF BUSINESS ECONOMICS

1. PREAMBLE

Business Economics as a subject of study has increasingly gained acceptance as a practical applied branch of knowledge. Today's business organizations work under a dynamic set of conditions fraught with opportunities and risks. Hence the success lies in making informed choices in the midst of an ever-changing business environment. It involves the application of the basic conceptual tools of economics to arrive at right choices in business. The choice of strategies are made by a proper integration of information literacy, analytical enquiry and reasoning skills complemented with theories, concepts, practices and skills with a view to address social, civic environmental and economic issues. It also examines the role of government interventions with a view to achieve the avowed goals for an integrated economic development which encompasses the consumer and the producer. It has thus been primordially responsible for creating wide employment opportunities in the area of business analytics and in a wide array of jobs.

2. PROGRAMME BASED OUTCOMES

The programme learning outcomes are the admixture of the focus on the outcomes to be achieved from the teacher and learners point of view. It enables an attainment of a fund of knowledge in the discipline of study coupled with the attainment of critical thinking and higher order cognitive skills. The ability to apply their knowledge in the field of economics and to devise practical solutions and strategies ethically, are also focused here. It helps the student to carry out a range of activities like recalling, explaining, demonstrating, experimenting, appraising and designing, either individually or collectively within the domain of the knowledge of economics.

- **PO 1:** Understand the in-depth knowledge about the various economic theories and its applicability in daily life and various sectors of the society.
- **PO 2:** To acquire the knowledge about the various financial institutions and economic sectors of the economy.
- **PO 3:** Equip students with managerial and entrepreneurial skills for enhancing their employability.
- **PO 4:** Understand the impact of economic activities in the societal and environmental context and demonstrate the need for sustainable development.
- **PO 5:** Enhance the students through improving their moral values, ethical principles, social responsibility and commitment to the needs of business and society.

PROGRAMME SPECIFIC OUTCOMES

- **PSO 1:**To motivate the students to pursue their higher studies on economics and various subjects such as MBA, M.Com., MSW, M. Sc. (Psychology) etc...
- **PSO 2:**Enhance the ability of the students to do their own startups through providing the training programmes with the collaboration of Khadi & Village Industries Commission (KVIC). To empower students through encouraging them to become successful entrepreneurs.
- **PSO 3:** Aspiring the students to prepare and participate for various competitive exams.
- **PSO 4:**Motivate the students to participate in various competitions and hence improve their sportsmanship and the competency level.
- **PSO 5:**Enhance the students through communication skills, overall personality development and their competency level to face their life.

3. NATURE AND EXTENT OF THE PROGRAMME

It encompasses an adequate knowledge of the theories and subject matter of economics to attain the maximization of individual and societal welfare and issues pertaining to it. The theoretical knowledge ranging from fiscal, monetary, micro,

macro, health, international and other developmental spheres of economics are taught with a quantitative backdrop to obtain a totalistic perspective. An extensive use of mathematics is introduced here to facilitate analysis with the prime objective of providing an indepth understanding of the core economic models and methods to make more relevant to the corporate world. Additional knowledge from other related branches like accounting, history and fundamental aspects of management are intertwined in to the programme to obtain a better grip and understanding of the subject.

4. GRADUATE ATTRIBUTES

The graduate should possess a sound knowledge base of the subject, be capable of conducting investigations and skillfully identify, formulate, analyse and solve real life economic issues. He should be able to develop and design solutions to complex economic problems through appropriate use of the acquired fund of knowledge. He should inculcate the innate ability to freely communicate and multi-task in a multi disciplinary setting, within the boundaries set by the society thus promoting equity and justice. This will help him embark on a lifelong learning process in his chosen field of interest.

5. COURSE STRUCTURE:

SEMESTER I

Course Component	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
				Int	Ext	
PART I	Tamil/Other Language Paper -I	6	3	25	75	100
PART II	BP2-ENG01-Communicative English-I	3	3	50	50	100
PART III	BBE-DSC01 - Principles of Economics-I	6	4	25	75	100
	BBE-DSC02 - Economics of Money and Banking-I	6	4	25	75	100
	Allied Paper I: To be selected from the list of allied subjects	5	5	25	75	100
PART IV	Basic Tamil/Advanced Tamil/NME-I*	-	2	25	75	100
	BP4-EASS01-English for Arts and Social Sciences-I	4	4	50	50	100

*NME-I: CHOOSE ANY ONE PAPER FROM THE OTHER DEPARTMENT

SEMESTER II

Course Component	Name of the Paper	Int Hrs	Credit	Max Marks		Total
				Int.	Ext.	
PART I	Language Paper – II	6	3	25	75	100
PART II	BP2-ENG02-Communicative English-II	3	3	50	50	100
PART III	BBE-DSC03 - Principles of Economics- II	6	4	25	75	100
	BBE-DSC04 - Economics of Money and Banking-II	6	4	25	75	100
	Allied Paper II - To be selected from the list of allied subjects Basic Financial Accounting	5	5	25	75	100
PART IV	Basic Tamil / Advanced Tamil / NME-II *	-	2	25	75	100
	BP4-EASS02-English for Arts and Social Sciences-II	4	4	50	50	100

*NME-II: CHOOSE ANY ONE PAPER FROM THE OTHER DEPARTMENT

SEMESTER III

Course Component	Subjects	Inst. Hrs	Credits	Max. Marks		
				Ext.	Int.	Total
Part-I	Language Paper-III	6	3	75	25	100
Part-II	BP2-ENG03-Language Through Literature - I	6	3	50	50	100
Part-III	BBE-DSC05 - Statistics for Business Analysis-I	6	4	75	25	100
	BBE-DSC06 - Entrepreneurial Development- I	6	4	75	25	100
	Allied Paper –III-To be Chosen from the list -Marketing I	6	5	75	25	100
Part-IV	Soft Skill - To be Chosen from the list	-	3	50	50	100

	Environmental Studies	-	Examination will be held in IV semester
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SEMESTER IV

Course Component	Subjects	Inst. Hrs	Credits	Max. Marks		
				Ext.	Int.	Total
Part I	Language Paper IV	6	3	75	25	100
Part II	BP2-ENG04-Language Through Literature- II	6	3	50	50	100
Part III	BBE-DSC07 - Statistics for Business Analysis-II	6	4	75	25	100
	BBE-DSC08 - Entrepreneurial Development-II	6	4	75	25	100
	Allied Paper –IV- To be Chosen from the list-Marketing II	6	5	75	25	100
Part IV	Soft Skill - To be chosen from the list	-	3	50	50	100
	Environmental Studies	-	2	75	25	100

SEMESTER V

Course Component	Subjects	Inst. Hrs	Credits	Max. Marks		
				Ext.	Int.	Total
Part-III	BEC-CSC09 - Macro Economics-I*	6	4	75	25	100
	BBE-DSC10 - Public Economics-I	6	4	75	25	100
	BBE-DSC11 - International Economics-I	6	4	75	25	100
	BBE-DSC12 - Indian Economy and Economic Reforms	6	4	75	25	100
	Elective Paper-I- To be Chosen from the List-HRD I	6	5	75	25	100
Part-IV	Value Education		2			

* Common to B.A. Economics

Course Component	Subjects	Inst. Hrs	Credits	Max. Marks		
				Ext.	Int.	Total
Part-III	BEC-CSC13 – Macro Economics-II*	6	4	75	25	100
	BBE-DSC14 – Public Economics-II	6	4	75	25	100
	BBE-DSC15 - International Economics-II	6	4	75	25	100
	Elective Paper-II-To be Chosen from the List-HRD II	6	5	75	25	100
	Elective Paper –III- To be Chosen from the list-Principles of Management	6	5	75	25	100
Part V	Extension Activities		1			

* Common to B.A. Economics

LIST OF ELECTIVE SUBJECTS:

Course Code	Title
BBE-DSE01	Human Resource Development-I
BBE-DSE02	Human Resource Development-II
BBE-DSE03	Environmental Economics
BBE-DSE04	Organizational Behaviour
BBE-DSE05	Fundamentals of Operations Research
BBE-DSE06	Principles of Management

ALLIED SUBJECTS

Course Code	Title	Inst. Hrs	Credit
BBE-DSA01	Basic Financial Accounting	6	5
BBE-DSA02	Marketing-I	6	5
BBE-DSA03	Marketing-II	6	5
BBE-DSA04	Business Ethics & Values	6	5
BBE-DSA05	Financial Markets	6	5
BBE-DSA06	Managerial Economics	6	5
Total			20Credit(4x5)

6. DEPARTMENT FACULTY

S No	DEPARTMENT	FACULTY NAME	QUALIFICATION
1	BUSINESS ECONOMICS	Dr. SREELATHA P.C.	M.A.,M Phil,PhD
2	BUSINESS ECONOMICS	Dr.PREETHI MAHESH.V	M.A.,M Phil,PhD
3	BUSINESS ECONOMICS	Dr. JEMIMA MERCY.M	M.A.,M Phil,MBA, Ph D
4	BUSINESS ECONOMICS	Dr. ANNE BENEDEXA C.A.	M.A.,M Phil,PhD
5	BUSINESS ECONOMICS	MS. JONY FATHIMA.L	M.A., B.Ed., M.Phil.,SET ,MBA, (Ph.D)
6	BUSINESS ECONOMICS	Dr.ANITHA .K	M.A., M.Phil., SET, Ph.D
7	BUSINESS ECONOMICS	Dr. AMUDHA.N	M.A.,M Phil,PhD

SEMESTER I

TAMIL I

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை
தமிழ்த்துறை
சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்
பொதுத்தமிழ் - முதலாமாண்டு - முதற்பருவம் (FIRST SEMESTER)
நோக்கும் கற்றல் பயன்பாடும் (2021 - 2022)
Objective - Syllabus - Out come (2021 -2022)

பாடத்திட்டத்தின் நோக்கம்:
காலந்தோறும் தமிழ் அடைந்துள்ள வளர்ச்சியையும், இன்றைய நவீன காலத்தில் உருவான தமிழ் இலக்கியங்களையும் ஒற்றுமை வேற்றுமைப்படுத்தி ஆராய்கின்ற நோக்கில் பொதுத்தமிழ்ப் பாடப்பகுதி கட்டமைக்கப்பட்டுள்ளது.

பாரதியார், பாரதிதாசன், கவிமணி உள்ளிட்டோரின் மரபுக்கவிதைகளும், அப்துல் ரகுமான், சிற்பி, மு.மேத்தா, வைரமுத்து உள்ளிட்டோரின் புதுக் கவிதைகளும் இரா.பி.சுதுப்பிள்ளை அவர்களின் உரைநடை, முத்துசாமி அவர்களின் நாடகம் போன்றவை இடம்பெற்றுள்ளன.

தமிழ் மக்களின் வாய்மொழி இலக்கியங்களில் சிலபாடல்கள் பாடமாக வைக்கப்பட்டுள்ளன. இந்த இலக்கியங்கள் சார்ந்த வரலாற்றுப் பின்புலமும் பாடமாக அமைந்துள்ளன.

மாணவர்களுக்குப் படிப்பின் ஆர்வத்தைத் தூண்டும் வகையில் கவிதைகள், சிறுகதை, உரைநடை, நாடகம் போன்ற எளிமையான பகுதிகள் அமைக்கப்பட்டுள்ளன.

இலக்கிய வாசிப்பின் ஆர்வத்தை ஊக்குவித்தலும் தற்கால தமிழ் இலக்கியத்தின் ஆளுமைகளை மாணவர்கள் புரிந்துகொள்ள வைத்தலும் பாடத்திட்டத்தின் நோக்கமாகும்.

தமிழ் இலக்கிய வரலாற்றில் தற்கால படைப்பாளர்களையும் படைப்புகளையும் அறிமுகப்படுத்தித் தமிழ் இலக்கியப் பாரம்பரியத்தைப் புரிய வைத்தலும் பிழையின்றி எழுதுவதற்குரிய இலக்கண விதிமுறைகளைத் தெரிந்து கொள்ளுதலும் பாடத்திட்டத்தின் நோக்கமாகும்.

தமிழ் மொழியின் கடினமான சொற்களுக்குரிய பொருளைத் தெரிந்துகொள்ளும் வகையில் அகராதியைப் பயன்படுத்துவதற்குரிய அடிப்படைகளைக் கற்றுத்தருதலே நோக்கமாகும்.

பாடத்திட்டம்

பாடப்பகுப்பு

- I.இலக்கியம்
- II.அதைச் சார்ந்த தமிழிலக்கிய வரலாறு
- III.மொழிப் பயிற்சி

அலகு - 1

புக்கவிதை

1. பாரதியார் - பாரத சமுதாயம்.
2. பாரதிதாசன் - ஒற்றுமைப்பாட்டு
3. கவிமணி தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல்
4. நாமக்கல் கவிஞர் வெ. இராமலிங்கம்பிள்ளை - தமிழன் இதயம்
5. கவிஞர் கண்ணதாசன் - குடும்பம் ஒரு கதம்பம்
6. பட்டுக்கோட்டை அ. கல்யாணசுந்தரம் - வருங்காலம் உண்டு
7. தமிழ் ஒளி - வழிப்பயணம்

புதுக்கவிதை

1. கவிஞர் ந. பிச்சமூர்த்தி - காதல்
2. கவிஞர் அப்துல் ரகுமான் - பித்தன்
3. கவிஞர் மு.மேத்தா - காதலர் பாதை, ஒரு கடிதம் அனாதையாகிவிட்டது, நிழல்கள்
4. கவிஞர் இன்குலாப் - ஒவ்வொரு புல்லையும் பெயர் சொல்லி அழைப்பேன்
5. கவிஞர் தமிழன்பன் - சொல்லில் உயர்வு தமிழ்ச்சொல்லே
6. கவிஞர் வைரமுத்து - விதைச்சோளம்
7. கவிஞர் அ.சங்கரி - இன்று நான் பெரிய பெண்

அலகு - 2

நாட்டுப்புற இலக்கியம்

1. ஏற்றப்பாட்டு
2. தெம்மாங்கு
3. அம்பா பாடல்கள்
4. விளையாட்டுப் பாடல்கள்
5. நடவுப் பாடல்கள்

அலகு - 3

சிறுகதைகள்

- த.ப.ரா- கனகாம்பரம்
 த.அழகிரிசாமி - குமாரபுரம் ஸ்டேஷன்
 தமிழ்ச்செல்வன் - வெயிலோடு போய்
 தாப்பில் முகமது மீரான் - வட்டக்கண்ணாடி
 அம்பை - பிளாஸ்டிக் டப்பாவில் பராசக்தி முதலியோர்
 உரைநடை
 இரா.பி.சேதுப்பிள்ளை - வண்மையும் வறுமையும்

அலகு - 4

நாடகம்

- முத்துசாமி - நாற்காலிக்காரர்

அலகு - 5

நிழிலக்கிய வரலாறு

1. மரபுக் கவிதை - இருபதாம் நூற்றாண்டு கவிஞர்கள்
2. புதுக்கவிதை - தோற்றம் - வளர்ச்சி - வரலாறு
3. நாட்டுப்புறப் பாடல்கள், கதைகள், கதைப்பாடல்கள், பழமொழிகள், விடுகதைகள் - வரலாறு
4. சிறுகதை, உரைநடை வரலாறு
5. நாடகம் - வரலாறு

அலகு - 6

நாழிப் பயிற்சி

1. வாக்கிய வகை(தொடர் வாக்கியம், தனி வாக்கியம், கூட்டு வாக்கியம்)
2. இரு வழக்குகள் (பேச்சு, எழுத்து)

3. எழுவாய், பயனிலை, செயப்படுபொருள்
4. ஒருமை, பன்மை மயக்கம்
5. திணை, பால், எண், இட வேறுபாடு
6. நால்வகைச் சொற்கள் (பெயர், வினை, இடை, உரி)
7. அகரவரிசைப் படுத்துதல்

கற்றலும் பயன்பாடும்:

தமிழ் மொழியின் இலக்கிய வளங்களின் மதிப்பைப் புரிதல். தமிழ் இலக்கிய வாசிப்பின் வழி சமூக விழிப்புணர்வைத் தூண்டுதல். தமிழ் இலக்கிய வளங்களின் வாயிலாகத் தமிழ்ப்பண்பாட்டை அடுத்த தலைமுறைக்குக் கொண்டுசெல்லுதல். மொழிவளத்தின் தேவையை வலியுறுத்துதல். மாணவர்கள் பிழையின்றி எழுத மொழிப்பயிற்சி உதவுகிறது. இப்பாடத்திட்டம் மாணவர்கள் தங்கள் படைப்புகளை உருவாக்குவதற்கும் பயன்படுகிறது. போட்டித்தேர்வுகளை எதிர்கொள்ளுவதற்குரிய வகையில் இலக்கிய வரலாற்றுப்பகுதி மிகுந்த பயனுடையதாய் உள்ளது.

பாடநூல்

சென்னைப்பல்கலைக்கழகம் (University of Madras)

அடித்தளப் படிப்பு - பகுதி - I தமிழ்

முதலாம் மற்றும் இரண்டாம் பருவங்களுக்குரியது. அனைத்துப் பட்டப்படிப்பு பிரிவுகளுக்கும் ஐந்தாண்டு ஒருங்குமுறை பட்ட மேற்படிப்புப் பிரிவுகளுக்கும் பொதுவானது.

தாள் -I - செய்யுள் திரட்டு

(Foundation Course)

Part - I Tamil - For I & II Semesters

Common to all undergraduate course and Five-Year Integrated postgraduate courses.

(2020 - 2021 onwards.)

நாற்காலிக்காரர் - நா.முத்துசாமி

தமிழ் இலக்கிய வரலாறு பாடம் தழுவியவை

மொழிப்பயிற்சி

Reference book

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவி நூல் என்று தனியாக இல்லை. (Reference book not applicable)

HINDI I

SUBJECT CODE: CLE1E

YEAR/SEMESTER: I YR/ I SEMESTER

I. COURSE OBJECTIVES:

The objectives of the course is to sensitize the students -

1. To the aesthetic and cultural aspects of literary appreciation and analysis.
2. To introduce modern Hindi Prose to the students and to understand the cultural, social and moral values of modern Hindi Prose.
3. To familiarize Official correspondence , General letter correspondence and technical words.
4. To motivate to demonstrate human value in different life situations

PART-I - HINDI

(With effect from the Academic Year 2015-2016)

I YEAR – I SEMESTER

PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER WRITING

I . PROSE (Detailed Study) : HINDI GADHYA MALA

Ed. by Dr. Syed Rahamathulla

Poornima Prakashan, 4/7 Begum III Street Royapettah, Chennai – 14.

LESSONS PRESCRIBED :

1. Sabhyata ka Rahasya
2. Mitrata
3. Yuvavon sen
4. Paramanu Oorja evam Khadya Padarth Sanrakshan

5. Yougyata aur Vyavasay ka Chunav.

II. FUNCTIONAL HINDI & LETTER WRITING

Students are expected to know the office and Business Procedures, Administrative and Business Correspondence.

1. General Correspondence:

1. Personal Applications
2. Leave Letters
3. Letter to the Editor
4. Opening an A/C
5. Application for Withdrawal
6. Transfer of an A/C
7. Missing of Pass Book / Cheque Leaf
8. Complaints
9. Ordering for Books
10. Enquiry

III. OFFICIAL CORRESPONDENCE:

1. Government Order
2. Demi Official Letter
3. Circular
4. Memo
5. Official Memo
6. Notification
7. Resolution
8. Notice

- BOOKS FOR REFERENCE :
1. Karyalayeen Tippaniya : Kendriya Hindi Sansthan, Agra
 2. Prayojan Moolak Hindi : Dr. Syed Rahamathulla, Poornima Prakashan
4/7, Begum III Street, Royapettah, Chennai – 14.

UNITISED SYLLABUS

UNIT-I

1. Sabhyata ka Rahasya
2. Personal Applications
3. Leave Letters
4. Government Order
5. Administrative Terminology Hindi to English (25 Words)

UNIT - II

1. Mitrata
2. Letter to the Editor
3. Opening an A/C
4. Demi Official Letter
5. Administrative Terminology English to Hindi (25 Words)

UNIT-III

1. Yuvavon Se

2. Application for Withdrawal
3. Circular
4. Memo
5. Administrative Terminology Hindi to English (25 Words)

UNIT-IV

1. Paramanu Oorja evam Khadya Padarth Sanrakshan
2. Transfer of an A/C
3. Missing of Pass Book / Cheque Leaf
4. Official Memo
5. Administrative Terminology English to Hindi (25 Words)

UNIT-V

1. Yougyata aur Vyavasay ka Chunav
2. Complaints
3. Ordering for Books
4. Notification
5. Official Noting Hindi to English (25 words)

UNIT-VI

1. Enquiry
2. Resolution
3. Notice
4. Official Noting English to Hindi (25 words)

COURSE OUTCOMES:

1. Understanding the concept and importance of functional Hindi
2. Understanding various forms of functional Hindi and its usage according to its area of application
3. Knowledge about good civilization qualities and culture.
4. Knowledge about the importance of human values.
5. Understand the concept of communicative of Hindi.

FRENCH I

Foundation Course: Paper I-French I

Title of the Paper : Prescribed YEAR I: I SEMESTER

Text and Grammar-I

Learning Objectives:

In teaching French we aim to

1. Provide the learners with a basic knowledge of grammar
2. To enable an insight into the culture and literature of France
3. Enable them to comprehend the nuances of the language
4. Equipped to express themselves in French
5. To enable the communicative skill

-discover another world , another people , another way of life .
-make them more accepting of people who differ from them

Syllabus:

Unité 1 - Salut!

Saluer - entrer en contact avec quelqu'un - se présenter- s'excuser

Unité 2 - Enchanté !

Demander de se présenter - Présenter quelqu'un

Unité 3 - J'adore !

Exprimer ses goûts - Échanger sur ses projets

Unité 4 - Tu veux bien ?

Demander à quelqu'un de faire quelque chose - Demander poliment - Parler d'actions passées

Unité 5 - On se voit quand ?

Proposer , accepter, refuser une invitation. - Indiquer la date - Prendre et fixer un rendez-vous - Demander et indiquer l'heure

Unité 6 - Bonne idée !

Exprimer son point de vue positif et négatif - S'informer sur le prix - S'informer sur la quantité - Exprimer la quantité .

Outcomes :

Learners are able

- to comprehend and express themselves well
- to have an interest to look into another world
- to enable the study of lan
- to improve communication skills
- to perform well in the University Exams .

Prescribed textbook:

> Régine Mérieux & Yves Loiseau, Latitudes 1, Paris, Didier, 2017 (Units 1-6 only).

Recommend text : Not applicable

**ENGLISH I
COMMUNICATIVE ENGLISH
LZ11A-COMMUNICATIVE ENGLISH-I**

Class: I Year
Semester: Odd
Hours: 90

COURSE OBJECTIVES:

- To give English language skill practice to students to enhance their English proficiency.
- To expose students to native speakers' spoken language to enable students to recognize native speakers' accent and language usage.
- To simulate real life situations in the classroom to practice real English dialogues and speeches to gain English language fluency.
- To give both silent and loud reading practice to students, to enhance their comprehension and English sound recognition skills
- To help students overcome their fear and to speak in English in front of their peers and teachers thus, build their self-confidence through various classroom activities and outdoor activities.

SYLLABUS

Unit I

Listening and Speaking

- a. Introducing self and others
- b. Listening for specific information
- c. Pronunciation (without phonetic symbols)

- i. Essentials of pronunciation

- ii. American and British pronunciation
- iii.

2. Reading and Writing

- a. Reading short articles – newspaper reports / fact based articles

- i. Skimming and scanning

- ii. Diction and tone

- iii. Identifying topic sentences

- b. Reading aloud: Reading an article/report

- c. Journal (Diary) Writing

3. Study Skills - 1

- a. Using dictionaries, encyclopaedias, thesaurus

4. Grammar in Context:

Naming and Describing

Nouns & Pronouns

Adjectives

Unit II

1. Listening and Speaking

- a. Listening with a Purpose

- b. Effective Listening

- c. Tonal Variation

d. Listening for Information

- e. Asking for Information
- f. Giving Information
- 2. Reading and Writing
 - 1. a. Strategies of Reading:
 - Skimming and Scanning
 - b. Types of Reading
 - Extensive and Intensive Reading
 - c. Reading a prose passage
 - d. Reading a poem
 - e. Reading a short story
- 2. Paragraphs: Structure and Types
 - a. What is a Paragraph?
 - b. Paragraph structure
 - c. Topic Sentence
 - d. Unity
 - e. Coherence
 - f. Connections between Ideas: Using Transitional words and expressions
 - g. Types of Paragraphs
- 3. Study Skills II:
 - Using the Internet as a Resource
 - a. Online search
 - b. Know the keyword
 - c. Refine your search
 - d. Guidelines for using the Resources
 - e. e-learning resources of Government of India
 - f. Terms to know
- 4. Grammar in Context Involving Action-I
 - a. Verbs Concord

Unit III

- 1. Listening and Speaking
 - a. Giving and following instructions
 - b. Asking for and giving directions
 - c. Continuing discussions with connecting ideas
- 2. Reading and writing
 - a. Reading feature articles (from newspapers and magazines)
 - b. Reading to identify point of view and perspective (opinion pieces, editorials etc.)
 - c. Descriptive writing – writing a short descriptive essay of two to three paragraphs.
- 3. Grammar in Context:
 - Involving Action – II

Verbals - Gerund, Participle, Infinitive
Modals

Unit IV

1. Listening and Speaking

a. Giving and responding to opinions

2. Reading and writing

a. Note taking

b. Narrative writing – writing narrative essays of two to three paragraphs

3. Grammar in Context:

Tense

Present

Past

Future

Unit V

1. Listening and Speaking

a. Participating in a Group Discussion

2. Reading and writing

a. Reading diagrammatic information

– interpretations maps, graphs and pie charts

b. Writing short essays using the language of comparison and contrast

Grammar in Context: Voice (showing the relationship between Tense and Voice)

COURSE OUTCOMES:

- The course seeks to develop the students' abilities in grammar, oral skills, reading, writing and study skills
- Students will heighten their awareness of correct usage of English grammar in writing and speaking
- Students will improve their speaking ability in English both in terms of fluency and comprehensibility
- Students will give oral presentations and receive feedback on their performance
- Students will increase their reading speed and comprehension of academic articles Students will improve their reading fluency skills through extensive reading

Reference Books:

1. Teaching techniques for communicative English-Jain Revell.

CORE: PRINCIPLES OF ECONOMICS- I

Learning Objectives

- To understand the problem of scarcity and choice.
- To identify the basic concepts of micro economics.
- To obtain knowledge on demand and supply functions.
- To analyze the importance of cost in production analysis.
- To get a better understanding on cost-revenue inter relationship.

UNIT – I

Economic problems–Scarcity and choice- Definition of Economics–Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson

UNIT -II

Basic concepts of Microeconomics- Concept of utility –Utility analysis–Total and Marginal Utility - Demand analysis–Indifference curve analysis–Revealed Preference hypothesis (concept only)

UNIT -III

Supply and production decisions–Supply and Law of Supply –Production function- Short and Long run production function–Traditional and modern approach–Leontief- Cobb-Douglas production function

UNIT -IV

Theory of cost – Cost functions and its derivation from Production function–Short and long run costs

UNIT - V

Revenue concepts–Total Revenue, Average revenue and Marginal Revenue–Relationship between AR, MR and elasticity-Nature of AR and MR under different Market structures

Learning Outcomes:

- Knowledge on the basic concepts of economics.
- Information about utility and consumer surplus.
- Idea about demand, law of demand and elasticity concepts.
- Insights pertaining to production, production function and producer's equilibrium .
- It helps to understand the theory of costs and revenues and their relationships in different markets.

Reference Books

1. Gregory Mankiw (2014) Economics: Principles and Applications, New Delhi, Cengage Learning India
1. Koutsiyannis A. (2003) Modern Micro Economics – Palgram Macmillan (UK) 2nd Edition.
2. Robert Pindyck and Daniel Rubinfeld (2017) 8th Edn. Micro Economics, Pearson Education.
3. Varian,H.(2000),Intermediate Microeconomics: A Modern Approach, W.W.Norton, NewYork
4. Dwivedi, D.N.,Principles of Economics, Vikas Publishing, 2nd Edn.
5. Jhingan, M.L.,Advanced EconomicTheory, Vrinda Publications, 14th Edition, 2014
6. K.P.M. Sundharam and E.N. Sundharam, Economic Analysis, S. Chand and Sons, 2017
7. K. Jothi Sivagnanam & R. Srinivasan, Business Economics, McGraw Hill Education 2010.

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE-ECONOMICS OF MONEY AND BANKING – I

Learning Objectives:

1. It enables the students to understand the nature, basic concepts, scope and importance of money.
2. It capacitates the students to have a thorough understanding of the various functions of money.
3. The students get an insight into the different schools of thought regarding the demand for money and supply of money.
4. To have insight knowledge about the changes in the Trade cycle.
5. To understand about the working system in the financial institution.

SYLLABUS

UNIT - I

Introduction to Money–Evolution and functions of money– Forms of money–Value of money – Determination of relationship between Value of money and prices

UNIT - II

Quantity theory of money–Fisher’s Equation of Exchange – Cash Balance approach - Keynes Saving–Investment theory-Keynes’ theory of Money and Prices - Re-statement of Quantity Theory of Money– Milton Friedman

UNIT -III

Real and monetary sectors–Linkages between Real and monetary sector–Dichotomy between Real and monetary sectors– Neutrality of money– Real Balance effect

UNIT - IV

Money supply– Components of money supply–Money Multiplier – System of Note issue – Money supply in India

UNIT -V

Inflation and deflation–Recent trends in inflation Causes, effects and remedies-Trade Cycles– Theories of Trade cycles

Learning Outcomes

1. It explains the linkages between real and monetary sector through monetary theories.
2. It throws light on the components of money supply and also system of note issue
3. It enables the students to get awareness of the different types, causes and effects of inflation and deflation.
4. It enlightens the knowledge on Trade cycles
5. It enables the knowledge on financial institutions.

Reference Books:

1. M.L. Seth, Monetary Economics, S. Chand & Company, 2010
2. K.P.M. Sundharam, Monetary Theory and Practice, S. Chand and Co.
3. Suraj. B. Gupta, Monetary Economics-Institutions, Theory and Policy, S.Chand & Co, 2009
4. M.C. Vaish, Money, Banking, Trade and Public Finance, Lakshmi Narain Agarwal Publishers, 2017
5. R.R. Paul, Monetary economics, Kalyani Publishers, New Delhi, 2013
6. Goldfield and Chandler (1959) The Economics of Money and Banking, H & R Publication.
7. Jagdish Handa: Monetary Economics, Routledge; 1st Edition (18 September 2008)
8. Pierce and Shaw, (1985), Monetary Economics: Theories, Evidence and Policy, Butterworth-Heinemann Ltd; 2nd revised edition.

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	M	S	M	M
CO4	S	S	M	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

ALLIED- MANAGERIAL ECONOMICS

Learning Objectives

1. To acquire knowledge of scope, basic concepts and principles of managerial economics.
2. To acquire insights into cost analysis
3. To understand the price and output determination under market structure
4. To understand the methods of pricing.
5. To enable the knowledge for capital budgeting.

SYLLABUS

UNIT-I

Nature and scope of managerial economics- Role and responsibilities of Managerial economists– Demand Analysis–Elasticity of demand- Demand Forecasting: meaning and methods.

UNIT-II

Cost Analysis-Cost-output relationship- Economies of scale -Cost control– Cost reduction– Production function

UNIT-III

Market structures–Price and output determination under perfect competition, Monopoly, Monopolistic Competition, Oligopoly –Price Leadership–Models–Price Rigidity (Kinked Demand Curve).

UNIT-IV

Pricing methods–pricing of new product–Price regulation–Profit and profit management– Profit planning and Profit forecasting –Break-even analysis.

UNIT-V

Capital budgeting – Cost of capital–Capital management–Project profitability–Methods of appraising project profitability.

Learning Outcomes:

- 1 To understand the price and output determination under market structures
- 2 To throws knowledge of pricing methods
- 3 To acquire idea of capital budgeting, project profitability and methods of appraising project profitability.
4. It enables to understand the cost analysis.
5. It throws light on the revenue analysis.

REFERENCE BOOKS:

1. Varshney R.L., and Maheswari M.L., Managerial Economics, Sultan Chand and Sons, 2014
1. Baumol William J, Economic Theory and Operations Analysis, Pearson Education India, 4th Edition, 2015
2. Dean, Joel, Managerial Economics, Prentice Hall Learning India Private Limited, 1979
3. Mote, Paul, &Gupta, Managerial Economics- Concepts and Cases, McGraw Hill Education, New Edition, 2017
4. Savage and Small, Introduction to Managerial Economics, Hutchinson University Library, 1967
5. M.H. Spencer, Managerial Economics- Text, Problems, short cases, Richard, D. Irwin Inc: 3rd Edition, 1968.
6. Salvatore and Srivatsava, Managerial Economics, Oxford Publications, 7th Edition, Adapted Version
7. K. JothiSivagnanam, and R. Srinivasan, (2010), Business Economics, Tata McGraw Hill Education Private Limited, New Delhi.

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	M	M	S	M	M
CO4	S	S	M	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

NME-BASIC ELEMENTS OF LOGISTICS MANAGEMENT

LEARNING OBJECTIVES

1. To familiarize with basic concepts of logistics and supply chain management
2. To understand the escalating importance of logistics and supply-chain management as crucial
3. To learn about Inventory management and physical distribution
4. An understanding of the tools and techniques useful in implementing supply chain management
5. To describe the strategies employed in supply chain

SYLLABUS

Unit- I

Logistics - Concept & Significance - Logistics System Fundamentals - Transport System: Railway, Road, Air, Waterways, Pipe Lines, Animals and Animal driven vehicles - Economics of transportation - Stocking Policies - Storage and handling capacities - Warehousing.

Unit- II

Packaging - Principles, functions and types - Containerization - Concepts - Infrastructure - Inventory Policy - Concept of Supply Chain Management and its strategic role in the organization - Intra and Inter Organization Supply Chain.

LEARNING OUTCOMES:

1. To be aware of the distinction between the concept of supply chain and logistics
2. Explain the distribution structure and analysis of different distribution modes.
3. Explain distribution requirements, planning and transport regulations.
4. Students learnt about packaging, principles, function, and its methods.
5. Students understand the significance of the logistics and strategies of supply chain management.

Reference Books:

1. Strategic Logistics Management -C.Lambert
2. Logistics & Supply Chain Management- T.Chistopher.
3. Supply Chain Management -Sunil Chopra.
4. Logistics & Supply Chain Management- Raghuram.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	M	M	M
CO3	S	S	S	S	M
CO4	M	M	M	S	S
CO5	M	M	M	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

சென்னைப் பல்கலைக்கழகம்
அடிப்படைத்தமிழ் - நோக்கும் கற்றல் பயன்பாடும்
அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை
தமிழ்த்துறை முதலாமாண்டு
அடிப்படைத் தமிழ் - முதல் பருவம்-Basic Tamil I

பாடத்திட்டத்தின் நோக்கம் (Objective)

தமிழ்மொழியைப் பேசவும் எழுதவும் படிக்கவும் தெரியாத மாணவர்கள் அடிப்படைத்தமிழ் பாடம் படித்துப் பயன்பெறும் நோக்கில் பாடத்திட்டம் அமைகிறது. அண்டை மாநிலங்களிலிருந்தும் பிற

நாடுகளிலிருந்தும் இளங்கலை, இளம் அறிவியல் பட்டம் பெறும் மாணவர்கள் தமிழ் நாட்டின் மாநில மொழியைப் பேசவும் எழுதவும் துணைபுரியும் வகையில் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

இம்மாணவர்கள் முதற்பருவத்தில் தமிழ் மொழியின் எழுத்துக்களை எழுதவும் படிக்கவும் பயிற்சி அளிக்கப்படுகிறது. மேலும் தமிழ் மொழியின் சொல் வகை, தொடரமைப்பு, தமிழில் எண்ணுப்பெயர்கள், உடல் உறுப்புகள், அன்றாட வாழ்விற்குத் தேவையான பொருள்களை அறிந்துகொள்ள வைப்பதே இதன் நோக்கமாகும்.

பாடத்திட்டம் - முதல் பருவம் (SYLLABUS)

அலகு - 1.

எழுத்துகள்

1. உயிர் எழுத்து, ஆய்த எழுத்து, 2. மெய் எழுத்து, 3. உயிர் மெய்

எழுத்து

அலகு - 2

சொற்கள்

1. பெயர்ச்சொல், 2. வினை ச்சொல், 3. இடை ச்சொல், 4. உரிச்

சொல்

அலகு -3.

தொடரமைப்பு

1. எழுவாய், 2. பயனிலை, 3. செயப்படுப் பொருள்

அலகு -4.

பிழை நீக்கம்

1. ஒற்றுப் பிழை, 2. எழுத்துப் பிழை, 3. தொடர்ப்பிழை,

அலகு - 5

எண்கள், உறவுப் பெயர்கள், வாழ் இடங்களும், பொருள்களும்

அலகு - 6

அறிமுகம்

1. விழாக்கள், 2. இயற்கை, 3. உணவு

முறைகள்-சுவை-காய்கள்-பழங்கள் போன்றன.

பாடத்திட்டத்தின் பயன்கள் (Subject Outcome)

இந்தப் பாடத்தினால் வேற்றுப்புல மாணவர்கள் தமிழகத்தில் பாமர மக்களிடமும் தமிழில் பேச முடியும். தமிழ் மொழியிலுள்ள சிறு சிறு படைப்புகளைப் பார்த்து இலக்கிய இன்பம் பெறமுடியும். தமிழகத்திலுள்ள சுற்றுலாத்தலங்களுக்கு வழிகாட்டி இன்றிப் போய் வருதல்.

பாட நூல்

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் அடிப்படைத் தமிழுக்குப் பாடத்திட்டங்கள் மட்டுமே வரையறுத்துள்ளது. அதை நூலாக வெளியிடவில்லை. எனவே, பாடநூல் இல்லை.

Reference book

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த

பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை.

(Reference book not applicable)

சென்னைப் பல்கலைக்கழகம்
சிறப்புத்தமிழ் - நோக்கும் கற்றல் பயன்பாடும்
அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை
தமிழ்த்துறை
முதலாமாண்டு (2021 -2022)
சிறப்புத் தமிழ் - முதல்பருவம்-Advance Tamil -!

பாடத்திட்டத்தின் நோக்கம் (Objective)

இப்பாடத்திட்டம் பள்ளிகளில் ஒரு சில வகுப்புகளில் தமிழைப் படித்து தமிழ் மொழியை முழுமையாக அறிந்து கொள்ளாத கல்லூரிகளில் பிற மொழி கற்பவர்களுக்காக வடிவமைக்கப்படுகிறது. இங்கு தமிழ் இலக்கியப்பகுதியும், தமிழிலக்கிய வரலாற்றுப்பகுதியும், மொழிப்பயிற்சியும் பாடமாக அமைகிறது. தமிழ் இலக்கிய இன்பத்தை உணரும் நோக்கிலும் இலக்கிய வளத்தை உணரும் நோக்கிலும் பாடத்திட்டம் உள்ளது.

பாடத்திட்டம் (SYLLABUS)

பாடப்பகுப்பு

IV.இலக்கியம்

V.அதைச் சார்ந்த தமிழிலக்கிய வரலாறு

VI.மொழிப் பயிற்சி

அலகு -1

நாட்டுப் புறப்பாடல்

1. பஞ்சம். 2. மானம் விடிவதெப்போ?

அலகு -2

புனை கதை

1."கட்டை விரல்"-சி.என்.அண்ணாதுரை

அலகு -3

புதுக்கவிதை

1. ஆடிக்காற்றே -சிற்பி, 2. கடமையைச் செய்-மீரா, 3.

இழந்தவர்கள்-அப்துல் ரகுமான்

அலகு - 4.

மொழித்திறன்

1. கலைச்சொல்லாக்கம், 2. பொருந்திய சொல் தருதல், 3. பிழை

நீக்கி எழுதுதல்

பாடத்திட்டத்தின் பயன்கள் (Subject Outcome)

இப்பாடத்தைப் படிப்பதால் தமிழ் மொழியின் இலக்கியஇன்பம், சொல் வளம், புது கலைச்சொல் படைத்தல் போன்றவற்றை உணர உதவுகிறது

பாட நூல்

தமிழ் – பகுதி 4 - சென்னைப் பல்கலைக்கழகம் அடிப்படைத் தமிழுக்குப் பாடத்திட்டங்கள் மட்டுமே வரையறுத்துள்ளது. அதை நூலாக வெளியிடவில்லை. எனவே, பாடநூல் இல்லை.

Reference book

தமிழ் – பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை. (Reference book not applicable.)

PZ1AA PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES I

LEARNING OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions- Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.-Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition- Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking: Brainstorming. (Mind mapping).

Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading : Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence,
Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language .
- Use language for speaking with confidence in an intelligible and acceptable man.
Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar .

SEMESTER II

TAMIL II

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை
தமிழ்த்துறை

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்
பொதுத் தமிழ் - முதலாமாண்டு - இரண்டாம் பருவம் (second semester)
நோக்கும் கற்றல் பயன்பாடும் (2021 - 2022)
Objective - Syllabus - Out come (2021 -2022)

பாடத்திட்டத்தின் நோக்கம்

காலந்தோறும் தமிழ் அடைந்துள்ள வளர்ச்சியும் பரந்து விரிந்து கிடக்கும் அதன் ஆழ் அகலத்தையும் ஒரு பருந்து பார்வையில் நோக்கும் வகையில் பொதுத்தமிழ்ப் பாடப்பகுதி கட்டமைக்கப்பட்டுள்ளது.

பழந்தமிழ் இலக்கியங்களின் வாயிலாக அறம், பொருள், இன்பம் ஆகியவற்றைப் போதித்தல். பழந்தமிழ் இலக்கியங்களின் இலக்கியச் செறிவையும், சொல் வளங்களையும் உணர வைத்தல்.

பழந்தமிழ்ச் சொற்களின் அருமையைப் புரியவைத்து மொழி கலப்பின்றிப் பேசுவதன் அவசியத்தை வலியுறுத்தல். பழந்தமிழ் மக்களின் வாழ்வியலை எடுத்துரைத்தல். இவையே இப்பாடத்திட்டத்தின் நோக்கமாகும்.

பாடத்திட்டம்
(SYLLABUS)

I.இலக்கியம்

II.அதைச் சார்ந்த தமிழிலக்கிய வரலாறு

III.மொழிப் பயிற்சி

அலகு 1

1. நற்றிணை - 87, 88
2. குறுந்தொகை - 46, 88, 89
3. கலித்தொகை - 11 ஆம் பாடல் - "அரிதாய அறன் எய்தி..

அலகு 2

1. அகநானூறு - 86 ஆம் பாடல் (உழுந்து தலைபெய்த)
2. ஐங்குறுநூறு - கிள்ளைப்பத்து
3. பரிபாடல் -செவ்வேள் 5, கடுவன் இளவெயினார் (1 முதல் 10 வரிகள் - வெற்றி வேல்)

அலகு 3

1. புறநானூறு - 182, 192
2. பதிற்றுப்பத்து -காக்கைப்பாடினியார், நச்செள்ளையார் பாடல் (56, 57)

அலகு 4

1. பத்துப்பாட்டு - முல்லைப்பாட்டு

அலகு 5

1. திருக்குறள் - பொருட்பால் - 3 அதிகாரம் (காலமறிதல், சுற்றந்தழால், கண்ணோட்டம்)
2. நாலடியார் - ஈகை (முதல் 5 பாடல்கள்)

// தமிழிலக்கிய வரலாறு

1. முச்சங்க வரலாறு, பதினெண்மேற்கணக்கு நூல்கள் (எட்டுத்தொகை, பத்துப்பாட்டு)
2. பதினெண்கீழ்க்கணக்கு நூல்கள்

/// மொழிப் பயிற்சி

1. இலக்கணக் குறிப்பு (வேற்றுமைத் தொகை, உவமைத் தொகை, பண்புத் தொகை, உம்மைத் தொகை, அன்மொழித் தொகை.....வடிவம்) [பத்தியிலிருந்து இலக்கணக் குறிப்புகளைக் கண்டறிதல்]
2. ஒற்று மிகும் மிகா இடங்கள்
3. மரபுத் தொடர்கள் (தமிழ் மரபுத் தொடர்களைக் கண்டறிதல்)

பாடத்திட்டத்தின் பயன்கள்

பழந்தமிழ் இலக்கியங்களின்வழியாக, அக்கால மக்களின் அகவுணர்வுகளையும் அக ஒழுக்கங்களையும் பண்பாட்டையும் உணர்ந்து கொள்ளுதல். பழந்தமிழ் இலக்கிய வாசிப்பின் வழி இயற்கையின் உன்னத மகத்துவத்தைப் புரியவைத்தல்.

தமிழ் இலக்கிய வளங்களின் வாயிலாகத் தமிழ்ப்பண்பாட்டை அடுத்த தலைமுறைக்குக் கொண்டுசெல்லுதல். மொழிவளத்தின் தேவையை வலியுறுத்துதல். மாணவர்கள் பிழையின்றி எழுத மொழிப்பயிற்சி உதவுகிறது.

இப்பாடத்திட்டம் மாணவர்கள் தங்கள் நடிப்பு திறனை வளர்க்கின்றது. போட்டித்தேர்வுகளை எதிர்கொள்வதற்குத் தமிழ் இலக்கிய வரலாற்றுப்பகுதி மிகுந்த பயனுடையதாக அமைகிறது.

பாடநூல்

சென்னை பல்கலைக்கழகம் (University of Madras)

அடித்தளப் படிப்பு - பகுதி - I தமிழ்

முதலாம் மற்றும் இரண்டாம் பருவங்களுக்குரியது.

அனைத்துப் பட்டப்படிப்பு பிரிவுகளுக்கும் ஐந்தாண்டு ஒருங்குமுறை பட்ட
மேற்படிப்புப் பிரிவுகளுக்கும் பொதுவானது.

தாள் -I - செய்யுள் திரட்டு

(Foundation Course - Part - Tamil

For I & II Semesters

Common to all undergraduate course and Five-Year Integrated postgraduate courses. - 2021
onwards.)

Reference book

தமிழ் – பகுதி 1 - சென்னை பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள்

ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை. (Reference book not
applicable)

HINDI II

SUBJECT CODE: CLE2G

YEAR/SEMESTER: I YR/ II SEMESTER

COURSE OBJECTIVES:

The objectives of the course is

1. To appreciate and analyse the dramatic elements in Hindi literature.
2. To understand the distinct features Hindi short stories and One Act Play.
3. To understand the importance and process of translation and the qualities of translators.
4. To understand the importance of vocabularies.

SYLLABUS

I YEAR – II SEMESTER

PAPER – II – ONE ACT PLAY, SHORT STORY & TRANSLATION

I. ONE ACT PLAY (Detailed Study): AATH EKANKI

Edited By: Devendra Raj Ankur, Mahesh Anand

Vani prakashan, 4695, 21-A Dariyagunj., New Delhi – 110 002

LESSONS PRESCRIBED :

1. Aurangazeb ki Aakhari Raat
2. Laksmi Ka Swagat
3. Basant Ritu ka Naatak
4. Bahut Bada Sawal

II. SHORT STORIES (Non- Detailed Study): SWARNA MANJARI Edited by:

Dr. Chitti. Annapurna

Rajeswari Publications

21/3, Mothilal Street, (Opp. Ranganathan Street),
T. Nagar, Chennai – 600 017.

LESSONS PRESCRIBED :

1. Mukthidhan
2. Mithayeewala
3. Seb aur Dev
4. Vivah ki Teen Kathayen

III. TRANSLATION PRACTICE : (English to Hindi) BOOKS FOR REFERENCE :

1. Prayojan Moolak Hindi : Dr. Syed Rahamathulla
Poornima Prakashan, 4/7, Begum III Street, Royapettah, Chennai – 14.
2. Anuvad Abhyas Part III Dakshin Bharat Hindi Prachar Sabha
T. Nagar, Chennai -17.

UNITISED SYLLABUS

UNIT – I

1. Auranzeb ki Aakhiri Raat
2. Mukthidhan
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT – II

1. Laksmi ka Swagat
2. Mithayeewala
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT-III

1. Basant Ritu ka Natak
2. Seb Aur Dev
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT-IV

1. Bahut Bada Sawal
2. Vivah ki Teen Kathayen
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT-V

1. Translation Practice. (English to Hindi)

COURSE OUTCOMES:

1. Understand the role of Hindi short stories and One Act Play in the development of the society.
 2. Knowledge about the importance of cultural, social and moral responsibility of human beings.
 3. Enculcating the habit of book reading to gain knowledge of vocabularies.
- Understanding the importance of art of translation

FRENCH II

Semester II

Paper II-French II

Title of the Paper : Prescribed text and grammar-II

Objectives

In teaching French we aim to

-provide the learners with a basic knowledge of grammar and gradually give them an insight into the culture and literature of France

-enable them to comprehend the nuances of the language so they are better equipped to express themselves in French

-discover another world , another people , another way of life .

-make them more accepting of people who differ from them

Unité 7 - c'est où ?

Demander et indiquer une direction - localiser (près de, en face de ...)

Unité 8 - N'oubliez pas !

Exprimer l'obligation ou l'interdit - Conseiller

Unité 9 - Belle vue sur la mer !

Décrire un lieu - situer - se situer dans le temps

Unité 10 - Quel beau voyage !

Raconter - décrire les étapes d'une action - exprimer l'intensité et la quantité - interroger

Unité 11 - oh! Joli!

Décrire quelqu'un - comparer - exprimer l'accord ou le désaccord - se situer dans le temps

Unité 12 - Et après ?

Parler de l'avenir - exprimer des souhaits - décrire quelqu'un

Outcome :

Learners are able

- to comprehend and express themselves well
- to have an interest to look into another world
- to improve communication skills
- to perform well in the University

Exams . Recommend text - Not applicable

Prescribed textbook:

> Régine Mérieux & Yves Loiseau, Latitudes 1, Paris, Didier, 2017 (Units 7-12 only).

ENGLISH II

LZ12A-COMMUNICATIVE ENGLISH-II

COURSE OBJECTIVES:

- To develop communicative skills.
- To understand the relevance of Listening, Speaking, Reading and Writing in Communication.
- To develop understanding of grammar.
- To enhance vocabulary.

SYLLABUS

Unit I

1. Listening and Speaking
 - a. Listening and responding to complaints (formal situation)
 - b. Listening to problems and offering solutions (informal)
2. Reading and writing
 - a. Reading aloud (brief motivational anecdotes)
 - b. Writing a paragraph on a proverbial expression/motivational idea.
3. Word Power/Vocabulary
 - a. Synonyms & Antonyms
4. Grammar in Context
Adverbs
Prepositions

Unit II

1. Listening and Speaking
 - a. Listening to famous speeches and poems
 - b. Making short speeches- Formal: welcome speech and vote of thanks. Informal occasions- Farewell party, graduation speech
2. Reading and Writing
 - a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic)
 - b. Reading poetry
 - b.i. Reading aloud: (Intonation and Voice Modulation)
 - b.ii. Identifying and using figures of speech - simile, metaphor, personification etc.
3. Word Power
Idioms & Phrases
Grammar in Context
Conjunctions and Interjections

Unit III

1. Listening and Speaking
 - a. Listening to Ted talks
Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds
 - c. Interactions during and after the presentations , Reading and writing
 - a. Writing emails of complaint
 - b. Reading aloud famous speeches
3. Word Power
 - a. One Word Substitution
Grammar in Context: Sentence Patterns

Unit V

1. Listening and Speaking

- a. Informal interview for feature writing
 - b. Listening and responding to questions at a formal interview
2. Reading and Writing
- a. Writing letters of application
 - b. Readers' Theatre (Script Reading)
 - c. Dramatizing everyday situations/social issues through skits. (writing scripts and performing)
3. Word Power
- a. Collocation
- Grammar in Context: Working With Clauses

COURSE OUTCOMES:

At the end of this course students will be able to:

- Possess excellent Listening, Speaking, Reading and Writing skills in communicating in English
- Have a good understanding of grammar and vocabulary.
- Make presentations and speeches.
- Familiarise themselves with script writing, drafting assignments, reading visual texts, drafting emails etc.

Reference- websites and Links

Source: <https://www.thehindu.com/opinion/open-page/the-case-forthe-samosa-as-national-snack/article22384690.ece>

1. Sundar Pichai Inspirational Video https://www.youtube.com/watch?v=m050iy5_2ng
2. BTS speech at the United Nations <https://www.youtube.com/watch?v=oTe4f-bBEKg>
https://www.poetryfoundation.org/poems/browse#page=1&sort_by=recently_added&filter_poetry_audio=1
3. The Book in My Hand (by Ramachandra Guha).
<https://www.thehindu.com/books/The-book-in-myhand/article16443755.ece>
4. Coordinates of Safety.
<https://www.thehindu.com/opinion/oped/Coordinates-of-safety/article16643102.ece>
5. https://rpo.library.utoronto.ca/glossary#letter_m

CORE III: PRINCIPLES OF ECONOMICS –II

Learning Objectives

- To introduce the basic ideas about business economics & its nature and scope
- Inculcate knowledge on demand forecasting and demand distinctions
- Impart knowledge on producer's equilibrium with isoquant and iso cost
- To provide knowledge about firm's strategy and with its objectives
- It helps to attain the knowledge about the various pricing strategies of the firm and its objectives
- To impart knowledge about the social responsibility of the businessman & also through lights on SWOT analysis

SYLLABUS

UNIT- I

Definition of Business Economics- nature and scope- Demand forecasting (only Concept) and Demand distinctions

UNIT -II

Producer's equilibrium- Iso-quants –Iso-cost- Least cost combination–Multi-product firm and equilibrium

UNIT -III

Firm's strategy and Policy- Strategy–Missions–Objectives and goals–Profit maximization–Baumol's Sales Maximization theory–Utility Maximization theory–Entry preventing theory (Limit Pricing Theory of Bains)

UNIT -IV

Fundamental of Pricing strategies and Policy- Price and output decisions of firms under Perfect competition, Monopoly, Monopolistic and Oligopoly market structures

UNIT -V

SWOT analysis of a firm - Social responsibility of Indian businessmen – Hurdles in the fulfillment of social responsibility– Remedial measures for improving the image of business.

Learning Outcomes:

- To know about the basic concepts of business economics with its nature and scope
- Helps to understand the concepts of demand forecasting and demand distinctions.
- Knowledge of producer's equilibrium in terms of iso quants.
- It provides the knowledge on firm's strategy and Policy, its objectives and goals.
- It helps the students to know about fundamental pricing strategies and policy in different markets structures.

Reference Books:

1. Gregory Mankiw (2014) Economics: Principles and Applications, New Delhi, Cengage Learning India
2. Koutsiyannis A. (2003) Modern Micro Economics – Palgram Macmillan (UK) 2nd Edition.
3. Robert Pindyck and Daniel Rubinfeld (2017) 8th Edn. Micro Economics, Pearson Education.
4. Varian, H. (2000), Intermediate Microeconomics: A Modern Approach, W.W.Norton, NewYork
5. Dwivedi, D.N., Principles of Economics, Vikas Publishing, 2nd Edn.
6. Jhingan, M.L., Advanced Economic Theory, Vrinda Publications, 14th Edition, 2014
7. K.P.M. Sundharam and E.N. Sundharam, Economic Analysis, S. Chand and Sons, 2017
8. K. Jothi Sivagnanam & R. Srinivasan, Business Economics, McGraw Hill Education 2010.

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	M	S	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE IV: ECONOMICS OF MONEY AND BANKING- II**Learning Objectives:**

- 1 It explains the structure of money market in general and the Indian Money Market.
- 2 To familiarize the students with the different classification of banks and the evolution of central banking
- 3 To understand working functions & operation of RBI.
- 4 To enhance the knowledge on commercial banking.
- 5 To understand the working system of SEBI

SYLLABUS

UNIT –I

Money market– Structure of the Money Market- Organized and unorganized market- Indian Money Market

UNIT -II

Central Banking – Evolution of Central banking –Functions – Methods of Credit control- Monetary planning and policy with reference to India- e banking, UPI.

UNIT -III

Commercial Banking–Types of banking–Functions–Liquidity creation of Money by banks– Balance Sheet of Commercial Banks– Portfolio of Commercial Banks

UNIT -IV

Banking sector Reforms since 1991 – Narasimham Committee Recommendation - Securitization Act Capital Adequacy norms, Basel Norms, Demonetisation.

UNIT - V

Financial Services–Merchant banking– Mergers and Acquisitions– Mutual Funds- Capital Markets- {Primary and Secondary Market–Stock Exchange indices–Demat of Securities– SEBI

Learning Outcomes

- 1 It enables one to have knowledge about the structure of money market in general and Indian Money Market.
- 2 To know the types and functions of commercial banking.
- 3 It helps to know about the Banking sector Reforms.
- 4 The students would acquire knowledge pertaining to financial services in the financial markets
- 5 It throws light on the components of money supply and also system of note issue.

Reference Books:

1. M.L. Seth, Monetary Economics, S. Chand & Company, 2010
2. K.P.M. Sundharam, Monetary Theory and Practice, S. Chand and Co.
3. Suraj.B.Gupta, Monetary Economics- Institutions, Theory and Policy, S. Chand & Co, 2009
4. M.C. Vaish, Money, Banking, Trade and Public Finance, Lakshmi Narain Agarwal Publishers, 2017
5. R.R. Paul, Monetary economics, Kalyani Publishers, New Delhi, 2013
6. Goldfield and Chandler (1959) The Economics of Money and Banking, H & R Publication.
7. Jagadish Handa: Monetary Economics, Routledge; 1st Edition (18 September 2008)
8. Pierce and Shaw, (1985), Monetary Economics: Theories, Evidence and Policy, Butterworth-Heinemann Ltd; 2nd revised edition

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Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	S	S	M

Key: S-Strong, M-Medium/Moderate, L-Low

ALLIED-BASIC FINANCIAL ACCOUNTING
Learning Objectives: <ol style="list-style-type: none">1 Know the basic concepts in accounting2. Learn the financial position by way of preparation of Financial Statements.3. Complete knowledge about single ownership business4. Prepare various accounting statements5. Familiarize with computerized accounting system in India.

SYLLABUS**UNIT- I**

Accounting– Principles– Concepts and conventions -Double entry system of accounting

UNIT - II

Introduction to basic books of accounts of sole-proprietary concern– Closing of books of accounts and preparation of Trial Balance

UNIT - III

Preparation of Financial accounts: Trading, Profit and Loss Account–Balance sheet

UNIT - IV

Introduction to Company Final Accounts- Preparation of Profit and Loss Accounts, Balance Sheet, Managerial Remuneration

UNIT - V

Introduction to Computerized accounting – Tally

Reference Books:

1. Gupta. T.L. and Radhaswamy M, Advanced Accounting, Sultan Chand and Sons, 2009
2. Shukla and Grewal, Advanced Accounting, Sahithya Bhawan Publications, 2008 51st Edition
3. Maheswari. S.N., Financial Accounting, Vikas Publishing House, 2018, 6th Edition.
4. Jain,S.P. and Narang K.L, Advanced Accounting, Kalyani Publishers, 2016

Learning Outcomes:

- 1 Understand the basic concepts in accounting.
- 2 Complete knowledge about single ownership business.
3. Prepare various accounting statements
4. Prepare the basics of company accounts.
5. Understand the basic concepts of tally.

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M
CO4	S	S	M	S	M
CO5	S	S	S	S	S

NME-EVERYDAY BANKING

Learning Objectives:

1. Students are able to be familiar with some basic daily banking procedures.
2. To learn about how financial innovation led to the growth of banking system
3. To understand the bank technology in terms of E-Money, E-Banking and E-Commerce
4. To enable the students to know about Banking services.
5. To understand about online Banking.

SYLLABUS

UNIT – I

Banking – Definition – pass book – cheque book – Format of Cheque – Filling up of Cheque- Deposit Challan – Filling up – Clearing cheque – Transfer cheque – Collection Cheque

– Payable at par – Demand Draft – application filling – Account Opening form – Filling up – Documents required - Debit Card – Credit Card – ATM Machine – Cash Deposit Machine – Pass book printing machine. MICR- IFSC- Fund transfer through ECS – NEFT – RTGS – Form filling for Fund transfer.

UNIT- II

Online Banking – Sign up – Process – Requirements – Log in – Customer ID – User ID – Pass word – Hints for creating Pass words – change of pass word – on line transactions – Account statements – Fund Transfer – Payment of bills – Utility payments – Loans – Repayment for Loans – other services. Mobile Banking – meaning – importance – Advantages

– Mobile Applications (App) – WAP (Wireless Application Protocol)- USSD (Unstructured Supplementary Service Data)- Registration process – through Mobiles – Process at Bank Branch

– ATM- User ID-MPIN- change of MPIN –IMPS D(Immediate Mobile Payment System) - UPI(Unified Payment interface) – BHIM(Bharat Interface for money)- NPCI (National Payment Corporation of India) - Bank account Management – Transfer Funds – paying Bills

– Locating ATMs - QR code payments- Alerts and notifications- Tracking Spending habits – Cash back- Safe banking methods

Learning Outcomes:

1. Acquire fundamental understanding of Banking
2. Describe the context of today's banking services
3. Describe the services offered by banking sector
4. To enable knowledge of the safe banking sector.
5. Explain the importance and operations of the banking system

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	M
CO4	S	S	M	S	M
CO5	S	S	S	S	S

சென்னைப் பல்கலைக்கழகம்
 அடிப்படைத்தமிழ் - நோக்கும் கற்றல் பயன்பாடும்
 அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை
 தமிழ்த்துறை-TAMIL
 முதலாமாண்டு (2021 -2022)
 அடிப்படைத் தமிழ் -BASIC TAMIL II - இரண்டாம்பருவம்

பாடத்திட்டத்தின் நோக்கம் (Objective)

தமிழ்மொழியைப் பேசவும் எழுபாதவும் படிக்கவும் தெரியாத மாணவர்கள் அடிப்படைத்தமிழ் பாடம் படித்துப் பயன்பெறும் நோக்கில் பாடத்திட்டம் அமைகிறது. அண்டை மாநிலங்களிலிருந்தும் பிற நாடுகளிலிருந்தும் இளங்கலை, இளம் அறிவியல் பட்டம் பெறும் மாணவர்கள் தமிழ் நாட்டின் மாநில மொழியைப் பேசவும் எழுதவும் துணைபுரியும் வகையில் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

இம்மாணவர்கள் இரண்டாம் பருவத்தில் தமிழ் மொழியிலுள்ள சிறு சிறு இலக்கியப்பகுதிகளைப் படிப்பர். சிறு கதைகள், சுற்றுலாதலங்கள், தமிழ் இலக்கியங்களின் வரலாறு ஆகியவற்றைப் புரிந்துகொள்ளும் நோக்கில் பாடத்திட்டம் அமைகிறது.

பாடத்திட்டம் (SYLLABUS)

அலகு -1.

நீதி நூல்கள்

1. ஆத்திச் சூடி(1-12), 2. கொன்றை வேந்தன்(1-8),
3. திருக்குறள்(5)

1. அகர முதல (1), 2. செயற்கரிய (26), 3. மனத்துக்கண் (34), 4. கற்க கசடறக்..... (391), 5. எப்பொருள் (423).

அலகு - 2.

நீதிக் கதைகள்

1. பீர்பால் கதை, 2. பரமார்த்த குரு கதை

அலகு - 3.

அறிமுகம்

தமிழ் இலக்கிய வரலாறு - இலக்கியங்கள் புலவர்கள்

.தமிழக வரலாறு - வரலாற்றுச் சின்னங்கள்- சுற்றுலாத்தலங்கள்- அலுவலகப் பெயர்கள் பழமொழிகள்.

பாடத்திட்டத்தின் பயன்கள் (Subject Outcome)

தமிழ் இலக்கியத்தின் சிறப்பினையும் தமிழ் மொழியின் சிறப்பினையும் மொழிவளத்தையும் அறிந்து கொள்ள உதவுகிறது. தமிழக மக்களின் பண்பாட்டுக்கூறுகளை உணர்ந்து கொள்ளுதல்

பாட நூல்

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் அடிப்படைத் தமிழுக்குப் பாடத்திட்டங்கள் மட்டுமே வரையறுத்துள்ளது. அதை நூலாக வெளியிடவில்லை. எனவே, பாடநூல் இல்லை.

Reference book

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை. (Reference book not applicable)

சென்னைப் பல்கலைக்கழகம்
சிறப்புத்தமிழ் - நோக்கும் கற்றல் பயன்பாடும்

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை முதலாமாண்டு (2021 -2022)
சிறப்புத் தமிழ் - Advance Tamil II இரண்டாம்பருவம்

பாடத்திட்டத்தின் நோக்கம் (Objective)

இப்பாடத்திட்டம் பள்ளிகளில் சில வகுப்புகள் வரையில் மட்டுமே தமிழைப் படித்துக் கல்லூரிகளில் பிற மொழி கற்பவர்களுக்காக வடிவமைக்கப்படுகிறது. இங்கு தொடக்க கால செய்யுள் முதல் தற்கால புதுக்கவிதை வரை உள்ள ஒருசில பகுதிகள் அமைந்துள்ளன. அனைத்துக் கால இலக்கியங்களின் தன்மையை உணர்ந்துகொள்ளுதல். தமிழ் இலக்கியப்பகுதியும், தமிழிலக்கிய வரலாற்றுப்பகுதியும், மொழிப்பயிற்சியும் பாடமாக அமைகிறது.

பாடத்திட்டம் (SYLLABUS)

பாடப்பகுப்பு

I.இலக்கியம்

II.அதைச் சார்ந்த தமிழிலக்கிய வரலாறு

III.மொழிப் பயிற்சி

அலகு - 1

கட்டுரை

1. பெண்ணின் பெருமை-திரு.வி.க

அலகு -2.

செய்யுள்

1. புறநானூறு - அ. கெடுகசிந்தை-ஓக்கூர் மாசாத்தியார்,

ஆ. ஈன்று புறந்தருதல் - பொன்முடியார், இ. யாதும் ஊரே - கனியன்புங்குன்றனார்

ஈ. திருக்குறள் - வான் சிறப்பு முழுமையும்

உ. சிலப்பதிகாரம் - மங்கல வாழ்த்துப் பாடல்

ஊ. திருவாசகம் - வேண்டத்தக்கது

எ. திருவாய்மொழி - உயர்வற

ஏ. இரட்சண்ய யாத்ரிகம் (சிலுவைப்பாடு)-பாடல்எண்-1,3,4

ஐ. சீறாப்புராணம் - வானவர்க்கும்

ஓ. பாரதியார்- நல்லதோர்வீணை

அலகு -3.

இலக்கிய வரலாறு

பாடம் தழுவிய இலக்கிய வரலாறு

அலகு -4.

மொழிபெயர்ப்பு

ஆங்கிலப் பகுதியைத் தமிழாக்கம் செய்தல்

பாடத்திட்டத்தின் பயன்கள் (Subject Outcome)

தமிழ் மொழி, தமிழ் இலக்கியத்தின் தொன்மையை அறிதல். தமிழ் மக்களின் பண்பாட்டைக் கால வாரியாக உணர்ந்து கொள்ளுதல். மொழிபெயர்ப்புத்துறையிலும் செயலாற்ற முடியும்

பாட நூல்

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் அடிப்படைத் தமிழுக்குப் பாடத்திட்டங்கள் மட்டுமே வரையறுத்துள்ளது. அதை நூலாக வெளியிடவில்லை. எனவே, பாடநூல் இல்லை.

Reference book

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை. (Reference book not applicable)

PZ1AB PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES II

Learning Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges,

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

SYLLABUS

Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension

activities/exercises

Writing: Summary writing based on the reading passages.

Unit 2 - Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area) Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)

- Poster making – writing slogans/captions(subject based) Unit 5- Workplace Communication & Basics of Academic Writing Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting. Writing an introduction, paraphrasing

Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Learning Outcomes:

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
- Adapt easily into the workplace context, having become communicatively competent.
- Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.

SEMESTER III

TAMIL III

பொதுத்தமிழ் - இரண்டாமாண்டு - மூன்றாம்பருவம்
PART - I - SECOND YEAR - III SEMESTER
நோக்கும் கற்றல் பயன்பாடும்(2021 -2022)

பாடத்திட்டத்தின் அறிமுகம்

சைவம், வைணவம், கிறித்துவம், இசுலாமியம், சித்தர்கள் ஆகிய சமயம் சார்ந்த இலக்கியங்கள் பாடங்களாக வடிவமைக்கப்பட்டுள்ளன. மேலும் சிற்றிலக்கியங்களில் ஒருசில பகுதிகளும் பாடமாக அமைந்துள்ளன. இந்த இலக்கியங்கள் சார்ந்த வரலாறும் பாடமாக அமைந்துள்ளன. மொழிப்பயிற்சியும் இடம்பெற்றுள்ளது.

பாடத்திட்டத்தின் நோக்கம்

மக்களுக்குரிய வாழ்வியல் நெறிமுறைகளையே பல சமய இலக்கியங்களும் போதிக்கின்றன என்பதை உணர வைத்தல். பக்திக்கும் அன்றாட வாழ்வியலுக்கும் உள்ள தொடர்பினைப் புரிய வைத்தலே இப்பாடத்திட்டத்தின் நோக்கமாகும்.

சிற்றிலக்கியங்களின் வகைகளையும் யாப்பின் புது வடிவங்களையும் தெரிந்துகொள்ள செய்தல். சிற்றிலக்கிய காலத்தின் பாடுபொருளின் மாற்றத்தை உணரவைத்தல். இறைப்பணியோடு மக்கள் பணி செய்த இறையடியார்களை அடையாளம் காட்டுவதும் இதன் தலையாய நோக்கமாகும்.

தமிழ் மொழியில் சொற்களின் பொருள்கள் காலத்திற்குக் காலம் மாறுபடும் தன்மையினைப் புரியவைத்தல். ஒரு சொல்லுக்கு பல பொருள்கள் காணப்படுவதை உணர வைத்தல். இதன் மூலம் மொழி பயன்பாட்டுக்குச் சொல்வளம் தேவை என்பதை உணர்த்துதல்.

இலக்கிய வரலாற்றைக் கற்பிப்பதன் வாயிலாக இலக்கியத் தோற்றப்பின்னணி அறிந்துகொள்ள செய்தல். இவையே இப்பாடத்திட்டத்தின் நோக்கம் ஆகும்.

பாடப் பகிர்வு

- I. இலக்கியம்
- II. அதைச் சார்ந்த தமிழிலக்கிய வரலாறு
- III. மொழிப் பயிற்சியும் மொழி பெயர்ப்பும்

அலகு I

1. காரைக்கால் அம்மையார் – அற்புதத் திருவந்தாதி (பிறந்து மொழி எனத் தொடங்கி 5 பாடல்கள்)
2. தேவாரம் – திருஞானசம்பந்தர் – திருத்தில்லை பதிகம் ‘கற்றாங்கு’ எனத் தொடங்கி 11 பாடல்கள்
3. திருநாவுக்கரசர் – மாசில் வீணையும் எனத் தொடங்கி 10 பாடல்கள்
4. சுந்தரர் – பித்தா பிறை சூடி எனத் தொடங்கி 10 பாடல்கள்
5. மாணிக்கவாசகர் – திருப்பள்ளியெழுச்சி 10 பாடல்கள்

அலகு 2

1. ஆண்டாள் – நாச்சியார் திருமொழி – ஏழாம் பத்து
2. பொய்கையாழ்வார் – முதல் பாடல் (முதல் திருவந்தாதி)
3. பூதத்தாழ்வார் – முதல் பாடல் (இரண்டாம் திருவந்தாதி)
4. பேயாழ்வார் – முதல் பாடல் (மூன்றாம் திருவந்தாதி)
5. நம்மாழ்வார் – முதல் பத்து – நான்காம் திருமொழி முதல் 5 பாடல்கள்

அலகு 3

1. தாயுமானவர் – பைங்கிளி கண்ணி (5 கண்ணிகள்)
2. வள்ளலார் – திருவருட்பா – பிள்ளைச் சிறு விண்ணப்பம் (1-5)
3. அருணகிரிநாதர் – விநாயகர் துதி – “நினது திருவடி..” எனத் தொடங்கும் 5 ஆம் பாடல்

அலகு 4

1. சித்தர் பாடல்கள் – திருமூலர் – திருமந்திரம் (270,271,274,275,285)
2. குணங்குடி மஸ்தான் - பராபரக்கண்ணி
3. வேதநாயகம் பிள்ளை – தாய் தந்தையர் வணக்கம் 25-32 வரிகள் (பண்மதி மாலை)

அலகு 5

1. முத்தொள்ளாயிரம் – ஏற்கனவே உள்ள பகுதி
2. தமிழ்விடுதூது – முதல் 16 கண்ணிகள்
3. நந்திக்கலம்பகம் – ஏற்கனவே உள்ள பகுதி (61, 96, 100, 105, 110)

// தமிழிலக்கிய வரலாறு

1. பக்தி இலக்கியம் (சைவம், வைணவம், சித்தர்கள், இஸ்லாம், கிறித்துவம்)
2. சிற்றிலக்கியங்கள்

/// மொழிப் பயிற்சியும் மொழி பெயர்ப்பும்

ஒரு பொருள் குறித்த பலசொல், பலபொருள் குறித்த ஒரு சொல், பிறமொழிச் சொல் நீக்கல், அலுவலகக் கடிதம் வரைதல், தமிழில் மொழி பெயர்த்தல்

பாடத்திட்டத்தின் பயன்கள்

தமிழில் காணப்படும் அனைத்துச் சமய இலக்கியங்களும் வாழ்க்கைக்குரிய நல்ல விழிகாட்டியாக விளங்குகின்றன. இறைபக்தியின் இன்றியமையாமை உணர்த்துதல்.

சமயச் சான்றோர்கள் தமிழ் மொழிக்கு ஆற்றியுள்ள பங்களிப்புகளை அறிந்து கொள்ளுதல்.

நாயன்மார்களும் ஆழ்வார்களும் தங்கள் புலமையினால் பாசுரங்களைப் படைத்ததோடு நில்லாமல் இசையோடு இசைத்துள்ளமையால் இசையின் தொன்மையினை அறிதல். கிறித்தவ இலக்கியமும் இசுலாமிய இலக்கியமும் தமிழ் மரபில் தோன்றித் தமிழ் மொழிக்குச் சிறப்பு செய்கிறது என்பதைப் புரிந்துகொள்ளுதல்.

பக்தி இலக்கியங்களின் வழி மனதை மேம்படுத்துதலும் வாழ்வியல்

முறைகளைப் புரிய வைத்தலுமே இப்பாடத்திட்டத்தின் பயன் ஆகும். மொழிப்பயிற்சியினால் புதுப்புது சொற்களைப் பயன்படுத்த தூண்டுதல். தமிழ் இலக்கிய வரலாற்றுப்பகுதி போட்டித்தேர்வுக்கு உறுதுணையாக விளங்குதல் ஆகியவையே பயன் ஆகும்.

பாடநூல்:

❖ சென்னைப்பல்கலைக்கழகம் (University of Madras)

அடித்தளப் படிப்பு - பகுதி - I பொதுத்தமிழ்

மூன்றாம் மற்றும் நான்காம் பருவங்களுக்குரியது.

அனைத்துப் பட்டப்படிப்பு பிரிவுகளுக்கும் ஐந்தாண்டு ஒருங்குமுறை பட்ட மேற்படிப்புப் பிரிவுகளுக்கும் பொதுவானது.

தாள் -I - செய்யுள் திரட்டு

Foundation Course - Part - Tamil - For III & IV Semesters

Common to all undergraduate course and Five Year Integrated postgraduate courses.

2021 - 2022 onwards.

❖ தமிழ் இலக்கிய வரலாறு – பாடம் தழுவிய இலக்கிய வரலாறு

❖ மொழிப்பயிற்சி

Reference Book

தமிழ் – பகுதி 1 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை. (Reference book not applicable)

HINDI III

SUBJECTCODE-CLE3H

YEAR/SEMESTER: IYR/III SEMESTER

Objectives:

1. Describe the beginning stage of Hindi literature in the development of Hindi language.
2. Describe the influence of Mughal dynasty on Indian culture and the poetic skill of Indian poets.
3. Understand the importance of Bhakthikaal in bringing the unity in diversity.
4. Describe the History of Hindi literature
5. Describing the role played by poets of Aadhikaal, Bhakthi Kaal and Reethi Kaal for the development of Hindi literature and the society.

II YEAR - III SEMESTER

Paper III Ancient Poetry and Introduction to Hindi Literature (Upto ReetiKaal)

1. Ancient Poetry

Prescribed Text Book : Selections in Poetry (2007)

University Publications University of Madras .

Lessons Prescribed :

1. Kabirdas - Saakhi (Dohas from 1 to 10)
2. Surdas - Bramargeet Saar only
3. Tulasidas – Vinay ke Pad only
4. Meera Bai – Pad only
5. Tiruvalluar (Dharmakaand only)
6. Biharilal (Dohas 1 to 5)

2. Introduction to Hindi Literature (up to Reethikaal) Lessons Prescribed :

1. Literary Trends of Veeragatha Kaal (Aadikaal) - Important poets :

1. Chand Baradai 2. Vidhyapathi and their Works

2. Literary Trends of Bhakthi Kaal – Important Poets : 1. Kabirdas 2. Joyasi

3. Tulasidas 4. Surdas and their works

3. Literary Trends of Reethikaal – Important Poets :

1. Bihari 2. Bhushan 3. Ghananan

Reference Books:

1. Hindi Sahithya Ka Itihas

By: Ramchandra Shukla , Jayabharathi Publications, 217, B, Maya Press Road, Allahabad– 211 003.

2. Hindi Sahithya Yug Aur Pravritthiya By:

Dr. SivakumarVarma,

Asok Prakashan Nayi Sarak, New Delhi – 6

3. Hindi Sahithya ka Sybodh Itihas

By : Babu Gulabroy, Lakshmi Narayanan Agarwas Book Publishers seller, Anupama Plaza-1, Block.No.50, Sanjay Place, Agra- 282002.

Unit wise Syllabus for III Semester UNIT –I

1. Kabirdas - Saakhi (Dohas from 1 to 10)
2. Literary Trends of Veeragatha Kaal (Aadikaal)
3. Chand Baradai and his Works
4. Vidhyapathi and his works

UNIT - II

1. Surdas - Bramargeet Saar
2. Literary Trends of Bhakthi Kaal
3. Gyan Margi Shakha
4. Important Poet : 1. Kabirdas

UNIT - III

1. Tulasidas – Vinay ke Pad only
2. Literary Trends of Bhakthi Kaal – Prem Margi Shakha
3. Literary Trends of Bhakthi Kaal - Ram Bhakthi Shakha
4. Important Poets – 1. Joyasi and 2. Tulasidas

UNIT - IV

1. Meera Bai – Pad only
2. Tiruvalluar (Dharmakaand only)
3. Literary Trends of Bhakthi Kaal – Krishna Bhakthi Shakha
4. Important Poet – Surdas

UNIT - V

1. Biharilal (Dohas 1 to 5)
2. Literary Trends of Reethikaal

3. Important Poet : Bihari and his works
4. Bhushan and his works and Ghananand and his works

II. COURSE OUTCOMES:

1. Understanding the role played by the poets of Bhakthi cult in literature and society.
2. Describing the Ram leela and Krishna leela poetry by Thulsidas, Surdas and Meerabai respectively by relating it with philosophy of life.
3. Knowledge about the influence of Rama Bhakthi and Krishna Bhakthi in Indian Religion and literature.
4. Knowledge about Idol worship concepts and the influence of it in the development of Indian culture and Patriotic spirit.
5. Knowledge about the Aadhikaal of its artitect skill , Reethikall of its shringar ras.
6. Knowledge about the Idolless worship and Prem Marga cult of literature .
7. Knowledge about the Histry of Hindi Litratione upto Reethi Kaal

FRENCH III
Year 2 :Semester III
Foundation Course: Paper III
Title of the Paper: Translation, Comprehension and Grammar- I

Learning Objectives:

In teaching French we aim to

- provide the learners with a basic knowledge of grammar and gradually give them an insight into the culture and literature of France
- enable them to comprehend the nuances of the language so they are better equipped to express themselves in French
- discover another world , another people , another way of life .
- make them more accepting of people who differ from them

Syllabus :

Grammar components :

- Les pronoms relatifs
- Le passé composé
- L'imparfait
- Le plus-que-parfait
- Le subjonctif
- Le conditionnel
- La comparaison

Texts :

- Les feuilles mortes
- Le vrai père
- Nos études
- Demain des l'aube
- Par une journée d'été
- Une visite inattendue
- L'hiver
- Le librairie

Learning Outcomes:

In teaching French we aim to

- provide the learners with a basic knowledge of grammar and gradually give them an insight into the culture and literature of France
- enable them to comprehend the nuances of the language so they are better equipped to express themselves in French
- discover another world , another people , another way of life .
- make them more accepting of people who differ from them

Prescribed textbook:K.Madanagobalane & N.C.Mirakamal, Le français par les textes, Chennai, SamhitaPublications-Goyal Publisher & Distributors Pvt Ltd, 2017

**ENGLISH III
SEMESTER III
LZ13A - PART II – LANGUAGE THROUGH LITERATURE I**

Course Objective

- To use literature as a medium to teach/learn grammar, reading, spelling, vocabulary, writing mechanics, creative writing and thinking skills
- To strengthen contextual understanding of the language through texts relevant to specific disciplines and offer scope for imaginative involvement and self- expression
- To stimulate interest in acquiring twenty first century skills
- To engage in self-assessment activities for self- development
- To help absorb the values, ethics and attitudes of life and culture expressed in literature

UNIT : PROSE

Theme	TEXT	ENGLISH LANGUAGE SKILLS
Language	1.1 Toasted English by <i>R K Narayan</i>	VOCABULARY Etymology of Common Words GRAMMAR TENSES - Simple present vs present continuous -Simple past vs present perfect tense
Attitude	1.2 The Money Box by <i>Robert Lynd</i>	VOCABULARY Etymology of common words GRAMMAR Combining sentences - (While, When etc.)
Ethics	1.3 Economic Possibilities for our Grandchildren by <i>John Maynard Keynes</i>	VOCABULARY Etymology of common words, Words related to a topic GRAMMAR Error identification (the use of articles, punctuation, word classes, subject Verb agreement, etc.) Wh questions , Yes/ No Questions

UNIT 2 : POETRY

Theme	TEXT	ENGLISH LANGUAGE SKILLS
Environment	2.1 The World Is Too Much with Us by William Wordsworth	VOCABULARY Content words and Function words, Compound words GRAMMAR Punctuation
Endurance	2.2 Hope is the thing with	VOCABULARY COMMONLY CONFUSED WORDS –

	feathers by Emily Dickinson	Spelling Pronunciation Mismatch, Silent Letters, Prefixes and suffixes, negative prefixes GRAMMAR Word class conversions – nouns – verbs/ adjectives Conversion of sentences – Active/ Passive, Reported speech
Culture	2.3 Sita by Toru Dutt	VOCABULARY Homophones, homonyms, homographs GRAMMAR Gerunds and participles
Motivation	2.4 If by Rudyard Kipling	VOCABULARY Completing words with incomplete spelling, One-word substitutes / meanings of expressions (textual) GRAMMAR Phrasal verbs Conditional Clauses
Social Justice	2.5 If We Must Die by Claud McKay	VOCABULARY Figures of Speech: simile, metaphor, metonymy, personification, paradox, antithesis, oxymoron GRAMMAR Integrated grammar activities / cloze test
UNIT 3 : SHORT STORY		
Theme	TEXT	ENGLISH LANGUAGE SKILLS
Contentment	3.1 How Much Land does a Man Need by <i>Leo Tolstoy</i>	PRONUNCIATION Tongue Twisters, -Pronouncing words of foreign origins, -Referring to a dictionary to understand pronunciation
Gender	3.2 The Yellow Wallpaper by <i>Charlotte Perkins Gilman</i>	Filling forms and Letter Writing
Entrepreneurship	3.3 Verger by <i>Somerset Maugham</i>	Converting a story into a play
Humour and Moral Rectitude	3.4 Nanny by Thi Jaa	Descriptive and narrative writing, Writing long essays
UNIT 4 : NON FICTION		
Theme	TEXT	ENGLISH LANGUAGE SKILLS
New World	4.1 The Collapse of Meaning in a Post-Truth	



World

Writing Blogs Creating Vlogs



	by <i>Chi Luu</i>	
Sports	4.2 Way to Mental Health by <i>K C Vijaya Kumar</i>	Writing emails (With inputs on email etiquette)
Heritage	4.3 Ootacamund by <i>S Muthiah</i>	Cover Letter and Resume Writing Introduction to Job Interviews
Arts	4.4 Is this Art, too? by <i>AnjanaPremchand</i>	Expressing opinions on contemporary issues/ Argumentative Essays

UNIT 5: ONE ACT PLAY

Theme	TEXT	ENGLISH LANGUAGE SKILLS
Interpersonal Relationship	5.1 A Marriage Proposal by Anton Chekov	Role play Create webpage (Google sites)

Learning Outcomes

After completing the course, the students will be able to

- Reveal the extent of enhancement of their vocabulary and use them appropriately to communicate in contexts
- Rewrite words and sentences by changing their forms and use them appropriately
- Become aware of commonly occurring errors and avoid committing them in language use
- Show improvement in their pronunciation
- Attempt different kinds of writing – essays, emails, blogs, letters etc
- Prepare resumes to face interviews
- Convert short stories into plays or skit
- Role play the scenes and make a dramatic presentation of the scenes
- Create a webpage for themselves and others
- Show their awareness of contemporary issues and themes that are socially relevant by reading texts of different literary genres

CORE-V: STATISTICS FOR BUSINESS ANALYSIS-I

Learning Objectives:

1. Understand the significance of statistics
2. Acquire knowledge on diagrammatic and graphical representation of data
3. Compute the various measures of average.
4. Acquire knowledge on measures of Dispersion.
5. Understand the calculation on skewness and Kurtosis.

SYLLABUS

UNIT-I

Nature, significance and limitations of statistics–Collection, Classification and Tabulation of data.

UNIT-II

Diagrammatic and graphic representation – Bar diagrams – Pie diagrams – Histograms – Pictograms– Cartograms– Frequency distribution– Frequency graphs– Ogives –Lorenz Curve.

UNIT-III

Measures of central tendency– Arithmetic Mean, Median and Mode.

UNIT– IV

Measures of Dispersion–Absolute and relative dispersion–Range–Quartile deviation– Mean deviation – Standard deviation– Co-efficient of variation– Percentiles and Deciles.

UNIT-V

Skewness and Kurtosis–Pearsonian measure of skewness –Bowley’s measure of skewness– Kurtosis.

Learning Outcomes:

1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
2. Understand and critically discuss the issues surrounding sampling and significance
3. Solve a range of problems using the techniques covered.
4. Measure the deviation in the data set.
5. Estimate the values of skewness and kurtosis.

Reference Books:

1. S. P. Gupta, Fundamentals of Applied Statistics, S. Chand and Sons, 1993
2. R.S.N. Pillai and V. Bhagavati, Statistics – Theory and Practice, S. Chand & Company, 2017
3. Hooda. R.P., Introduction to Statistics, Mcmillan India Limited, 2005
4. Wonnacott. H. Thomas and Wonnacott. J. Ronald, Introductory Statistics, John Wiley and Sons Inc. New York 1969.
5. Hooda, R.P., Statistics for Business and Economics – Vikas Publishers, 5th Edition,2013 .

Journal: The Indian Journal of Statistics

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M
CO4	S	S	M	S	S
CO5	S	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE VI: ENTREPRENEURIAL DEVELOPMENT-I

Learning Objectives:

1. The overall objective is mainly to help in the rapid growth and provide self employment to the young generation, developing managerial ,technical ,financial and marketing skill and inculcating personality traits.
2. To make students know and learn compliance with law.
3. To develop small and medium scale enterprises in order to generate employment and widen the scope of industrial ownership.
4. To encourage young students to become entrepreneurs.
5. To gain indepth knowledge about the subject and to enlighten the characteristics of an entrepreneur.

SYLLABUS

UNIT:I

Meaning of entrepreneur – theories – Classical – Schumpeter's innovations Theory – Other Modern Theories – Uncertainty Theory of Knight – Leibenstein's theory of 'X' efficiency .

UNIT:II

Evolution of Indian Entrepreneurship – Role of Entrepreneurship in Economic Development and Regional Development – Role of Government and Non Government Organisation – Policies and Programmes of Entrepreneur Development.

UNIT:III

Role and importance of Entrepreneurship – Characteristics of an Entrepreneur – Relationship among Entrepreneur, Entrepreneurship and Intrapreneur –Functions of entrepreneur – Types of Entrepreneurs – Classification of entrepreneurs.

UNIT:IV

Small Scale Entrepreneur – Small Scale Industries and Indian Economic Development – Start ups, Venture Capital – Concessions – Incentives and subsidies to small scale industries – SIDBI, MSME.

UNIT:V

Formation of Business Idea- Classification of Project – Project Appraisal and feasibility report – Contents of Project Report.

Learning Outcomes:

1. Advancing their skill in customer development ,customer validation,
2. Bringing in competitive analysis while utilizing design thinking and process tools to evaluate real world problems.
3. This training provides individuals with the ability to recognize commercial opportunity
4. To gain knowledge about the entrepreneur towards economic development.
5. Students correlate the business ideas from theoretical framework to prepare project work.

Reference Books:

1. Ajay Lakhanpal, Entrepreneurial Development : An Institutional Approach, Commonwealth Publishers, 1990
 2. Gupta G.B.&Srinivasan N.P., entrepreneurial development, Sultan & Chand Co., 2015
 3. Jayashree Suresh, Entrepreneurial development, Margham Publication, 2012
 4. S.S. Khanka, Entrepreneurial Development, S. Chand, Revised Edition,2012
 5. Tommy Reid & Thomas Reid: Ethics, Excellence & Economics, Keys to Entrepreneurial Development, Harrison House, New York, 1989.
- Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya

Publishing House, 2011.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M
CO4	S	S	S	S	S
CO5	S	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

ALLIED: MARKETING I

Learning Objectives:

1. To acquire knowledge on the scope and significance of marketing
2. To get insight on the various functions of marketing
3. To understand product planning and various channels of distribution
4. To familiarize the concept of marketing of manufactured goods and the various channels of distribution
5. To analyse about agricultural markets and cooperative marketing bodies

SYLLABUS

UNIT-I

Nature, scope and significance of marketing –Evolution of marketing–Basic concepts of marketing -Different types of markets-Modern marketing-Marketing environment

UNIT-II

Functions of marketing–function of exchange–Function of physical distribution– Storage and warehousing –Transportation–Facilitating function – Grading and Standardization - Branding, packaging and labeling –Marketing information system-Marketing research–Marketing risk- Marketing finance.

UNIT-III

Product – New product – Product planning and development–Product Life Cycle-Marketing structure–Wholesalers and retailers –Functions and services of wholesalers–Retail distribution– Basic retail structure-Large, Medium and Small scale retail institutions– Supermarkets– Departmental and chain stores.

UNIT-IV

Marketing of manufactured goods–Manufactured consumer goods–Manufactured industrial goods– Classification – Channels of Distribution

UNIT-V

Marketing of agricultural products- Regulated and organized markets–Co-operative marketing bodies- e NAM.

Learning Outcomes:

1. Subject brings out the marketing process adopted for various goods.
2. It helps to take decision-making in various steps of marketing.
3. It helps to undertake marketing research.
4. Understand the concepts of manufactured goods and consumers goods
5. Evaluate the agricultural marketing such as regulated and organised markets

Referene Books:

R.S.N.Pillai and Bagavathi “Modern marketing-Principles and Practices – S. Chand & Sons.
Philip Kotler and Kevin Lane Keller “ Marketing management” – Pearson , 15th Edn., 2012
Rajan Saxena, “ Marketing Management” – Mc Graw Hill Education Pvt. Ltd., 2017
Rajan Nair, “Marketing”, Sultan Chand and Sons, 2019
C.B. Mamoria, Pradeep Jain, Prith Mitra, “Theory and Practice of Marketing” Kitab Mahal Publishers, 2013

JOURNALS

Journal of Marketing Management – Tailor and Francis online Journal of Marketing
International Journal of Marketing Management Indian Journal of Marketing.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

TSSEC - ESSENTIALS OF SPOKEN & PRESENTATION SKILL - LEVEL I

Subject: Essentials of Spoken & Presentation Skill - level I

Subject Code: TSSEC

Semester: ODD (III) Hours: 30

LEARNING OBJECTIVES:

Courses on Soft skills are intended to improve the communication skills enrich personality development, Computing skills, Quantitative aptitude and knowledge of Foreign language of the students. These courses are intended to enhance the employability of the students.

SYLLABUS:

UNIT- I: Communication Skills for effective Business Presentation:

1. Perfecting oral skills
2. Aural skills
3. Reading skills

UNIT- II: Non Verbal Communication:

1. Cultural codes for effective Business Presentation
2. Business Etiquettes

UNIT- III: Formal and Informal Conversation:

1. Introducing
2. Opening & Closing speeches
3. Inviting
4. Thanking
5. Apologizing
6. Expressing anger
7. Resolving conflict
8. Giving and taking information

UNIT- IV: Etiquettes for Public Speaking

1. Extempore
2. Lectures
3. Interviews
4. Group discussion
5. Telephone conversation
6. Business meetings

UNIT- V: Etiquettes for Business Presentation:

1. Team Presentation
2. Individual presentation

LEARNING OUTCOME:

The courses will help to bridge the gap between the skill requirements of the employer or industry and the competency of the students.

IV SEMESTER

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்

பொதுத்தமிழ் - இரண்டாமாண்டு - நான்காம்பருவம்

PART - I - SECOND YEAR- FOURTH SEMESTER

நோக்கும் கற்றல் பயன்பாடு

பாடத்திட்டத்தின் அறிமுகம்

இரட்டைக்காப்பியங்கள், இதிகாச காப்பியம், புராணம், கிறித்துவ காப்பியம், இசுலாமிய காப்பியம், சிற்றிலக்கியங்கள் ஆகியவற்றிலிருந்து தேர்ந்தெடுக்கப்பட்ட பகுதிகள் பாடமாக அமைந்துள்ளன. இந்த இலக்கியங்கள் சார்ந்த வரலாறும் மொழிப்பயிற்சியும் பாடங்களாக இடம்பெற்றுள்ளன.

பாடத்திட்டத்தின் நோக்கம்

காப்பியங்கள் தோன்றிய வரலாற்றுப்பின்னணியையும் வாழ்க்கைக்கூறுகளையும் கற்பதால் கலை இலக்கியங்களின் வேறுபாட்டை உணர வைத்தல். கற்பனை வளமும் சிந்தனைத்திறமும் இலக்கியச்சுவையும் உடைய நீண்ட புனைவே காப்பியங்கள். இத்தகைய இலக்கியங்களின் செழுமையையும் புலவர்களின் திறமையும் சமயஅறக்கோட்பாடுகளையும் எடுத்துரைப்பதே இதன் நோக்கமாகும்.

காப்பிய இலக்கியங்கள் தமிழகத்துக்கும் தமிழ்மொழிக்கும் தமிழ் பண்பாட்டிற்கும் ஏற்ற வகையில் அமைந்துள்ளமையை விளக்கிக் கூறுதல்.

சிற்றிலக்கியங்கள் பாடுபொருளுக்கேற்ப படைக்கப்பட்டுள்ளமையை உணரவைத்தல். இவை சார்ந்த இலக்கிய வரலாற்றினைக் கூறுவதும் இப்பாடத்திட்டத்தின் நோக்கம் ஆகும்.

மொழிப்பயிற்சியில் துறைசார் கலைச்சொற்களை அறிமுகப்படுத்திப் புதிய கலைச்சொற்களை உருவாக்க வைத்தல். ஒவ்வொரு மாணவர்களும் தங்கள் சிந்தனைகளை வெளிகொண்டும் வகையில் சிறுகதை, புதுக்கவிதை போன்றவற்றைப் படைக்கத் தூண்டுதல். இதுவே இப்பாடத்திட்டத்தின் நோக்கமாகும்.

பாடத்திட்டம்

பாடப் பகிர்வு -

I இலக்கியம்

II அதைச் சார்ந்த தமிழிலக்கிய வரலாறு

III மொழித் திறன்

அலகு 1

1. சிலப்பதிகாரம் - ஊர் காண் காதை (முழுமையும்)

2. மணிமேகலை – பாத்திர மரபு கூறிய காதை (முழுமையும்)

அலகு 2

1. சீவக சிந்தாமணி – ஏமாங்கத நாட்டு வளம் 10 பாடல்கள் மட்டும்
2. சூளாமணி – 5 பாடல்கள் (நாட்டுச் சருக்கம், நகரச் சருக்கம், தூது சருக்கம், கல்யாணச் சருக்கம், சுயம்வரச் சருக்கம்)

அலகு 3

1. கம்பராமாயணம் – சூகப்படலம்
2. பெரியபுராணம் – மெய்ப்பொருள் நாயனார் புராணம்

அலகு 4

1. சீறாப்புராணம் - உடும்பு பேசிய படலம் (முழுமையும்)
2. தேம்பாவணி – வளன் சனித்த படலம் (முழுமையும்)

அலகு 5

1. மீனாட்சியம்மை பிள்ளைத் தமிழ் – சப்பாணி பருவம் – 5 பாடல்கள்
2. திருக்குற்றாலக் குறவஞ்சி - மலைவளம்

II இலக்கிய வரலாறு

1. காப்பிய இலக்கியங்கள்
2. சிற்றிலக்கியங்கள்
3. இஸ்லாமிய இலக்கிய வரலாறு
4. கிறித்துவ இலக்கிய வரலாறு

III மொழித் திறனறிதல்

- i. கலைச்சொற்கள்
- ii. படைப்பு – சிறுகதை (அ) புதுக்கவிதை

–த்திட்டத்தின் பயன்கள்

தனிப்பாடல்களாக இருந்த இலக்கிய வகை நீண்ட நெடிய செய்யுள்களால் மாறிய மரபு வேறுபாட்டை உணர வைத்தல். தமிழ்க் காப்பியங்கள் வாயிலாகப் பழந்தமிழகத்தின் பழமையான புனைவுகள் பற்றி அறிதல். மேலும் அக்கால மக்களின் வாழ்வு, சமயம், அரசியல், பண்பாடு போன்றவை தெரிந்து கொள்ளுதல். பழந்தமிழகத்தின் இயற்கைச்சூழல், காலநிலை ஆகியவற்றைப் புரிந்துகொள்ளுதல். புராணக்கதைகளை விளக்கமாகத் தெரிந்துகொள்ள தூண்டுதல்.

படைப்புகளைச் சொந்தமாக உருவாக்குவதால் ஒவ்வொரு மாணவனின் சிந்தனையும் மனநிலையும் உணர்தல். மேலும் மாணவர்கள் போட்டித்தேர்வுகளில் இவ்விலக்கியம் சார்ந்த கேள்விகளுக்கு விடையளித்தல். ஆகியவை இப்பாடத்திட்டத்தின் பயன்கள் ஆகும்.

–நூல்:

- ◆ சென்னைப்பல்கலைக்கழகம் (University of Madras)

அடித்தளப் படிப்பு - பகுதி - I தமிழ்

மூன்றாம் மற்றும் நான்காம் பருவங்களுக்குரியது.

அனைத்துப் பட்டப்படிப்பு பிரிவுகளுக்கும் ஐந்தாண்டு ஒருங்குமுறை பட்ட மேற்படிப்புப் பிரிவுகளுக்கும் பொதுவானது.

தாள் - I - செய்யுள் திரட்டு

Foundation Course

Part - Tamil - For I & II Semesters

Common to all undergraduate course and FiveYear Integrated postgraduate courses. (2021 - 2022 onwards.)

- ◆ தமிழ் இலக்கிய வரலாறு
- ◆ மொழிப்பயிற்சி

Reference book

தமிழ் - பகுதி 1 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை. (Reference book not applicable)

HINDI IV SUBJECT CODE: CLE4J
YEAR/SEMESTER: II YR/IV
SEMESTER

COURSE OBJECTIVES:

1. Gain awareness about the social, cultural and literary situations during the Aadhu nic Kaal .
2. Gain awareness on the importance of literature in addressing contemporary issues such as an environmental concerns, gender issues, social problems, thereby giving effective solution to such problems.
3. Acquire a comprehensive knowledge of historical, literary and theoretical aspects of Hindi literature, and all the genres of literature leading to the understanding of literary movements from times immemorial.
4. Imparting knowledge if Hindi as a world language and make communicate both in speaking and writing in a variety of contexts and genres.
5. Imparting the knowledge about the beginning and the development of modern Hindi literature such drama, short stories, novels, journalism and the famous writers like Acharya Ramachandra Shukla, Bharathendhu Harichandra, etc.
6. Influence of British rule on Indian society.

SYLLABUS

Paper –IV Modern Poetry And Introduction To Hindi Literature
(Aadhunik Kaal)”

1. Modern Poetry

Prescribed Text Book : Selections in Poetry
University Publications, University of Madras

. Lessons Prescribed :

1. Asha – (Jayashankar Prasad)
 2. Tum Logon se Door (Nagarjun)
 3. Kavi Aur Kalpana – (Dhramaveer Bhaarathi)
 4. Bharat Ki Aarthi - (Shamsher Bahadur Singh)
 5. Varadan Mangoonga Nahi (Siva Mangal Singh Suman)
 6. Anevalon Se Ek Savaal (Bharat Bhooshan Agarwal)
2. Introduction to Hindi Literature (Aadhunik Kaal) Lessons Prescribed :
1. Literary Trends of Chayavaad
 2. Literary Trends of Pragathivaad
 3. Literary Trends of Nayee Kavita
 4. Literary Trends of Hindi Short Stories
 5. Literary Trends of Hindi One Act Plays
 6. Brief Note on the writers and their works

Maithili Saran Gupta, Jayashankar Prasad, Nirala, Mahadevi Varma, Panth, Dinakar,
Premchand, Yashpaal Jainendra Kumar, Mohan Rakesh,

Unit wise Syllabus for IV

Semester UNIT -I

1. Asha – (Jayashankar Prasad)
2. Tum Logon se Door (Nagarjun)

3. Literary Trends of

Chayavaad UNIT - II

1. Kavi Aur Kalpana – (Dhramaveer Bhaarathi)
2. Bharat Ki Aarthi - (Shamsher Bahadur Singh)

3. Literary Trends of

Pragathivaad UNIT - III

1. Varadan Mangoonga Nahi (Siva Mangal Singh Suman)
2. Anevalon Se Ek Savaal (Bharat Bhooshan Agarwal)

3. Literary Trends of Nayee

Kavita UNIT –IV

1. Literary Trends of Hindi Short Stories

2. Literary trends of Hindi One Act

Plays UNIT- V

1. Maithili Saran Gupta, Jayashankar Prasad, Nirala,
2. Mahadevi Varma, Panth, Dinakar, Premchand,
3. Yashpaal Jainendra Kumar, Mohan Rakesh,

II. COURSE OUTCOMES:

1. Analysing the development of Khadiboli Hindi
2. Knowledge about the reason of emergence of Aadhunik Kaal in Hindi literature.
3. Knowledge about the literary trends of Aadhunik Kaal.
4. Identifying the history of development of Hindi drama, short stories and novels, i.e. prose and journalism.
5. Good knowledge of literature that includes the comprehension of recent developments in Hindi language and literature the world over.
6. Major impact on the development of society, helps shaping civilizations, bringing transformations, changing political systems and exposing injustice by giving detailed preview of human experiences.
7. Understand the impact of modern Hindi literature in social and environmental contexts and need for sustainable development

Reference Books :

1. Hindi Sahithya Ka Itihas

By: Ramchandra Shukla , Jayabharathi Publications, 217, B, Maya Press Road, Allahabad– 211 003.

2. Hindi Sahithya Yug Aur Pravritiya By:

Dr. Sivakumar Varma,
Asok Prakashan Nayi Sarak, New Delhi – 6

3. Hindi Sahithya ka Sybodh Itihas

By : Babu Gulabroy, Lakshmi Narayanan Agarwas Book Publishers seller, Anupama Plaza-1, Block.No.50, Sanjay Place, Agra- 282002.

FRENCH IV

Year 2 :Semester IV
Foundation Course: Paper
IV

Title of the Paper: Translation, Comprehension and Grammar-I

Learning Objectives:

In teaching French we aim to

-provide the learners with a basic knowledge of grammar and gradually give them an insight into the culture and literature of France

-enable them to comprehend the nuances of the language so they are better equipped to express themselves in French

-discover another world , another people , another way of life .

-make them more accepting of people who differ from them.

SYLLABUS

Grammar components:

- Le passé simple
- Temps du passé - Emplois (le passé composé, l'imparfait, le passé simple, le plus-que-parfait)
- L'expression de la cause
- L'expression de la conséquence
- L'expression du but
- L'expression de la concession
- L'expression de la condition et de l'hypothèse

Learning Outcomes :

Learners are able

- to comprehend and express themselves well
- to have an interest to look into another world
- to improve communication skills
- to perform well in the University Exams

Recommend text - not applicable

Prescribed textbook:

K.Madanagobalane & N.C.Mirakamal, Le français par les textes, Chennai, Samhita Publications-Goyal Publisher & Distributors Pvt Ltd, 2017.

ENGLISH IV

LZ14A - PART II ENGLISH-LANGUAGE THROUGH LITERATURE II
SEMESTER IV
HOURS: 60

Course Objectives:

- To use literature as a medium to teach/learn vocabulary, writing mechanics, creative writing and thinking skills
- To strengthen contextual understanding of the language through texts and offer scope for imaginative involvement and self-expression
- To help absorb the values, ethics and attitudes of life from personalities, perspectives and the cultural diversity in India from translated literary texts
- To stimulate interest in acquiring twenty-first century skills

To engage in self assessment activities for self- development

Unit Theme Lessons Writing Skills

Unit I : History Makers Vision

Mission Coffee, Tea and JRD

by Harish Bhat

Work Brings Solace

by APJ Abdul Kalam

Gathering details and information – Brainstorming

Listing events and experiences

Creating mind maps

Pre-writing, Writing and Rewriting/Revising

Autobiographies and memoirs

Biographies

Unit II : Self- help Essays

Introspection

Discover How to Do What You

Love

by Paul Graham

Why We Travel

by Pico Iyer Journal

writing Travel writing

Preparing checklists and itineraries

Writing about social events, festivals, sports

Writing about nature and the environment

Unit III : Contemporary Writing from India Perception

Standard Wikileaks, Facebook and the End of Discretion by Mukul Kesavan

What is Wrong with Indian Films

by Satyajit Ray Critical and analytical.

writing Analyzing media reports

Writing opinions

Writing film reviews

Writing appraisals

Unit IV : Regional Indian

Literature in

Perspective Poems

4.1 Oh Great Poet

by Daya Pawar

translated from Marathi by Graham Smith Translation

Writing acrostic poems

Critique/culture study

Analyzing short stories

Writing outlines and short stories

Rewriting/expanding stories

Writing stories based on pictures

Translation

and English Challenge 4.2 The Cock Fight

by Sitakant Mahapatra translated from Odia by Ramakanta

Rath Tradition 4.3 Earthen Pots

by ONV Kurup

translated from Malayalam by K Sreedharan

Nair Empathy Short Stories

4.4 The Woodrose by Abburi Chaya Devi translated from Telugu by P Jayalakshmi

Will power 4.5 Laburnum for My Head

by Temsula Ao

Unit V : Fiction Globalization Social

Justice The White Tiger

by Aravind

Adiga Creative

writing

Critical writing

Learning Outcomes:

- After completing the course, the students will be able to improve the ability to gather ideas and information to collaborate and write with clarity and ease
- Attempt different kinds of writing
- Prepare itineraries, checklists and write about social events, festivals, sports, nature and environment
- Critique and analyze various information and write opinions, reviews and appraisals
- Acquire basic skills of translation
- Express understanding of topics/characters/ideas by writing an acrostic poem
- Analyze and critique the unity and diversity in Indian cultures
- Write outlines and stories based on text and picture-based hints
- Rewrite and expand the plot of a story
- Acquire a sensibility to the social and economic divisions that prevail and its consequences
- Enhance the skills of creative and critical thinking that will help them form opinions, make decision

CORE VII: STATISTICS FOR BUSINESS ANALYSIS-II

Learning Objectives:

1. Have independent knowledge on sampling techniques
2. Gain insight of the degree of relationship among the variables
3. Estimate the values of unknown variables
4. Have an understanding of the relevance of index numbers and its types
5. Analyse the components of time series and interpret the values

SYLLABUS

UNIT-I

Sampling -population and sample -types of sampling -simple, random and stratified random sampling- sampling errors -sample design- design of questionnaire.

UNIT-II

Correlation- limits of co-efficient of correlation-calculation of co-efficient of correlation- rank correlation co-efficient.

UNIT-III

Regression-two variable linear regression -meaning lines and regression co-efficient.

UNIT-IV

Index numbers-simple and weighted index numbers-Lapeer's and Panache's index numbers-fishers ideal index number-Marshall -Edgeworth's index number- construction- test to be satisfied by an ideal index numbers-uses of index number-wholesale price index and consumer price index.

UNIT-V

Analysis of time series – four components of time series – measurement of secular trend – moving average method and method of least squares- uses of time series analysis.

Learning Outcomes:

1. Understand and the issues surrounding sampling and significance
2. Familiarise the terminology, concepts, tools and techniques used in business statistical analysis.
3. Solve a range of problems using the regression analysis
4. To have a proper understanding of statistical applications in economics and management
5. To understand the components of time series data

Reference Books:

1. S. P. Gupta, Fundamentals of Applied Statistics, S. Chand and Sons, 1993
2. R.S.N. Pillai and V. Bhagavati, Statistics – Theory and Practice, S. Chand & Company, 2017
3. Hooda. R.P., Introduction to Statistics, Mcmillan India Limited, 2005
4. Wonnacott. H. Thomas and Wonnacott. J. Ronald, Introductory Statistics, John Wiley and Sons Inc. New York 1969.
5. Hooda,R.P., Statistics for Business and Economics–Vikas Publishers, 5th Edition, 2013.
Journal: The Indian Journal of Statistics

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	M	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE VIII: ENTREPRENEURIAL DEVELOPMENT II

Learning Objectives:

1. To learn about the problems faced by Women entrepreneurs
2. To learn about the Business Analysis and forecasting techniques of business
3. To know the various sources of finance and Role of commercial Banks in granting financial aid.
4. To evaluate various national and state level E.D programmes.
5. Be aware of various entrepreneurship programmes with special reference to Tamil Nadu state.

SYLLABUS

UNIT-I

Women Entrepreneurs – Definition – Problems of Women Entrepreneurs-Opportunities of Women Entrepreneurs-Future of Women Entrepreneurs-Rural Entrepreneurship -Definition-Problems-remedies-marketing-future of rural enterprises.

UNIT-II

Management – Business Analysis - forecasting techniques - Break-even Analysis – evaluation of Marketing-market Structure-Classification of goods and services –Inventory Management.

UNIT-III

Sources of Finance-Financial Institutions- Problems and remedies-Role of Commercial Banks, IDBI.

UNIT-IV

Entrepreneurial Development Programmes in India –ED Cell, DICs, KVIC, DRPA, JRY, SISI, SIDCs-Other national, State and District Level Development Programmes.

UNIT-V

Entrepreneurial Development in Tamil Nadu- State Financial Corporation- SIPCOT-ITCOT-SIDC's SIETI Etc.-State Industrial Policies and Entrepreneurial Development-Tamil Nadu Economic Development.

Learning Outcomes:

1. Encourages women to become entrepreneurs inspite of all the hurdles being faced by them.
2. Improves the strategy of Business planning and innovative techniques are introduced using Brainstorming session
3. Various financial institutions and the various schemes which are introduced help the budding entrepreneurs to become infant entrepreneurs with great confidence.
4. Many new entrepreneurs are able to avail these facilities to start their new enterprise.
5. Women are able to know the business strategies and become successful in their career.

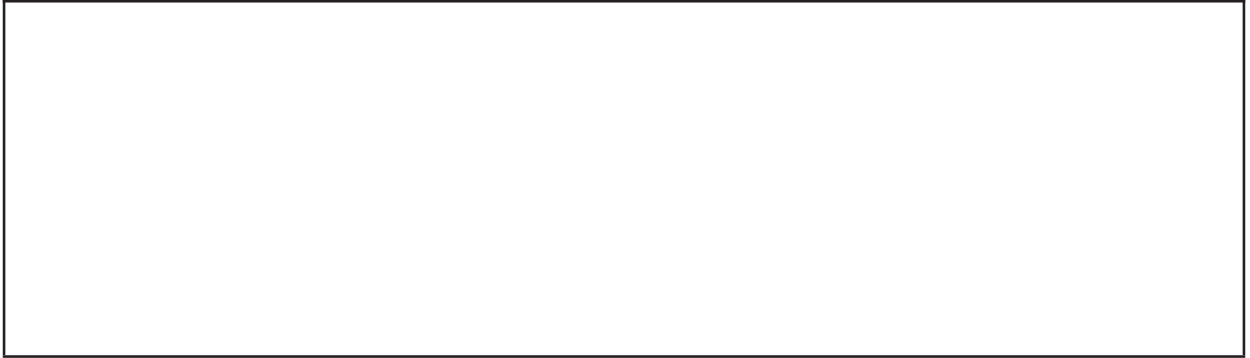
Reference Books:

1. Ajay Lakhanpal, Entrepreneurial Development : An Institutional Approach, Common wealth Publishers, 1990
2. Gupta G.B. & Srinivasan N.P., entrepreneurial development, Sultan & Chand Co., 2015
3. Jayashree Suresh, Entrepreneurial development, Margham Publication, 2012
4. S.S. Khanka, Entrepreneurial Development, S. Chand, Revised Edition,2012
5. Tommy Reid & Thomas Reid: Ethics, Excellence & Economics, Keys to Entrepreneurial Development, Harrison House, New York, 1989.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M
CO4	S	S	S	S	M
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low



ALLIED: MARKETING II

Learning Objectives:

1. Get an insight in to consumer behavior
2. Assess the importance of fixing prices and strategies adopted
3. Evaluate the effectiveness of promotional mix.
4. It gives insight knowledge on personal selling.
5. It gives importance to the recent trends in marketing.

SYLLABUS

UNIT-I

Consumer behavior – definition –determinants – types of buying decisions – stages of the buyer process.

UNIT-II

Price–Pricing objectives and price determination–Basic methods of setting prices–Pricing strategies and policies–Pricing strategy of new products.

UNIT-III

Promotional mix - Advertising and other sales promotion efforts–Effects of advertising – Advertising media and agencies-Advertising budget.

UNIT-IV

Personal selling – Salesmanship –nature and functions of salesman– Recruitment and training of salesman – Sales force management–Evaluation of salesmanship – public relations

UNIT-V

Recent trends in marketing – e-commerce – e-marketing – Green Marketing – Relationship Marketing, Ambush Marketing

Learning Outcomes:

1. Understand the role of personal selling and public relations in marketing of products
2. Gain in depth knowledge on recent advancements in marketing.
3. It is useful to practise e-marketing, Green marketing,e-commerce.
4. It gives a knowledge on personal selling.
5. It gives insight knowledge in recent trends in marketing.

REFERENCE BOOKS:

1. R.S.N.Pillai and Bagavathi “Modern marketing principles and practices – S. Chand & Sons
2. Philip Kotler and Kevin Lane Keller “ Marketing management” – Pearson , 15th Edn., 2012
3. Rajan Saxena, “ Marketing Management” – Mc Graw Hill Education Pvt. Ltd., 2017
4. Rajan Nair, “Marketing”, Sultan Chand and Sons, 2019
5. C.B. Mamoria, Pradeep Jain, Prith Mitra, “Theory and Practice of Marketing” Kitab Mahal Publishers, 2013

JOURNALS

Journal of Marketing Management – Taylor and Francis online Journal of Marketing
International Journal of Marketing Management Indian Journal of Marketing.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	M	S	M	M
CO4	S	S	S	S	M
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

ENVIRONMENTAL STUDIES

Learning Objectives:

1. It deals with the study of flow of energy and materials in the environment.
2. It is the study of exchange of various materials between biotic and abiotic components of our environment.
3. It is the scientific study of the environmental system.
4. It studies environmental status of its inherent or induced changes on organisms.
5. It studies to safeguard the environment

SYLLABUS

UNIT - I

Economics and Environment - Definition and role of Environmental Economics - Scope and significance of Environmental economics – Ecology and Ecosystem – Relationship between the environment and the Economic system – Environment as a Resource - Environmental Quality.

UNIT - II

Resources - Concepts and definition - Classification of Resources - Renewable and non-renewable resources - Definition and meaning of Conservation of Resources - Material Substitution - Product Life Extension - Recycling - Waste reduction.

UNIT - III

Energy - Definition - Sources of Energy and their classification - Renewable and Non-renewable sources of energy - Conventional and non-conventional energy resources - Direct and Indirect energy - Atomic Energy - Energy Scenario in India.

UNIT - IV

Pollution as an Economic problem - Pollution control - Optimum Level - Moral suasion - Direct control - Regulation - Fiscal technique - Effluent Charges and subsidies compared.

UNIT - V

International Environmental Policy - Transfrontier pollution - International Agreements - Stockholm Conference on Human Environment -

Recommendations - United Nations Conference on Environment and Development at Rio-De Janeiro (Agenda 21, June, 1992) - An assessment

Learning Outcomes:

- 1.It creates an awareness about environmental problems among people.
- 2.Imparting basic knowledge about the environment and its allied problems.
- 3.Developing an attitude of concern for the environment.
- 4.Motivate students to participate in environment improvement.

Reference Books:

1. Joseph J. Seneca and Michael K Taussig, Environmental Economics, Pearson College Div., 1983
2. Kneese. A.V., Economics of Environment
3. Krister Hjalte, Karl Lidgren & Inger Stand - Environmental Policy and Welfare Economics
4. Bhattacharaya: Environmental Economics-OUP,2002
5. Hanley, Nick, J.F. Shogren, and Ben White (2013): Introduction to Environmental Economics, London: Oxford University Press. ISBN: 9780199568734
6. Karpagam M. (2013) Environmental Economics, Sterling Publishers, New Delhi. ISBN: 9788120721463.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	M	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

TSSSED - ESSENTIALS OF SPOKEN & PRESENTATION SKILL - LEVEL II

Subject: Essentials of Spoken & Presentation Skill - level I

Subject Code: TSSSED

Semester: EVEN (IV)

Hours: 30

LEARNING OBJECTIVES:

The main objectives of this course are

- to help the students understand the role of kinesics and other paralinguistic elements in enriching their presentation skills
- to improve their skills in teamwork and group discussions
- to equip them with skills needed to face interviews and make effective presentations

SYLLABUS:

UNIT 1:

- Body Language - Kinesics
- Proxemics
- Para linguistic
- Chronemics
- Nuances of Speech Delivery
- Personality Development: Building self-esteem

UNIT II:

- Team work and participating in group discussions
- Team building and Team work
- Team briefing
- Role of Team leader
- Conflict resolution
- Methodology of Group discussions
- Role Functions in Group Discussion
- Types of Non-functional behaviour
- Improving group performance
- Participating in Mock group discussions

UNIT III:

- Interviews
- Types of Interviews
- preparing for interviews
- facing interviews
- reviewing performance
- participating in mock interviews

UNIT IV:

- Business Presentations
- Preparing successful presentations
- thinking about audience

- making effective use of visual aid
- Delivering presentation
- using prompts
- dealing with questions and interruptions
- Mock presentations

LEARNING OUTCOME:

After completing this course the students would have

- learnt the importance of paralinguistic elements in enhancing their presentation
- learnt to work as a team, conduct and participate in group discussions
- face interviews and face presentations effectively.

SEMESTER V

CORE IX-: MACRO ECONOMICS-I

Learning Objectives:

- To understand the working of macro-economic parameters in an economy.
- Knowledge about the concepts of national income and social accounting.
- To learn Classical and Keynesian theories of output and employment.
- To appreciate the impact of changing interest rates on investment.
- Better understanding of consumption and investment functions.

Syllabus

UNIT - I: Nature of Macro Economics - Difference between Micro and Macro Economics- Macro Statics and macro dynamics – transition from micro economics to macro economics.

UNIT - II: National Income – concepts of national income – methods of measuring of national income – Difficulties in measurement of national income – importance of national income analysis – social accounting – components and importance of social accounting.

UNIT - III: Classical theory of output and employment – J.B Say's Law of Markets- Keynesian Theory of output and employment – Wage rigidity – Derivation of aggregate Supply curve – Aggregate Expenditure function – Effective demand

UNIT - IV: The consumption function – meaning of consumption function – technical attributes of consumption function – determinants of the consumption function - Keynesian Consumption function –Relative Income hypothesis – Permanent Income Hypothesis - Life Cycle Hypothesis.

UNIT - V: Investment function – definition – induced and autonomous investment – determinants of investment – MEC and MEI and rate of interest – factors other than the interest rate affecting inducement to invest.

Learning Outcomes:

- Better understanding of the difference between Micro and Macro Economics.
- An insight into the basic tenets of Classical and Keynesian theories.
- Knowledge on Effective demand.
- Analyse the importance of consumption theories in enhancing growth.
- Idea on determinants of investment and their influence on the economy.

Reference Books:

1. Dornbusch, Rudiger, Stanley Fischer, and Richard Startz (2000). Macroeconomics, Tata McGraw- Hill Publishing Company, New Delhi.
2. Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore
3. Jha, Raghendra (1991). Contemporary Macroeconomic Theory and Policy, Wiley Eastern Limited, New Delhi.
4. Laidler, David E.W. (1977). The Demand for Money: Theories and Evidence, Harper and Row, New York.
5. Mueller, M.G. (Ed.) (1978). Readings in Macroeconomics, Surjeet Publications, New Delhi.
6. Mankiw, N Gregory (2000) Macro Economics (Worth Publishers, New York).

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE-X: FISCAL ECONOMICS -I

Learning Objectives:

1. Insight knowledge on various sources of public revenue and to understand the ways in which direct and indirect taxes are levied for augmenting financial resources towards economic development.
2. To know about the economic trends and influences of monetary policy.
3. Development by effective Mobilisation of Resources. Taxation, Public Savings, Private Savings and reducing inequalities of income and wealth.
4. Insight knowledge on various sources of public revenue and to understand the ways in which direct and indirect taxes are levied for augmenting financial resources towards economic development.
5. To know about the various taxes followed by our government.

SYLLABUS

UNIT – I

Meaning and scope of public finance - Distinction between private and public finance - Role of government – Need for Government activity - Principle of maximum social advantage.

UNIT - II

Principles of public expenditure - Classification - Causes and effects of public expenditure with reference to India.

UNIT - III

Public revenue sources - Distinction between tax revenue and non tax Revenue - Trend in revenue

- Taxation - Meaning - Sources of taxation - Classification of taxes - Canons - Theories of taxation

- Impact and incidence of taxation - Effects of

taxation. UNIT - IV

Individual taxes - (with reference to India) Income Tax Expenditure tax - Wealth tax - Property tax - Estate duty - Gift tax - Death duty - Customs duty - Excise duty Sales tax - Value added tax – Rationale of Goods and Services Tax (GST).

UNIT - V

Characteristics of a good tax system - Taxable capacity - Factors determining taxable capacity - Limits - Measurements of taxable capacity.

Learning Outcomes:

1. To know about cost and government policies which exceed benefit.
2. Students will understand the nation's overall level of income, employment and prices.
3. Can understand the federal government budgetary policy and federal reserve system's monetary policy influence and the overall level of employment, output and price.
4. An understanding of individual taxes with reference to India.

5. To understand the concept of taxable capacity with its importance ,types and measurements.

Reference Books:

1. S. Sankaran, Fiscal Economics, Margham Publications, Reprint 2018.
2. K.P.M. Sundaram and K.K.Andley, Public Finance Theory and Practice, S. Chand and Company, 2003
3. Lekhi R.K and Joginder Singh (2015), Public Finance, Kalyani publishers, Delhi.
4. Musgrave. Richard and Peggy.Musgrave, (2017),Public financein Theoryand practice.Mcgraw-Hill Publications
5. Rosen, Harvey(2013),Public Finance, McGraw Hill Publications.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M
CO4	S	S	S	S	M
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE XI: INTERNATIONAL ECONOMICS-I

Learning Objectives:

1. International Economics deals with economic relations-among nations both trade and financial.
2. The basic aim of International economics is to present before the students the questions and answers related to international economic relations.
3. To understand fundamental conceptual framework through theories of international trade, concepts of terms of trade, effects of tariff and non tariff barriers.
4. It helps to understand the patterns of trade and how they are impacted by globalization.
5. It helps the students to learn about economic relationships between countries.

SYLLABUS

UNIT- I

Foreign Trade –Need, Inter Regional and International Trade, Theories of International Trade– Adam Smith-Ricardo, Heckscher – Ohlin Theory.

UNIT- II

Terms of Trade–different Concepts of Terms of trade–Determinants of Terms of trade–static and Dynamic gains from trade–capital saving and labour saving technologies and its impact on terms of trade.

UNIT-III

Gains from trade–Trade Policy –Free Trade: Meaning –Case for and against Free Trade. Protection: Meaning-Arguments for and Against Protection.

UNIT-IV

Tariff: Meaning and types-Effects of Tariff. Quotas: Meaning and Types- Effects of quotas on imports.

UNIT- V

Balance of Payment - Meaning -Structure - Balance of Payment and Balance of Trade – Disequilibrium in BOP &BOT-Causes for disequilibrium in BOP-Measures for correcting disequilibrium.

Learning outcomes:

1. A good understanding of international economics is necessary to students of economics and those who wish to work in these areas or governmental organisations.
2. The students are expected to acquire skills that will help them to make rational decisions in issues related to international economics.

3. It helps to examine the functioning of BoP and enhances trade flows.
4. To understand the fundamental conceptual framework through theories of international trade.
5. To validate arguments and reassess need for protection or open up trade to assess the effects of tariff and non-tariff barriers.

Reference Books:

1. Mithani D.M., International Economics, Himalaya Publishing House, 7th Edition, 2015.
2. Jhingan M.L., International Economics, Vrinda Publications Pvt. Ltd., 2016
3. Sodersten. B.O. and Geoffrey Reed, International Economics, Palgrave Macmillan, 3rd Revised Edition, 1994
4. Vaish M.C. and Sudama Singh, International Economics, Oxford and IBH Publishers, 2018
5. Cherunilam Francis, International Economics, McGraw Hill Education, 5th Edition, 2017
6. Sankaran, S., International Economics, Margham Publications, 1st Edition, 2012
7. Mannur, H.G., International Economics, Vikas Publishing, Second Edition, 2018.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	M
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

**CORE XII: INDIAN ECONOMY AND ECONOMIC
REFORMS**

Learning Objectives:

1. The course teaches in depth about Indian Economic Development, its major problems and how to solve the problems.
2. It throws light on the role of small scale, cottage and large scale industries. It brings out an assessment of industrial policy and measures since 1991
3. Students will be able to know the importance of various transport systems to economic growth.

SYLLABUS

UNIT - I :Features of less developed and developing Economies Economic and non-Economic factors impeding economic development -Capital formation -Human and Physical, Savings and investment Pattern during the plans-X and XI FiveYear Plans.

UNIT –II: Agriculture-Its contribution to Economic development: Food problems-Methods of solving Measures to increase agricultural Productivity –Land reforms- Green revolution-Agricultural Inputs and Agricultural Credit-Evaluation of Agricultural Policy during the plan Period- Reforms in Agricultural sector.

UNIT –III: Role of industries in Economic development-Cottage, small scale and large scale (cotton, iron and steel, jute, sugar and tea)-Assessment of industrial Policy –measures since 1991- Public Sector –Privatization Industrial reforms.

UNIT –IV: Transport-Importance of transport (Road, Railways, Shipping and civil Aviation) to Economic growth-Evaluation of Government Policy-Transport Co-ordination-Reforms, Government Programmes.

UNIT –V: Poverty in India – Absolute and Relative poverty measures – Multi-dimensional poverty Poverty eradication programmes – Regional Development Disparities-Economic development and Social Changes.

Learning Outcomes:

1. Students learn to analyse agricultural productivity and rural credit facilities.
2. Students acquire knowledge on Land Reforms, Food Security, Green Revolution and are able to analyse causes of poverty and measures to eradicate them.
3. To enable the students to get a clear idea as to how planning and infrastructure support can develop the Indian Economy.
4. It gives knowledge about the industry and agriculture production, distribution system.
5. It enables to understand about the transport system in the economy.

Reference Books:

1. Ahluwalia, I. J. and IMD Little (Eds.) (1998). India's Economic Reforms and Development, Oxford University Press, New Delhi.
2. Byres, T.J. (Ed.) (1997), The State, Development Planning and Liberalization in India, Oxford University Press, New Delhi.
3. Byres, T.J. (Ed.) (1998), The Indian Economy: Major Debates Since Independence, Oxford University Press, New Delhi.
4. Kausik Basu (Ed.) (2012), Oxford Companion to Indian Economy, 3rd Edition, OUP, New Delhi.
5. Uma Kapila (Ed.)(2017-18) Indian Economy Since Independence, Academic Foundation, New Delhi, 28th Edn.
6. Ashima Goyal (Ed.) The Oxford Handbook of the Indian Economy in the 21st Century: Understanding the Inherent Dynamism, Oxford University Press.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S

CO5	S	S	S	S	S
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Key: S-Strong, M-Medium/Moderate, L-Low

ELECTIVE: HUMAN RESOURCE DEVELOPMENT- I

Learning Objectives

1. HRD is fundamental knowledge in generating and implementing the tools needed to manage and operate the organization
2. This syllabus brings out a detailed methodology of how to develop a validated instrument which would be useful in survey research.
3. To get insight on training recruitment, of Human Resource Development.
4. It gives knowledge on recruitment in Human Resource Management.
5. It gives knowledge on selection in Human Resource Management.

SYLLABUS

UNIT -I

Human Resource Management: The philosophy of Management concepts – Objectives – Functions – Evolution of Management– Development theory and Management.

UNIT -II

Qualities of a good HR personnel – duties and his responsibilities. Job Analysis Design and Evaluation: Concepts–Methods of Job Analysis–Job Description–Specialization-Job Design– Job Enlargement– Job Enrichment– Job Evaluation

UNIT -III

Recruitment and Selection: Concepts-Sources of Recruitment– Methods of Recruitment

UNIT -IV

Selection : Concepts -Selection process– Selection Tools– Application blank

UNIT -V

Training and Development: Concepts–Ascertaining Training methods- Methods of Training and Development

Learning Outcomes

1. Towards carrier development as HR recruiter one should know the best practices in HR and his duties towards the employer and employee
2. This subject emphasize the strategic importance in formulating HR objectives.
3. It helps to develop the skill and ability in the achievement of competitive advantage
4. It enables the students to attend an interview.
5. It gives knowledge about the training and selection.

Reference Books:

1. Dwivedi, R.S., Text Book of Human Resource Management, Vikas Publishing House Pvt. Limited, 2013.
2. Memoria, C. B and V.S. P. Rao, Personnel Management, Himalaya Publishing House, 2012, 13th Edition
3. Ramaswamy, E. A., A Question of Balance of Labour– Management in practice, Oxford University Press
4. Venkatarathnam, C. S.& Srivastava, B. K., Personnel Management and Human Resources, Tata McGraw Hill Publishing, 1994
5. SubbaRao, P., Essentials of Human Resource Management & Industrial Relations, Himalaya Publishing House, 2014, 5th Edition.
6. Aswathappa.K., Human Resources Management – Text and Cases, McGraw Hill Education, 6th Edition, 2017.
7. Tripathi P.C., “ Human Resources Development”, Sultan Chand and sons since 1950, New Delhi, 2013.
8. Noe, Hollenbeck, Gerbant, Wright,” Fundamentals of Human Resources Management”, Mc Graw Hill, 7th Edition.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S

CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

Key: S-Strong, M-Medium/Moderate, L-Low

VALUE EDUCATION

Learning Objectives:

- 1 To inculcate the knowledge of values through education,
2. To evaluate objects among persons and situations that form part and parce of sociality.
3. It gives an insight on Human Rights.
4. It gives an knowledge on Environment and Ecological balance..
5. It gives an insight on Social Evils.

SYLLABUS

UNIT I:

Value education-its purpose and significance in the present world – Value system – The role of culture and civilization – Holistic living – balancing the outer and inner – Body, Mind and Intellectual level – Duties and responsibilities.

UNIT II:

Salient values for life – Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self esteem and self confidence, punctuality

– Time, task and resource management – Problem solving and decision making skills – Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

UNIT III:

Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam's ten points for enlightened citizenship

– Social Values and Welfare of the citizen – The role of media in value

building. UNIT IV:

Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

UNIT V: Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

Learning Outcomes:

1. It contributes in forming true human being who are able to face life and make it meaningful.
2. It brings out the values, doctrinal or ideological values, social values and aesthetic values.
3. Value Education reflects a person’s sense of right and wrong or what ought to be, like Equal rights to all.
4. It gives an insight on Human Rights and Social evils.
5. It gives an knowledge on Environmental and Ecological balance.

Books for Reference :

1. M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
4. Das, M.S. & Gupta, V.K.: Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995.
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999.
6. Ruhela, S.P: Human Values and education, Sterling Publications, New Delhi, 1986.
7. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975.
8. NCERT, Education in Values, New Delhi, 1992.
9. Swami Budhananda (1983) How to Build Character A Primer : Rmakrishna Mission, New Delhi.
10. A Culture Heritage of India (4 Vols.), Bharatiya Vidya Bhuvan, Bombay, (Selected Chapters only)
11. For Life, For the future : Reserves and Remains – UNESCO Publication.
12. Values, A Vedanta Kesari Presentation, Sri Ramakrishna Math, Chennai, 1996.
13. Swami Vivekananda, Youth and Modern India, Ramakrishna Mission, Chennai.
14. Swami Vivekananda, Call to the Youth for Nation Building, Advaita Ashrama, Calcutta.
15. Awakening Indians to India, Chinmayananda Mission, 2003.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S

CO2	S	S	S	M	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	M	S	M

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER VI

CORE XIII: MACRO ECONOMICS–II

Learning Objectives:

- To assess the impact of investment on increasing employment, output and consumption through the concept of multiplier.
- To understand the equilibrium between product and factor markets.
- Understand key models and concepts of monetary economics.
- To learn the importance of business cycles.
- To analyse the impact of fiscal, monetary and macroeconomic policies on the economy.

Syllabus

UNIT - I: Multiplier – employment and investment multiplier – leakages of multiplier – uses and limitations of multiplier – principles of accelerator and super multiplier.

UNIT - II: General Equilibrium – Equilibrium of commodity market (IS) and Money Market (LM) – Simultaneous equilibrium of commodity and money market (IS-LM) Changes in general equilibrium.

UNIT - III: Money – Fisher's quantity theory of money – Cambridge equations – Keynesian theory of money – money supply – determinants of money supply – high power money and money multiplier.

UNIT - IV: Business cycles – types – phases and effects of business cycle – inflation – Philips curve – causes and measures to control inflation.

UNIT - V: Macro-Economic policy: objectives – monetary policy – objectives – instruments – effectiveness of monetary policy – fiscal policy – objectives – monetary and fiscal mix to control inflation .

Learning Outcomes:

- Better understanding about the role of super multiplier in macro economic analysis
- Knowledge about economic fluctuations and policy measures
- Better insight of monetary and fiscal policies in handling economic fluctuations.
- Idea on government's participation in controlling business fluctuations.
- To correlate economic theories in solving macro economic problems.

Reference Books:

- Dornbusch, Rudiger, Stanley Fischer, and Richard Startz (2000). Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
- Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt.Ltd., Singapore
- Jha, Raghendra (1991). Contemporary Macroeconomic Theory and Policy, Wiley Eastern Limited, New Delhi.
- Laidler, David E.W. (1977). The Demand for Money: Theories and Evidence, Harper and Row, New York.
- Mueller, M.G. (Ed.)(1978). Readings in Macroeconomics, Surjeet Publications, New Delhi.
- Mankiw, N Gregory (2000) Macro Economics (Worth Publishers, New York)

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE XIV: FISCAL ECONOMICS –II**LEARNING OBJECTIVES:**

1. Public Debt and its effects and management of Public debt.
2. Deficit Budgeting and its role in India, Objectives of Finance Commission
3. The various objectives and instruments of Fiscal policy and Local finance and the problems of local finance
4. To know about the fiscal policy of our developing economy.
5. To analyse the latest finance commission recommendation.

Learning Outcomes:

1. Helps to know the various loans raised by the government within our country and outside the country..
- 2 .As it is a tool of financing government expenditure, it is a simple way to bridge the gap between excess government expenditure over its receipts.
3. To have a broader outlook towards government expenditure,taxation and public borrowing and the role of local finance as an important instrument of democratic self government.
- 4.More knowledge in the framework of budget and overview of current Union Budget.
5. Understand the major functions of local government sources of finance and the problems faced by it.

UNIT-I

Public Debt-Sources-Effectsofpublicdebt-Publicdebt-RepaymentofPublicdebt- Management of public debt.

UNIT-II

Budget-Deficit financing-Meaning -Objectives-Role of deficit financing in India-Effects on prices, production and distribution.

UNIT-III

Federal finance-Principles-Analysis of division of revenue, expenditure and other powers Between union, State and local Governments-Finance commission-Analysis of latest finance commission recommendation– 14th&15thFinanceCommission.

UNIT-IV

Fiscal policy - Objectives and instruments of fiscal policy– Role of Fiscal Policy in a developing economy with reference to India.

UNIT-V

Local finance –Functions - Sources of finance to local bodies – Village Panchayat- Municipalities – Corporation– Problems of Local Finance.

Reference Books:

1. Lekhi R.K and Joginder Singh (2015), Public Finance, Kalyani publishers, Delhi.
2. Musgrave. Richard and Peggy.Musgrave, (2017),Public financein Theoryand practice.Mcgraw-Hill Publications
3. Rosen, Harvey(2013),Public Finance, McGraw Hill Publications

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M

CO4	S	S	S	S	M
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

CORE XV: INTERNATIONAL ECONOMICS II
<p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Enables to learn functions and theories of exchange rates. 2. To visualise the role of foreign capital and investment in enhancing growth. 3. Role of FDI and MNC's and functions and working of international financial institutions are analysed. 4. It is concerned with economic interactions of countries and effect of international issues on the world economic activity. 5. It studies economic and political issues related to international trade and finance.

SYLLABUS

UNIT – I

Exchange Rate: Meaning-Determination of Equilibrium of exchange rate-Fixed and Flexible Exchange Rate – Managed Float.

UNIT –II

Foreign Exchange Market: Functions- Transfer function- Credit Function- Hedging Function. Theories of Exchange Rate: Mint theory-Purchasing power parity theory-Balance of Payment Theory.

UNIT –III

Role of foreign capital in economic development– issues in foreign capital in economic development – theory of direct investment– issues in foreign direct investment– Multinational Corporations- Foreign aid.

UNIT –IV

International Monetary System – IMF– SDR–International Liquidity.

UNIT–V

Trade and Development– Economic Integration, Meaning, Types– World Bank- IBRD,GATT, WTO. Structure, Objectives, Functions and Working.

Learning Outcomes:

1. Students will be able to describe the impact of global trade.
 2. Helps to evaluate various International Institutions that govern global trade.
 3. Analyse the foreign exchange market and identify regional economic integration.
 4. To visualise the role of foreign capital and investments in enhancing growth.
 5. It enables to learn the mechanics of the working of foreign exchange market.
- Reference Books:**
1. Mithani D.M., International Economics, Himalaya Publishing House, 7th Edition, 2015.
 2. Jhingan M.L., International Economics, Vrinda Publications Pvt. Ltd., 2016.
 3. Sodersten. B.O. and Geoffrey Reed, International Economics, Palgrave Macmillan, 3rd Revised Edition, 1994.
 4. Vaish M.C. and Sudama Singh, International Economics, Oxford and IBH Publishers, 2018
 5. Cherunilam Francis, International Economics, McGraw Hill Education, 5th Edition, 2017
 6. Sankaran, S., International Economics, Margham Publications, 1st Edition, 2012
 7. Mannur, H.G., International Economics, Vikas Publishing, Second Edition, 2018.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	M	M
CO4	S	S	M	S	S
CO5	S	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

ELECTIVE: HUMAN RESOURCE DEVELOPMENT II

Learning Objectives:

1. The knowledge on the potential development opportunities for future assignments
- 2 To utilize manpower resources more effectively
- 3 To provide proper job placement to employees

UNIT –I

Promotion and Career Planning: Concepts– Criteria for Promotion– Demotion.

UNIT - III

Career Planning: Concepts - Stages in Career planning–Specific problems and solutions thereof.

UNIT -III

Human Resources and Productivity: Factors of productivity–Role of the Management in increasing productivity- Organization for Productivity –Motivation for productivity- Sharing productivity gains

UNIT –IV

Building up Morale - Preparing People for Change-Worker’s Participation in Management

UNIT - V

Motivation: Concepts – Theories of Motivation–Maslow’s Hierarchy of needs- Motivation techniques.

Learning Outcomes:

1. It gives knowledge on Factors of production and management
2. It helps to solve problems in career planning.
3. To provide proper job placement to employees
4. To understand the knowledge on morale.
5. To enable knowledge on motivation.

Reference Books:

1. Dwivedi, R.S., Text Book of Human Resource management, Vikas Publishing House Pvt. Limited, 2013.
2. Memoria, C. B and V.S. P. Rao, Personnel Management, Himalaya Publishing House, 2012, 13th Edition
3. Ramaswamy, E. A., A Question of Balance of Labour– Management in practice, Oxford University Press
4. Venkatarathnam, C. S.&Srivastava, B. K., Personnel Management and Human Resources, a McGraw Hill Publishing, 1994
5. SubbaRao, P., Essentials of Human Resource Management & Industrial Relations, Himalaya Publishing House, 2014, 5th Edition.
6. Aswathappa.K., Human Resources Management – Text and Cases, McGraw Hill Education , 6th Edition, 2017.
7. Tripathi P.C., “ Human Resources Development”, Sultan Chand and sons since 1950, New Delhi, 2013.
8. Noe, Hollenbeck, Gerbant, Wright,” Fundamentals of Human Resources Management”, Mc Graw Hill, 7th Edition

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Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

ELECTIVE: PRINCIPLES OF MANAGEMENT

Learning Objectives:

- ❖ To help the students get better knowledge on evolution of management science, recent trends and challenges faced at global level.
- ❖ To impart career development stage, learning new skills and moving towards higher job responsibilities and also bringing changes in career options within the organization.
- ❖ To study recent trends including total quality management, risk management and crisis management.

syllabus

UNIT-I: Management defined-basic principles of management. The evolution of management science trends and challenges of management in global scenario.

UNIT-II: Planning: planning – first step in the process of management cycle-basic techniques of planning Basic factors involved in planning-Key planning points-psychological hazards to rational planning– strategic consideration in planning. Decision making process – Rational Decision Making.

UNIT-III: Need of organization– organizational hierarchy in large concerns– top management organization – staff units and committee –factors to be considered in the establishment of an organization Career development – career stages – training and performance appraisal.

UNIT-IV: Process of controlling – types of control – budgetary and non-budgetary – Authority relationship-line function and staff– basics of delegation of responsibility and authority. Centralization and decentralization of authority and the pros and cons of each.

UNIT-V: Span of control – Pros and cons of narrow and wide spans of control– optimum spans.

Learning Outcomes:

- ❖ Students learn why decision making is the essence of management.
- ❖ Better knowledge on the process of controlling and its components.
- ❖ Better understanding of budgetary controlling techniques involving formulation of plans using statistical data, special report analysis, internal audit and ratio analysis.

Reference Books:

1. C.B. Gupta, Management Theory & Practice -Sultan Chand & Sons-New Delhi.
2. L.M. Prasad, Principles & Practice of Management-Sultan Chand & Sons-New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Management-Tata McGraw Hill-New Delhi.
4. Wehrich and Koontz, Management– A Global Perspective
5. N.Premavathy, Principles of Management-Sri Vishnu Publication-Chennai.
6. J. Jayasankar, Business Management- Margham Publication- Chennai
7. Harold Koontz, Cyril O & Donnell (1968) : Principles of Management.
8. Charles. W.L. Hill, Stever L Mcshane, (2007), Principles of Management, McGraw Hill Education.

Mapping-Course Outcome with Programme Outcome

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	M
CO4	S	M	S	S	S
CO5	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

ASSESSMENT PATTERN

CORE PAPERS, ELECTIVE PAPERS AND EXTRA DISCIPLINARY PAPERS

FORMATIVE ASSESSMENT: 25 Marks

SUMMATIVE ASSESSMENT: 75 Marks

TOTAL: 100 Marks

FORMATIVE ASSESSMENT PATTERN

CONTINUOUS INTERNAL ASSESSMENT

Attendance (5 Marks)			Seminar	Assignment	Test		Model Exam	Total
90-100	80-90	70-80	(5 Marks)	(5 Marks)	CIA 1	CIA 2	(5 Marks)	25
					(5 Marks)			

SUMMATIVE ASSESSMENT

End Semester External University Examination: 75 MARKS

Duration 3 Hours

Part -A-(10X1=10) Answer any 10 out of 12 Questions 1-12

Part -B-(5X5=25) Answer any 5 out of 7 Questions 13-19

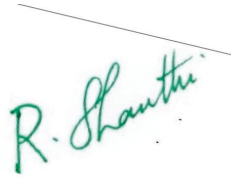
Part -C-(3X10=30) Answer any 3 out of 5 Questions 20-24

QUESTION PAPER PATTERN

Subject Name	Marks	Total	Special Instruction If Any
Language,English, Core, Allied and NME Papers	PART- A: 10 out of 12 = $10 \times 2 = 20$ marks	75	
	PART- B: 5 out of 7 = $5 \times 5 = 25$ marks		
	PART- C: 3 out of 5 = $3 \times 10 = 30$ marks		



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