



ANNA ADARSH COLLEGE FOR WOMEN

**B.COM MARKETING MANAGEMENT
SHIFT II**



ACADEMIC YEAR 2021-2022

COURSE HANDOUT

DEPARTMENT STAFFS:

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Curriculum and Syllabus for B.COM & ALLIED SUBJECTS

(With effect from the Academic Year 2020-21)

Preamble

Commerce is a subject used in different ways in different contexts. For a Business World, Commerce is the information about the Economy. For the manager of a manufacturing unit, Business unit Commerce may be the information about the planning, processing and finally Decision making control. For a entire Business World, Marketing investigating is the effects of a new product. An account is the evidence of Business efforts. For a college student, Commerce shows the grades or marks scored in a course. Thus, in all these subjects, Commerce refers to quantitative and qualitative data in the areas under study. Commerce is a subject is an important subject which is an branch of knowledge and is devoted to various techniques used in day to day life, like preparation of accounts analysis and interpretation of profit and losses. It is a science of learning from day to day economical routine happening in every part of the world. The subject provides tools for making decisions when conditions of uncertainty prevail. Hence Commerce is a tools and techniques are used in almost all fields which are indispensable for people working in fields like Industry, business, management, economics, finance, insurance, education, Direct and Indirect taxation, communication, Banking ,Law, Logistics and supply chain, Entrepreneurial Development etc. For the last two decades, large amount of data has been handled with the help of computers and more sophisticated statistical techniques can be used in an effective manner to draw valid Business decisions making. Knowledge of different aspects of Commerce has become crucial in the present scenario. There is a continuous demand for commerce people in fields of Business education, industry, software, Market research, Banking and stock Market. The syllabi of three-year B.Com& Allied degree course in Commerce are framed in such a way that the students at the end of the course, can be thorough in commercial techniques for pursuing higher studies and simultaneously can apply various subjects judiciously to a variety of subject sets to arrive at some valid solutions.

Course Structure

Some of the subjects are brought with updated changes in Law, Computer, Taxation, Banking, Entrepreneurial Development etc.

COURSE STRUCTURE:**SEMESTER I**

Course Content	Name of the Course	Ins. Hours	Credits	CIA	External	Total
PART I	Language Paper – I	6	3	25	75	100
PART II	BP2-ENG01- Communicative English I	3	3	50	50	100
PART III	BGE-CSC01 - Financial Accounting@	6	4	25	75	100
	BGE-CSC02 - Business Communication@	6	4	25	75	100
	BGE-CSA01 - Business Economics@	5	5	25	75	100
PART IV	* Basic Tamil / Advanced Tamil / NME*	-	2	25	75	100
	BP4- ECAM 01-English for Commerce and Management I	4	4	50	50	100

*NME :Choose any one from the other department

SEMESTER II

Course Content	Name of the course	Ins Hours	Credits	CIA	External	Total
PART I	Language Paper – II	6	3	25	75	100
PART II	BP2-ENG02- Communicative English II	3	3	50	50	100
PART III	BMM-DSC03 - Financial Services	6	4	25	75	100
	BMM-DSC04 - Principles of Marketing	6	4	25	75	100
	BGE-CSA02 - Indian Economy@	5	5	25	75	100
PART IV	* Basic Tamil / Advanced Tamil / NME*	-	2	25	75	100
	BP4- ECAM 02-English for Commerce and Management II	4	4	50	50	100

*NME :Choose any one from the other department

SEMESTER III

Course content	Name of subject	Ins Hrs	Credits	CIA	External	Total
PART III	BGE-CSC05 - Corporate Accounting@	6	4	25	75	100
	BGE-CSC06 - Business Laws@	6	4	25	75	100
	BGE-CSC07 - Banking Theory Law and Practice@	6	4	25	75	100
	BMM-DSC08 - Advertising & Sales Management	6	4	25	75	100
	BGE-CSA3A - Business Statistics@	6	5	25	75	100
PART IV	Environmental Studies	-	Examination will be held in Semester IV			
	Soft Skills	-	3	50	50	100

SEMESTER IV

Course content	Name of subject	Ins Hrs	Credits	CIA	External	Total
PART III	BMM-DSC09 - Product Management	6	4	25	75	100
	BGE-CSC10 - Company Law@	6	4	25	75	100
	BMM-DSC11 - Digital Marketing	6	4	25	75	100
	BMM-DSC12 - Customer Relationship Management	6	4	25	75	100
	BGE-CSA4A - Elements of Operations Research@	6	5	25	75	100
PART IV	Environmental Studies	-	2	25	75	100
	Soft Skills	-	3	50	50	100

SEMESTER V

Course content	Name of subject	Ins Hrs	Credits	CIA	External	Total
PART III	BBM-CSC13 - Cost Accounting@	6	4	25	75	100
	BMM-DSC14 - International Marketing	6	4	25	75	100
	BGE-CSC15 - Logistics and Supply Chain Management@	6	4	25	75	100
	BMM-DSC16 - Marketing Research	6	4	25	75	100
	BMM-DSE1A - Indirect Taxation (OR) BMM-DSE1B - Retail Marketing	6	5	25	75	100
PART IV	Value Education	-	2	25	75	100

SEMESTER VI

Course content	Name of subject	Ins Hr	Credits	CIA	External	Total
PART III	BMM-DSC17 - Sales and Distribution Management	6	4	25	75	100
	BGE-CSC18 - Management Accounting@	6	4	25	75	100
	BGE-CSC19 - Entrepreneurial Development@	6	4	25	75	100
	BMM-DSE2A - Services Marketing (OR)	6	5	25	75	100
	BBM-CSE2B - Computerized Accounting@			40	60	100
	BMM-DSE3A - Industrial Marketing (OR) BSM-CSE3B - Project Work@	6	5	25	75	100
PART V	Extension Activities		1			

@ - Common subject of other B.Com Degree Courses.

Course Learning Outcomes and Syllabus

Given under each subjects.

Learning outcomes:

Students will acquire

- (a) knowledge of Commerce and its scope and importance in various areas such as Production, Distribution, Stock Market, commodity market, Marketing, Agricultural, Industrial, Banking, Law and Social Sciences etc.
- (b) information about various Forms of Commercial organizations in India and their functions for societal developments,
- (c) knowledge of various types of Business Units, their organization and evaluation of summary measures such as Profit and losses, Fund flow and cash flow, Changes in Direct and Indirect taxes, New venture of Business and new handling of Business Data.
- (d) knowledge of other Allied Subjects reflecting quality characteristics including concepts of Various Subjects.
- (e) insights into preliminary exploration of different subjects.
- (f) Knowledge of Law, statistics, Operation Research, cost accounts, Management accounting, Financial and corporate accounts and other updated Taxes etc.

FIRST YEAR

Communicative English - I

I UG - B.COM / B.Sc / BCA

Semester I

Learning Objectives:

- To hone the basic communication of students and prepare them for career challenges.
- To train students on effective listening.
- Trained to better express themselves through the right choice of words for formal and informal writing and speaking.
- To nurture and develop efficient reading by introducing them to reading techniques.
- To break the barriers of public speaking and build confidence to face the audience/people.

SYLLABUS

Recommended Book: Communicative English by Tamilnadu State Council for Higher Education (TANSCHE)

Unit I (20 hours)

1. 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

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 (20 hours)

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

b. Concord

Unit III (16 hours)

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 (16 hours)

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 (18 hours)

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

Learning outcome:

- Students show progress in their ability to focus and effectively interpret other's speech.
- Significant improvement in efficient reading- both in academic and pleasure reading.
- Trained to better express themselves in different scenarios of formal and informal writing and speaking.
- Exhibit improved oral and aural skills through in-class activities and assignments.

LANGUAGE: HINDI

YEAR I/SEMESTER I

SYLLABUS

**PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER
WRITING**

LEARNING 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 - (With effect from the Academic Year 2015-2016)

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

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)

LEARNING 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.

LANGUAGE: FRENCH

YEAR I/SEMESTER I

Foundation Course: Paper I-French I

Title of the Paper : Prescribed text and Grammar-I

LEARNINGS OBJECTIVES:

In teaching French we aim to

1. Provide the learners with a basic knowledge of grammar and gradually give them an insight into the culture and literature of France
2. Enable them to comprehend the nuances of the language so they are better equipped to express themselves in French
3. Discover another world, another people, another way of life.
4. Make them more accepting of people who differ from them

Prescribed textbook:

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

LEARNINGS OUTCOMES:

Learners are able

- 1.to comprehend and express themselves well
- 2.to have an interest to look into another world
- 3.to improve communication skills
- 4.to perform well in the University exams

Recommend text : Not applicable

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 அடிப்படையைக் கற்றுத்தருதலே நோக்கமாகும்.

பாடத்திட்டம்

பாடப்பகுப்பு

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

அலகு - 1

மரபுக்கவிதை

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

1. கு.ப.ரா- கனகாம்பரம்
2. கு.அழகிரிசாமி - குமாரபுரம் ஸ்டேஷன்
3. தமிழ்ச்செல்வன் - வெயிலோடு போய்
- 4.தோப்பில் முகமது மீரான் - வட்டக்கண்ணாடி
- 5.அம்பை - பிளாஸ்டிக் டப்பாவில் பராசக்தி முதலியோர்

உரைநடை

- 1.இரா.பி.சேதுப்பிள்ளை - வண்மையும் வறுமையும்

அலகு - 4

நாடகம்

நா.முத்துசாமி - நாற்காலிக்காரர்

அலகு -5

தமிழிலக்கிய 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

மொழிப் 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

சென்னைப் 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 - 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)

FINANCIAL ACCOUNTING

YEAR: I/SEMESTER: I

LEARNING OBJECTIVES

1. To explain the purpose and functions of financial accounting.
2. To enable the students to understand the system of preparing financial statements for various types of organization in accordance with generally accepted accounting principles.
3. To enrich the students' knowledge about the system of keeping of financial accounting records.

SYLLABUS

FINANCIAL ACCOUNTING

UNIT I: Preparation of Financial Statement Final accounts of sole trading concern-Adjustments-Receipts and Payments-Income and expenditure-Balance sheet of non-trading organization.

UNIT II: Depreciation and Insurance Claims Depreciation Accounting: Depreciation- Meaning – Causes-Types-Straight Line Method-Written down value method- Concept of useful life under Companies Act 2015 Insurance Accounting: Insurance claims –Calculation of Claim Amount-Average clause (Loss of stock only)

UNIT III: Single entry system Meaning and Features of Single Entry-Defects-Difference between single entry and double entry system-Methods of calculation of Profit-Statement of Affairs Method-Conversion Method

UNIT IV: Rectification of Errors and Bank Reconciliation Statement Classification of Errors – Rectification of Errors – Preparation of Suspense a/c. Bank Reconciliation Statement – Need and preparation.

UNIT V: Hire Purchase and Instalment System Hire Purchase System- Default and repossession-Hire purchase trading account Instalment System-Calculation of Profit.

LEARNING OUTCOMES

1. Students will identify commonly used financial statements and know how information from business transactions flows in to these statements.
2. Students will learn relevant financial accounting skills to their future career in business.
3. Students will demonstrate knowledge of various accounting issues related to financial accounting.

TEXT BOOK:

- 1.Raj Kumar Sah –Concepts Building Approach to Financial Accounting – CENGAGE, New Delhi
- 2.Gupta, R.L & Gupta,V.K, Advanced Accounting, Sulthan Chand & Sons, New Delhi

BUSINESS COMMUNICATION

YEAR: I/SEMESTER: I

LEARNING OBJECTIVES:

1. To provide the students an overview of the concept of verbal and non-verbal communication
2. To impart the strategies of effective business writing.
3. To Know the basic techniques of the modern forms of communication.

SYLLABUS

UNIT I: Communication Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letters – Layout.

UNIT II: Business Letters Kinds of Business Letters: Interview – Application for a situation – Interview -Appointment – Acknowledgement – Promotion – Enquiries – Reply letter – Orders – Sales letter – Circular letter – Complaint letter.

UNIT III: Correspondence Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV: Reports and Meetings Report Writing – Meetings – Agenda - Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V: Forms of Communication Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites – uses of the various forms of communication.

LEARNING OUTCOMES:

1. Students will understand the concept of communication and demonstrate effective oral and written communication skills in the professional context.
2. Students can enhance their critical thinking by designing and developing clean and articulate writing skills.
3. Students will become familiarize with modern form of communication.

TEXT BOOK:

1. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.
2. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
3. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.

ALLIED: BUSINESS ECONOMICS

YEAR: I/SEMESTER: I

LEARNING OBJECTIVES

- 1.To facilitate the students to understand the term and definition of Economics.
- 2.To know the basic concepts in Economics such as demand, supply, efficiency, cost, Market structure.
- 3.To make the students to understand about consumer behaviour with the help of utility theories.
- 4.To enable the students to be familiar with the concepts of production function.
- 5.To equip the students with the knowledge of pricing strategies in various markets

SYLLABUS

UNIT-I Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.

UNIT-II Demand and Supply Functions: - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium.

UNIT-III Consumer Behaviour : Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium.

UNIT-IV Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale - Cost Classification – Break Even Analysis.

UNIT-V Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods.

LEARNING OUTCOMES

- 1.The students will understand the term Economics and definitions of Economics.
- 2.The students will be aware of the basic concepts in Economics and familiarize with the phases of Business Cycle theory.
- 3.The students will gain knowledge about the theories of consumer behavior.
- 4.The students will be aware of the concepts of production function.
- 5.The students will learn the pricing methods of various Markets.

RECOMMENDED TEXTS

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. H.L.Ahuja, Business Economics–Micro & Macro-Sultan Chand & Sons-New Delhi.

NON-MAJOR ELECTIVE – HTML(NME1C)

YEAR: I/SEMESTER: I

LEARNING OBJECTIVE:

- This course introduces to the tags used in HTML

UNIT I:

Introduction : Web Basics: What is Internet – Web browsers – What is Web page – HTML Basics: Understanding tags.

UNIT II:

Tags for Document structure(HTML, Head, Body Tag). Block level text elements: Headings paragraph(<p> tag) – Font style elements: (bold, italic, font, small, strong, strike, big tags)

UNIT III:

Lists: Types of lists: Ordered, Unordered – Nesting Lists – Other tags: Marquee, HR, BR- Using Images– Creating Hyperlinks.

UNIT IV:

Tables: Creating basic Table, Table elements, Caption – Table and cell alignment – Rowspan, Colspan – Cell padding.

UNIT V:

Frames: Frameset – Targeted Links – No frame – Forms : Input, Textarea, Select, Option.

LEARNING OUTCOMES

- To use Knowledge of HTML and the basic tools that every Web page coder needs to know
- To implement modern Web pages with HTML

RECOMMENDED TEXTS:

1. Laura Lemay, *“HTML Complete Reference, Teach Yourself Web Publishing with HTML”*.

REFERENCE BOOKS:

1. E Stephen Mack, Janan Platt , *“HTML”*.

WEB REFERENCE:

- Ø NPTEL & MOOC courses titled HTML.
- Ø <https://www.codecademy.com/learn/learn-html>

PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT

SEMESTER - I

INTRODUCTION

In view of increasing demand to learn English as a tool for academic and global communication, and the persistent emphasis on training learners to acquire the essential language skills for the industry, the syllabus for Professional English for Commerce and Management has been designed to address competency in core subjects.

COURSE OBJECTIVES:

The language course will help learners to,

- Improve the language proficiency of the ESL learners by emphasising LSRW (Listening, Speaking, Reading and Writing) skills.
- Equip learners to comprehend subject specific text through ESP (English for Specific Purpose)
- To focus on sharpening learners 'critical and problem-solving skills and to make them culturally aware of the target situation beyond classroom learning.

SYLLABUS

Recommended Book: Professional English for Commerce and Management-I
by Tamil Nadu State Council for Higher Education (TANSICHE)

UNIT 1: COMMUNICATION (10 hours)

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 (10 hours)

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 4: PRESENTATION SKILLS (10 hours)

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations, Interpreting Visual Inputs

Vocabulary: Register specific -Incorporated into the LSRW tasks

LEARNING OUTCOMES:

Upon completion of the programme, the ESL learner will be able to,

- Use the English language for speaking with confidence and effectively.
- Understand the significance of writing techniques for both academic and industry.
- Comprehend the role of reading and listening skill to improve one's language and communication skill.

சென்னைப் பல்கலைக்கழகம்
அடிப்படைத்தமிழ் - நோக்கும் கற்றல் பயன்பாடும்
அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை
தமிழ்த்துறை
முதலாமாண்டு (2021 -2022)
அடிப்படைத் தமிழ் - முதல் பருவம்

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 சொல், 3. இடை சொல், 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

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

- I. இலக்கியம்
- II. அதைச் சார்ந்த தமிழிலக்கிய வரலாறு
- III. 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, சொல்வளம், 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)

COMMUNICATIVE ENGLISH - II
I UG - B.COM / B.Sc / BCA
Semester II

Course Objectives:

- To train students on functional English including language proficiency- Grammar & Vocabulary building.
- To equip them with essential career/job oriented skills - Presentation (PPT techniques), formal communication (email, report writing, etc)
- To teach them formal meeting etiquettes: both face-face and virtual mode.
- To prep students to face interviews.
- Encourage and guide students on opinion writing, reviews and feature writing.

Recommended Book:

Communicative English - Semester II - E book by Tamil Nadu State Council For Higher Education (TANSICHE)

SYLLABUS

Unit I (18 hours)

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 (20 hours)

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

- a. Idioms & Phrases

4. Grammar in Context Conjunctions

and Interjection

Unit III (18 hours)

1. Listening and Speaking

- a. Listening to Ted talks
- b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds
- c. Interactions during and after the presentations

2. Reading and writing

- a. Writing emails of complaint
- b. Reading aloud famous speeches

3. Word Power

- a. One Word Substitution

4. Grammar in Context: Sentence Patterns

Unit IV (16 hours)

1. Listening and Speaking

a. Participating in a meeting: face to face and online

b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.

2. Reading and Writing

a. Reading visual texts – advertisements

b. Preparing first drafts of short assignments

3. Word Power

a. Denotation and Connotation

4. Grammar in Context: Sentence Types

Unit V (18 hours)

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

4. Grammar in Context: Working With Clauses

Learning outcomes:

- Students show progress in language proficiency.
- Better equipped with necessary job skills.
- Show confidence to face job interviews.

- Encouraged to voice their thoughts, students began to express themselves through blog writing, articles contribution, online reviewing of products and films.
- Show better understanding of nuances in formal communication and etiquettes.

LANGUAGE: HINDI

I YEAR – 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.

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

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

Edited By: Devendra Raj Ankur, Mahesh AanandVaniprakashan,
4695, 21-A Dariyagunj,; New Delhi – 110 002

LESSONS PRESCRIBED :

1. Aurangzeb 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. Annapurn

LESSONS PRESCRIBED :

1. Mukthidhan
2. Mithayeewala

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)

LEARNING 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.
4. Understanding the importance of art of translation.

LANGUAGE:FRENCH

Foundation Course: 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

Prescribed textbook:

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

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

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

NON-MAJOR ELECTIVE - HTML (BCE-NME2C)

I YEAR / II SEM

LEARNING OBJECTIVE:

- This course introduces to the programming in HTML

LIST OF EXERCISES:

1. Write a script to create an array of 10 elements and display its contents.
2. Create a simple calculator using form fields. Have two fields for number entry and one field for the result. Allow the user to be able to use plus, minus, multiply and divide.
3. Create a document and add a link to it. When the user moves the mouse over the link, it should load the linked document on its own. (user is not required to click on the link)
4. Create a document which opens a new window without a toolbar, address bar or a status bar that unloads itself after one minute.
5. Design an HTML page that includes document structure tags, title, line break, multiple headings and link to e-mail address.
6. Create an HTML file which is the main page with an image and some text messages along with hyperlinks which is linked to various pages. The navigation should be such that the links take you to the appropriate page and then back to the main page.
7. Create a HTML page to demonstrate the usage of Frames. Choose the content of the page on your own.
8. Design an application for pay slip through HTML forms.

LEARNING OUTCOME:

- To implement modern Web pages with HTML

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT

I YEAR/II SEM

● INTRODUCTION

The Professional English course for Commerce and Management is committed to develop the professional standards of communication in learners across various disciplines. The aim of this course is to create critical thinkers making them aware of the social and cultural changes taking place around them and to completely equip them to face industrial challenges.

● COURSE OBJECTIVE

The language course will help learners to,

- attain and enhance competence in the LSRW (Listening, Speaking, Reading and Writing) skills and use them effectively in the communicative contexts such as writing assignments and class activities.
- develop vocabulary and grammatical forms in the English language.
- improve writing skill by getting exposed to the latest technology in writing style such as Blogs.

SYLLABUS

Recommended Book: Professional English for Commerce and Management-II
by Tamil Nadu State Council for Higher Education (TANSCHE)

UNIT 1: COMMUNICATIVE COMPETENCIES (10 hours)

Listening: Listening to audio text and answering questions

Speaking: Group work.

Reading: Answer the following questions based on the reading

Comprehension

Writing: Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: Persuasive Communication (10 hours)

Listening: Listening to audio clip on persuasive communication and answer the questions given.

Speaking: Role play (formal context)

Reading: Skimming/Scanning

Writing: Process Description

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: Digital Competence (10 hours)

Listening: Active Listening

Speaking: Interviews.

Reading: Reading article on Digital Competence

Writing: creating a vlog , website Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 4: Creativity and Imagination

Creative thinking in communication

Creative thinking in Decision making

Creative Thinking in Developing leadership Skills

Unit 5: Workplace Communication – An Overview

The Methods of Communication

Speaking Skills, Reading and Writing Skills

LEARNING OUTCOME

Upon completion of the course, the ESL learner will be able to,

- revamp their reading skill by exploring various genres of discipline.
- write a research paper on their respective subject by implementing intensive and extensive reading techniques.
- do a presentation in class enhancing their public speaking abilities integrating the subject knowledge along with the acquired presentation skills.

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 ஆழ 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)

II தமிழிலக்கிய வரலாறு

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

III 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)

சென்னைப் பல்கலைக்கழகம்

அடிப்படைத்தமிழ் - நோக்கும் கற்றல் பயன்பாடும்

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை

முதலாமாண்டு (2021 -2022)

அடிப்படைத் தமிழ் - இரண்டாம்பருவம்

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 இரண்டாம் பருவத்தில் தமிழ் மொழியிலுள்ள சிறு சிறு இலக்கியப்பகுதிகளைப் படிப்பர். சிறு கதைகள், சுற்றுலாத்தலங்கள், 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

அ. தமிழ் இலக்கிய வரலாறு - இலக்கியங்கள் புலவர்கள்

ஆ.தமிழக வரலாறு - வரலாற்றுச் சின்னங்கள்- சுற்றுலாத்தலங்கள்- அலுவலகப்

பெயர்கள்

இ.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 - 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 -

கனியன்பூங்குன்றனார்

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)

FINANCIAL SERVICES

YEAR: I/SEMESTER: II

LEARNING OBJECTIVES

1. To enable the students to understand the constituents and growth of financial services in India.
2. To facilitate the understanding of Indian capital market.
3. To educate the students about investment nurturing methods.

SYLLABUS

UNIT I: Introduction Financial Services - Concept - Objectives - Functions - Characteristics - Financial Services Market - Concept - Constituents- Growth of Financial Services in India - Financial Services Sector Problems - Financial Services Environment - The Forces - Players in Financial Markets - Interest Rate Determination - Macro Economic Aggregates in India.

UNIT II: Merchant Banking and Public Issue Management Definition - Functions- Merchant Bankers Code of Conduct - Public Issue Management - Concept - Functions - Categories of Securities Issue - Mechanics of Public Issue Management - Issue Manager - Role of issue Manager - Marketing of Issue - New Issues Market Vs Secondary Market - Underwriting - Types- Benefits Functions.

UNIT III: Money Market and Stock Exchange Characteristics - Functions - Indian Capital Market - Constituents of Indian Capital Market - New Financial Institutions and Instruments - Investor Protection - Stock Exchange - Functions - Services - Features - Role - Stock Exchange Traders - Regulations of Stock Exchanges - Depository - SEBI - Functions and Working.

UNIT IV: Leasing Characteristics - Types - Participants - Myths about Leasing - Hire Purchase – Lease Financing Vs Hire Purchase Financing - Factoring - Mechanism - Functions of a Factor - Factoring - Players - Types - Operational Profile of Indian Factoring - Operational Problems in Indian Factoring - Factoring Vs bills Discounting - Consumer Finance - Mechanics - Sources - Modes - Demand for Consumer Finance - Factors - Consumer Finance Insurance.

UNIT V: Venture Capital Origin and Growth of Venture Capital - Investment Nurturing Methods - Mutual Funds - Portfolio Management Process in Mutual Funds- Credit Rating System- Growth Factors - Credit Rating Process - Global and Domestic Credit Rating agencies - Principles of Insurance - Life and Non - Life Insurance - IRDA - Powers- Pension Fund - Objectives- Functions - Features - Types - Chilean Model - Pension Investment Policy - Pension Financing.

LEARNING OUTCOMES

1. students able to understand financial services environment and the key players in financial markets.
2. Students will understand the functions and working of financial institutions and stock exchanges.
3. Students gain knowledge on mutual funds and credit rating process.

TEXT BOOKS:

1. Michael W. Brandt – Money, Banking, Financial Markets and Institutions –Cengage, New Delhi
2. Gurusamy S, Essentials of Financial Services, Vijay Nicole Imprints, Chennai, 2014

PRINCIPLES OF MARKETING

YEAR: I/SEMESTER: II

LEARNING OBJECTIVES

1. To make the students understand the importance and role of marketing in global world.
2. To develop an understanding of the decision-making process of buyers.
3. To discuss the functions involved in distinctive channel.

SYLLABUS

UNIT I: Introduction Marketing - Meaning - Definition and Functions of Marketing - Marketing Orientation - Role and Importance of Marketing - Classification of Markets.

UNIT II: Market Segmentation and Consumer Behaviour Market Segmentation - Concept - Benefits - Basis and Levels. Introduction to Consumer behaviour - Need for study - Consumer Buying Decision Process - Buying Motives. Marketing Research - MIS - Meaning and Differences.

UNIT III: Marketing Mix and Product Policy Marketing Mix - Meaning - Product - Introduction - Product policy - Product Planning - Stages of New Product Development - Introduction to PLC - Packaging - Branding - Labelling - Product Mix - Price - Pricing Policies and Methods.

UNIT IV: Channels of Distribution Channels of Distribution - Levels - Channel Members - Promotion - Communication Mix - Basics of Advertising, Sales Promotion and Personal Selling.

UNIT V: Recent Trends in Marketing E - Marketing - Online Retailing - shopping malls - Consumer Protection Act - Salient Features - Consumerization - Consumer Rights, Consumer Grievance Redressal Forums- Role of social media in Marketing.

LEARNING OUTCOMES

1. Students will understand fundamental marketing concepts and principles in areas of marketing.
2. Students will apply conceptual knowledge and analytical skills to analyze buyer behavior in making strategic and tactical marketing decisions.
3. Students will identify the cost and benefits of marketing channels.

RECOMMENDED BOOKS:

1. Dawn iacobucci , Anupama Vohra – Marketing Management – CENGAGE, New Delhi.
2. William M.pride , O.C.Ferrell –Principles of marketing - CENGAGE, New Delhi.

ALLIED: INDIAN ECONOMY

YEAR: I/SEMESTER: II

LEARNING OBJECTIVES

- 1.To make the students to gain fundamental knowledge of Economic Developments and indicators of Economic Development.
- 2.To make the students to understand the major Economic problems like Population, unemployment, poverty, inequality.
- 3.To explain the role of Agricultural sector towards economic development.
- 4.To explain the role of Industries in Economic Development.
- 5.To teach the Five-Year Plans in India post-Independence and present plan of NITI AYOJ

SYLLABUS

UNIT I: Economic Growth and Economic Development- Transition on Indian Economy-Indian Economy from 1950.- Indicators of economic development- National Income- Basic Concepts and computation of national income.

UNIT II: Major problems of Indian Economy- Human Development Index. Present Scenarios of population, unemployment, Poverty and inequality. Demographic trends in Population. Measures to control the population-Foreign trade

UNIT III: Agriculture: Contribution to economic development- Green Revolution- Organic farming- Food policy and public distribution system.

UNIT IV: Industry- Role of industries in economic development-large scale industries and small-scale industries- New Economic Policy 1991- Industrial development before and after globalization in India.

UNIT V: Five-year plans in India- Achievement and strategy and failures- Nidhi Aayog.

LERANING OUTCOMES

- 1.The students will gain knowledge of Economic Development and various indicators of Economic Development.
- 2.The students will understand the major Economic problems like Population, unemployment, poverty, inequality.
- 3.The students will learn the role of Agricultural sector towards economic development.
- 4.The students will understand the role of Industries in Economic Development.
- 5.The students will able be aware of Five-Year Plans in India post-Independence and present plan of NITI AYOOG

RECOMMENDED TEXTS

1. I.C. Dingra, Indian Economy
2. Ruddar Datt & K.P.M. Sundharam, Indian Economy - S.Chand & Sons - New Delhi.

SECOND YEAR

CORPORATE ACCOUNTING

YEAR: II/SEMESTER: III

LEARNING OBJECTIVES

- 1.To enable the students to understand the accounting concepts of shares and debentures.
2. To enable the students to prepare final accounts.
- 3.To enable the students to identify the need of valuing goodwill and shares.

SYLLABUS

UNIT – I Share Capital Issue of Shares - Types of Shares – Forfeiture of Shares- Reissue of Shares- Redemption of Preference Shares.

UNIT – II Debentures & Underwriting Issue of Debentures – Redemption of Debentures- Profit prior to incorporation. Underwriting of Shares & Debentures.

UNIT – III Final Accounts Final Accounts - Preparation of Profit & Loss account and Balance sheet- Managerial Remuneration.

UNIT –IV Valuation of Goodwill & Shares Valuation of Goodwill & Shares – Meaning – Methods of valuation.

UNIT – V Accounting for Insurance Companies Insurance Accounts- Types- Final accounts of Life Insurance- Profit determination of Life Insurance.

LEARNING OUTCOMES

- 1.Students will gain knowledge on the accounting procedure for application and allotment of shares and the related accounting aspects.
- 2.Students will understand the adjustments relating to the preparation of company final accounts.
3. Students will be able to calculate the value of goodwill and shares by different methods.

TEXT BOOK:

1. Raj Kumar Sah-Concepts Building Approach to Corporate Accounting-Cengage,New Delhi.
2. Gupta,R.L & Radhaswamy, M ,Advanced Accounts, Sulthan Chand, New Delhi.

BUSINESS LAW

YEAR: II/SEMESTER: III

LEARNING OBJECTIVES

1. To gain understanding on the provisions of Indian Contract Act.
2. To educate students about Sale of Goods Act.
3. To enable students to understand the contemporary issues in business law.

SYLLABUS

UNIT I: Indian Contract Act -Formation-Nature and Elements of Contract – Classification of Contracts, Contract Vs Agreement.

UNIT II: Offer – Definition – Forms of offer – Requirements of a Valid Offer. Acceptance – Meaning - Legal rules as to a Valid Acceptance. Consideration – Definition – Types - Essentials. Capacity of Parties – Definition – Persons Competent to contract. Free consent – Coercion – Undue Influence – Fraud – Misrepresentation - Mistake. Legality of object - Void agreements Unlawful Agreements.

UNIT III: Performance of Contract Performance of Contracts – Actual Performance – Attempted Performance - Tender. Quasi Contract – Definition and Essentials. Discharge of Contract - Modes of Discharge – Breach of Contract – Remedies available for Breach of Contract.

UNIT IV: Sale of Goods Act Sale – Contract of Sale – Sale Vs Agreement to Sell – Meaning of Goods – Conditions and Warranty – Caveat Emptor – Exceptions of Caveat Emptor – Buyer and Seller of Goods - Unpaid Seller – Definition – Rights of an Unpaid Seller.

UNIT V: Contemporary Issues in Business Law Right to Information Act, 2005 - Meaning of 'Information', 'Right to Information' 35 -Need for Right to Information. Public Information - Request for obtaining information. Grounds for rejection of information. Central Information Commission - Constitution and powers. Information Technology Act - Purpose and significance. Cyber Crimes - Types of crimes, nature and punishment Intellectual Property Law - Patent, trademark, copyright and industrial design and laws of Insurance.

LEARNING OUTCOMES

1. Students will understand the basic provisions of Law, nature and elements of Contract.
2. Students will gain knowledge on contract of sale and rights of unpaid seller.
3. Students will understand the legal remedies available in the law to the business and other people.

RECOMMENDED TEXT:

1. Dr. Rajni Jagota – Business Laws – CENGAGE, New Delhi.

BANKING THEORY LAW AND PRACTICE

YEAR: II/SEMESTER: III

LEARNING OBJECTIVES

1. To enable the students to understand the origin and growth of Indian Banking System.
2. To enable students to acquire knowledge of working of Indian Banking system.
3. To discuss bank lending policies and procedures.

SYLLABUS

BANKING THEORY LAW & PRACTICE

UNIT-I: Introduction to Banking History of Banking- Components of Indian banking -Indian Banking System-Phases of development-Banking structure in India-Payment banks and small banks-Commercial Banking Definition-Classification of banks. Banking System- Universal Banking-Commercial Banking Functions-Role of Banks in Economic Development. Central Banking-Definition –Need Principles- Central Banking Vs Commercial Banking-Functions of Central bank.

UNIT-II: RBI Establishment-objective-Legal framework-Functions-SBI-Origin and History-Establishment Indian subsidiaries-Foreign subsidiaries-Non-Banking-Subsidiaries-Personal banking International banking-Trade Financing-Correspondent banking Co-operative banks-Meaning and definition-Features-Co-operative banks vs Commercial banks-Structure.-NBFC-Role of NBFCRBI Regulations-Financial sector reforms-Sukhmoy committee 1985-Narasimham committee I and II-Prudential norms: capital adequacy norms-classification of assets and provisioning.

UNIT-III: E-Banking Meaning-Services-e-bankingandFinancialservices-Initiatives-Opportunities-Internet bankingMeaning-InternetbankingVsTraditionalbanking-Services-Drawbacks-Frauds in Internet banking. Mobile banking–Anywhere Banking-Any Time Banking-Electronic Mobile Wallets. ATM Evolution -Concept-Features - Types-. Electronicmoney-Meaning-Categories-Meritsofe-moneyElectronicFunds Transfer (EFT)system - Meaning- Steps–Benefits-Monetary policies- final sector reforms- sakmoy chakrevarthy committee 1985-Narasiman Committee I & II prudential norms capital adequacy norms- classification of assets & provisionary meaning Structure of Interest rates (short and long term)-impacts on saving and borrowings.

UNIT IV: Bank Account Opening – Types of Accounts-FDR-Steps in opening Account-Saving vs Current Account- ‘Donatio Mortis Causa’ - Passbook-Bank Customer Relationship-Special Types of currents-KYC norms. Bank Lending –Lending Sources-Bank Lending Principles-Forms

of lending-Loan evaluation process-securities of lending-Factors influencing bank lending – Negotiable Instruments –Meaning –Characteristics-Types. Crossing –Definition –Objectives-Crossing and negotiability-Consequences of Crossing.

UNIT-V: Endorsement Meaning-Components-Kinds of Endorsements-Cheques payable to fictitious person Endorsement by legal representative –Negotiation bank-effect of endorsement-Rules regarding endorsement. Paying banker-Banker’s duty-Dishonouring of Cheques-Discharge of paying banks Payments of a crossed cheque payment. Collecting bankers-Statutory protection under section 85-Refusal of cheques Payment. Collecting Banker-Statutory protection under section 131- Collecting bankers’ duty –RBI instruction –Paying Banker Vs Collecting Banker-Customer Grievances-Grievance redressal –Banking Ombudsman.

LEARNING OUTCOME

- 1.Students able to understand the history of banking and role of banks in economic development.
2. Students will understand the working of Cooperative banks, State Bank of India and Reserve Bank of India.
- 3.Students gain knowledge on the factors influencing bank lending and loan evaluation process.

TEXT BOOKS:

1. Michael W. Brandi – Money, Banking, Financial Markets and Institutions –Cengage , New Delhi
2. Gurusamy S, Banking Theory: Law and Practice, Vijay Nicole Publication, 2015, Chennai

ADVERTISING AND SALES MANAGEMENT

YEAR: II/SEMESTER: III

LEARNING OBJECTIVES

1. To enable the students, understand the elements of advertising in the business world.
2. To impart the students, understand the various Techniques of Sales Promotion appeals.
3. To learn the ethics in advertisement.

SYLLABUS

ADVERTISING & SALES MANAGEMENT

UNIT- I Advertising, Objectives, Task and Process Market Segmentation and Target Audience - Message and Copy Development.

UNIT- II Mass Media Selection, Planning and Scheduling - We Advertising - Integrated Programme and Budget Planning - Implementing the Programme - Coordination and Control.

UNIT -III Advertising Agencies Advertising Agencies- Organisation and Operation.

UNIT - IV Sales Promotion Sales Promotion Why and When Sales Promotion Activities, Consumer and Sales Channel Oriented - Planning, Budgeting and Implementing and Controlling Campaigns.

UNIT - V Control: Measurement of Effectiveness- Ethics, Economics and Social Relevance.

LEARNING OUTCOMES

1. Students will understand the use of advertising and make decisions regarding the most feasible advertising appeal.
2. Students will identify the customer-oriented promotion techniques and the sales-oriented promotion techniques and appropriate selection of media.
3. Students can creatively solve ethical problems facing the advertising industry.

RECOMMENDED TEXTS

1. Batra, Myers and Baker, Advertising Management, Prentice Hall of India, 2002.
2. Belch, Advertising and Promotion, Tata Mc Graw Hill, Rodric White, Advertising McGrawHill.

ALLIED: BUSINESS STATISTICS

YEAR: II/SEMESTER: III

LEARNING OBJECTIVES:

- To enable the students to understand the significance and use Of Statistics in today's world.
- To Customize the Importance of Business Statistics for the Commerce Students

SYLLABUS

UNIT-I Introduction

Meaning and Definition of Statistics- Collection and Tabulation of Statistical Data- Presentation of Statistical Data-Graphs and Diagrams

UNIT-II Measures of Central Tendency and Measures of Variation

Measures of Central Tendency- Arithmetic Mean, Median, Mode, Harmonic Mean and Geometric Mean. Measures of Variation- Standard Deviation -Mean Deviation- Quartile Deviation- Skewness and Kurtosis- Lorenz Curve

UNIT-III Correlation and Regression Analysis

Simple Correlation-Scatter Diagram- Karl Pearson's Correlation- Spearman's Rank Correlation-Regression- Meaning-Linear Regression.

UNIT- IV Time Series

Analysis of Time Series-Causes of Variation in Time Series Data -Components of Time Series- Additive and Multiplicative Models- Determination of Trend By Semi Average, Moving Average and Least Square(Linear Second Degree And Exponential) Methods- Computation of Seasonal Indices By Simple Average, Ratio to Moving Average, Ratio to Trend and Link Relative Methods.

UNIT-V Index Numbers

Meaning and Types of Index Numbers-Problems in Construction of Index Numbers- Methods of Construction of Price and Quantity Indices- Test of Adequacy- Errors in Index Numbers- Chain Base Index Numbers- Base Shifting -Splicing -Deflation -Customer Price Index and Its Uses-Statistical Quality Control.

LEARNING OUTCOMES:

- The students will be able to understand the necessity of statistics.
- The students will learn the mechanisms of Central Tendency, Correlation and Regression Analysis.
- The students will come to know about the significance of time series and index numbers.

RECOMMENDED TEXT:

1. Business Statistics – P.R.Vittal – Margham Publications

PERSONALITY ENRICHMENT – LEVEL I
YEAR: II/SEMESTER: III

LEARNING OBJECTIVES:

- To enable the students to understand the concepts of self-awareness and self-disclosure.
- To enable the students to understand the interpersonal effectiveness and the nature of stress

Unit I:

Self Disclosure Characteristics of self disclosure – Self disclosure benefits and appropriateness – Self disclosure and self awareness – Self disclosure and feedback.

Exercise:

1. Self Description– Reflect and answer the following questions on a sheet of paper about yourself: Who am I? What am I like? How do others perceive me? What are my strengths as a person? In what areas do I want to develop greater skills?
2. Adjective Checklist – the following exercise is aimed at providing an opportunity for participants to disclose their view of themselves to the other members of their group and to receive feedback on how the other group members perceive them.
3. Self Disclosure and Self Awareness – the purpose of this exercise is to allow participants to focus on the areas as described in the Johari Window.

Unit II:

Anger, Stress and Managing Feelings The nature of stress- managing stress through social support systems – the nature of anger – guidelines for managing anger constructively – dealing with an angry person

Exercise:

1. Handling put downs techniques practiced through role plays.
2. changing your feelings discuss how people can make their assumptions more constructively.
3. defusing the Bomb exercise discuss how one can manage provocations.

Unit III:

Interpersonal Effectiveness Managing anxiety and fear – Breathing – an antidote to stress – progressive muscle relaxation – understanding your shyness – building one’ self esteem – avoiding self blame – taking risks, tolerating failure, persisting and celebrating success – self talk.

Exercise:

1. being positive about yourself
2. Understanding your shyness analyze the social situation of shyness and the causes of your shyness.
3. Systematic Muscle Relaxation train one in the procedure for systematic muscle relaxation.
4. Learning how to breathe deeply help one to relax systematically when one is anxious by controlling one’s breathing.

Unit IV:

Study Skills Importance of study environment – using VCR3 to increase memory power: visualizing, concentrating, relating, repeating, reviewing- memory hindrances – memory helpers – knowing vs

memorizing – memory and studying – the SQ3R method; survey, write questions, read, recite , review – mnemonic devices – rhymes – acronyms – pegging – cooperative learning .

Exercise:

1. Using the techniques of memory enhancers to review your classroom and textbook notes

Unit V:

Goal Setting and Managing Time The basis of effective goals – steps to be followed to obtain optimum results from goal setting – Identifying the reasons for procrastination – guidelines to overcome procrastination – priority management at home and college

Exercise:

1. Steps to prepare one's short term goals and long term goals.
2. Role play activity through reflection of identifying how priority management affect one's ability to live a balanced life.

LEARNING OUTCOMES:

- The students will be able to understand the necessity of self-awareness.
- The students will learn how to overcome failures and able to identify the reason for procrastination

RECOMMENDED TEXTS:

1. Sherfield, R. M. ; Montgomery, R.J. and Moody, P, G. (2010). Developing Soft Skills. 4 thed. New Delhi: Pearson.
2. Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.

ENVIRONMENTAL STUDIES PROGRAMME

YEAR: II/SEMESTER: III/IV

LEARNINGS OBJECTIVES:

1. To understand about the importance of environmental studies and sustainability development.
2. To enable the students to understand the functions of eco system

SYLLABUS

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; concept of sustainability and sustainable development.

Unit 2: Ecosystem (2 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: Food chains, food webs and ecological succession, Case studies of the following ecosystem:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3: Natural Resources: Renewable and Non – renewable Resources (6 lectures)

- Land resources and land use change: Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state).
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation (8 lecturers)

- Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots

- India as a mega- biodiversity nation, Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution (8 lecturers)

Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution.

- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies

LEARNINGS OUTCOMES:

1. Students will understand the multidisciplinary nature of environmental studies.
2. Students will understand the different types of environmental pollution, its causes and controls.

PRODUCT MANAGEMENT

YEAR: II/SEMESTER: IV

LEARNING OBJECTIVES

1. To enable the students to learn the Techniques of Products' Mechanism.
2. To expose the students to learn the area of Product life cycle.
3. To impart students develop value and market-based product pricing.

SYLLABUS

UNIT I: Introduction What is Product? - Classification of Product - Relationship of Product and Market – Product Decisions- Product - Product mix - Approaches BCG, GE etc. for Product Decisions.

UNIT II: Product Management of Existing Products - Product life cycle - Positioning - Product Modification Product Development.

UNIT III: New Product Management New Product Management - Innovation - Creating Value Opportunity Identification – New Product Introduction Process.

UNIT IV: Pricing & Branding Differentiation - Branding - Packaging - Pricing - Advertising - Distribution – Marketing Research.

UNIT V: Product Marketing Analysis Product Market Analysis of Different Products - FMCG - Consumer Durables – Credit Cards - New Challenges for Marketers in India.

LEARNING OUTCOMES

Students obtain deep understanding of product management and product development process from market research.

Students learn about product lifecycle management and portfolio planning

Students Understand customer needs and competitive position and build products with sustainable competitive advantage.

RECOMMENDED TEXT:

1. William L. Moore and Edgar A. Pessemier, Product Planning and Management, McGraw Hill
2. Karl T. Ulrich and Steven D. Eppinger, Product Design and Development, McGraw Hill
3. Anandan C, Prasanna Mohan and Raj M, Product Management, Vijay Nicole Imprints Pvt. Ltd. Chennai

COMPANY LAW

YEAR: II/SEMESTER: IV

LEARNING OBJECTIVES

1. To provide the knowledge of company, shares and kinds of the company.
2. To enlighten the students on the provisions governing the company law the recent amendments to companies Act.
3. To impart the students, understand the winding up of company.

SYLLABUS

UNIT I: Joint Stock Company Meaning-Kinds of companies (Special Provisions with respect to Private Company, Public Company, One Person Company, Small Company, Dormant Company) Formation – Memorandum of Association- Contents- Restriction on “Other Objects”- Doctrine of Ultra Vires- Articles of Association-Contents- Prospectus-contents-Types(Statement in Lieu of Prospectus, Shelf Prospectus, Red Herring Prospectus)-Underwriting-Book Building Process Green Shoe option- E-Flying – Dematerialisation.

UNIT II: Share Capital and Debentures Meaning of Shares – Kinds of Shares- Voting rights – Issue of Shares at a Premium and Discount – Partly paid shares- Bonus Shares- Rights shares – Sweat Equity Shares. Debentures – Meaning–Types.

UNIT III- Managerial Personnel Directors – Women Directors – Independent Directors- director Identification Number- Other Key Managerial Personnel- Related Party Transactions.

UNIT IV- Meetings and Resolutions Meeting - Statutory Meeting – Annual general meeting – Extraordinary general Meeting - Notice of meeting- Quorum- Proxy- Board of Directors Meeting- committee- Types of Committees- Corporate Social Responsibility committee. Resolutions – Ordinary & Special - Resolution requiring special notice.

UNIT V- Winding up of company Modes of winding up – winding up by the court – Voluntary winding up – Types – Members’ voluntary winding up – Creditors’ voluntary winding up. National company Law- Appellate Tribunal.

LEARNING OUTCOMES

1. Students will gain knowledge about concept of company, shares and the content of articles of association and prospectus.
2. Students would have in depth understanding of laws relating to company and gain knowledge on Company Law provisions and amendments.
3. Students acquire knowledge about the regulatory framework of different modes of winding up of company.

TEXT BOOK:

1. Reena Chadha ,Sumant Chadha – Company Law –Cengage, New Delhi

DIGITAL MARKETING

YEAR: II/SEMESTER: IV

LEARNING OBJECTIVES

1. To impart students the significance of Digital Marketing as a core driver of overall Marketing Strategy
2. To impart the knowledge on tools and Techniques for Digital Marketing
3. To enable the students to analyze consumer data to make informed digital marketing decisions.

SYLLABUS

DIGITAL MARKETING

UNIT I Introduction to Digital Marketing: Introduction to Digital Marketing – Key Concepts – Traditional v/s Digital Marketing – Characteristics of Digital Marketing – Opportunity of Digital Marketing – Implications of Digital Marketing

UNIT II Website and Search Engine Optimization (SEO): Website Development Fundamentals – Key SEO Concepts - Mechanics of Search – The SEO Process – SEO Site Map – SEO Google Search – Customer Insights – Meta Tags – Keyword Research and Selection – Search Marketing Basics (Pay Per Click Concepts)

UNIT III Email Marketing and Digital Display Campaign: Key Email Marketing Concepts – Campaign Process – Online Data Capture – Using Survey Tools (Survey Monkey) – Email Structure - User Behaviour and Characteristics – Key Terms and Metrics – Key Digital Display Concepts – Benefits of Digital Display – Running Effective Ads – Ad formats – Campaign Objectives and Budget – Tracking the campaign – Review and Analysis

UNIT IV Social Media Marketing: Key Concepts of Social Media Marketing – Social Media Goals – Facebook Features – Twitter Features – YouTube Set Up – YouTube Channels – YouTube Features – Blogging – Google Analytics – Content Planning – Scheduling – Other Tools (Instagram | LinkedIn | Pinterest) – Review and Analysis

UNIT V Analytics, Strategy and Planning: Key Strategy and Planning Concepts – Information Gathering – Target Audience – Setting Objectives – Selection of Tools – Setting the Budget – Action Plan – Measurement and Iteration – Traffic Sources – Events – Reporting – Dashboard

LEARNING OUTCOMES

1. Students learn the core concept of digital marketing and its role in businesses.
2. Students gain knowledge of social media platforms such as Twitter, Facebook and Instagram.
3. Students identify digital marketing issues and offer solutions based on vital examination of digital marketing information.

RECOMMENDED TEXTS:

1. e-Marketing – Chandrasekaran Nair, Vijay Nicole Imprints
2. Fundamentals of Digital Marketing – Puneet Singh Bhatia, Pearson
3. Digital Marketing: From Fundamentals to Future – Swaminathan TN + 1 – Cengage Learning
4. Digital Marketing: Seema Gupta – McGraw Hill Education

CUSTOMER RELATIONSHIP MANAGEMENT

YEAR: II/SEMESTER: IV

LEARNING OBJECTIVES

1. To understand the concepts of Customer Relationship Management.
2. To teach the conceptual aspects of service quality.
3. To enable the students to know the recent trends in CRM.

SYLLABUS

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT I - Understanding customers: Customer information Database – Customer Profile Analysis – Customer perception- Expectation analysis – Customer Behaviour in relationship perspectives; individual and group customers – Customer life time value – Selection of Profitable customer segments

UNIT II - CRM structures: Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

UNIT III - CRM Planning and Implementation: Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call centre management – Role of CRM Managers – CRM Implementation Road Map- Developing a Relationship Orientation – Customer-centric Marketing Processes – Customer retention plans

UNIT IV - Service quality: Concept of Quality – Meaning and Definition of Service Quality - Factors influencing customer expectations and perceptions – Types of Service Quality – Service

Quality Dimensions – Service Quality Gaps – Measuring Service Quality – Service Quality measurement Scales.

UNIT V - Trends in C

RM: CRM Solutions – Data Warehousing – Data mining for CRM – CRM software packages – The Technological Revolution: Relationship Management – Changing Corporate Cultures.

LEARNING OUTCOMES:

1. students will understand customer expectations and perceptions and the importance of maintaining good customer relationship.
2. Students gain knowledge on service quality dimensions and measurement scales.
3. Students gain knowledge on Data Warehousing, Data Mining and CRM software packages.

RECOMMENDED TEXTS:

1. Alok Kumar et al, (2015), Customer Relationship Management: Concepts and Applications, Biztantra
2. Jim Catheart, (2016), The Eight Competencies of Relationship selling, Macmillan India
3. Peeru H Mohamed and A Sahadevan, (2017), Customer Relationship Management, Vikas Publishing

ALLIED: ELEMENTS OF OPERATIONS RESEARCH

YEAR: II/SEMESTER: IV

LEARNING OBJECTIVES:

1. To Facilitate this Understanding of the Concept of Operations Research
2. To Help the Students to Understand the Various Techniques of Solving Problems

SYLLABUS

UNIT I :

Introduction Operations Research- Meaning-Definition - Origin and History- Characteristic Features – Need-Scope –Steps- Techniques- Application- Limitations.

UNIT II :

Linear Programming Problem Lpp Meaning- Requirements- Assumptions- Applications- Formulating Lpp –AdvantagesLimitations Formulating LP Model (Simple Problems Only)

UNIT III:

Methods Of Lpp Obtaining Optimal Solution for Linear Programming Problem (LPP)-Graphical Method - Problems --Simplex Method for Type of LPP and for Slack Variable Case -Maximization Function -Minimization Function (Simple Problem Only)

UNIT IV :

Transportation Problems Meaning –(Initial Basic Feasible Solution)Assumptions -Degenerate Solution -North -West Corner Method- Least Cost Method -Vogels Approximation Method - Assignment ProblemsFeatures -Transportation Problem Vs Assignment Problem -Hungarian Method (Simple Problems Only)

UNIT V:

Game Theory Meaning- Types of Games- Basic Assumptions- Finding Value of Game for Pure Strategy - Mixed Strategy -Indeterminate Matrix and Average Method -Graphical Method -Pure Strategy- Saddle Point Payoff Matrix Value of Game (Simple Problems Only)

LEARNING OUTCOMES:

- 1.Understanding of the Concept of Operations Research.
- 2.Understanding the Various Techniques of Solving Problems

PERSONALITY ENRICHMENT – LEVEL II

YEAR: II/SEMESTER: IV

LEARNING OBJECTIVES:

- 3.To understanding of the Concept of maintaining trust and emotional intelligence.
- 4.To Help the Students to Understand the wellness lifestyle and understanding conflicts of interest

Unit 1:

Stress Management The Nature of Stress – A wellness Lifestyle – Distress symptoms: emotional distress, cognitive distress, behavioral distress, physical distress symptoms – managing stress : exercise, nutrition, sleep, healthy pleasures – self talk and stress – Relaxation Methods: breathing techniques, meditation techniques, visualization techniques – self hypnosis- muscle relaxation techniques – Using social support.

Exercise:

1. Distressors and Distress Symptoms
2. Identifying Personal uses for self talk management
3. Social support networks from which you draw and networks through which you give social support

Unit 2:

Maintaining Trust Developing and maintaining trust – being trusting and trustworthy – building interpersonal trust – reestablishing trust after it has been broken – trusting appropriately – trust and friendship.

Exercise:

1. Practicing Trust Building Skills
2. Developing Trust

Unit 3:

Resolving Interpersonal Conflicts Understanding conflicts of Interests- conflict strategies – negotiating to win – negotiating to solve the problems – steps for effective problem solving negotiating – refusal skills.

Exercise:

1. Non verbal conflict
2. Confronting the opposition
3. Using the conflict strategies – role playing

Unit 4:

Applying Emotional Intelligence Emotional Intelligence and emotional competence - components of emotional intelligence – behavioral skills of emotional intelligence.

Exercise: 1. Role model using a modeling/group exercise

Unit 5:

Enhancing self-esteem Self theory and the Johari window- Characteristics of fully functioning individuals – manifestations of low and high self-esteem – techniques for enhancing self-esteem – nurturance techniques.

Exercise:

1. Weakness-strength
2. managing your pig identify areas of self-criticism and dealing with negative messages.
3. Nurturing relationships.

LEARNING OUTCOMES:

1. Understanding the behavioral skills of emotional intelligence.
2. Understanding the Various Techniques for enhancing self-esteem.

RECOMMENDED TEXTS:

1. Schafer, W. (1998). Stress Management for Wellness. 4 th edition. Australia: Thomson & Wadsworth.
2. Johnson, D.W. (1997). Reaching out – Interpersonal Effectiveness and Self Actualization. 6th ed. Boston: Allyn and Bacon. 3
3. Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.

THIRD YEAR

COST ACCOUNTING

YEAR: III/SEMESTER: V

LEARNING OBJECTIVES

1. To prepare learners to understand the concept of Cost Accounting.
2. To enable the students to learn the concepts in relation to Material and Labour cost.
3. To gain knowledge on overhead costing.

SYLLABUS

UNIT I: Cost Accounting Definition – Nature and Scope- Principles of Cost Accounting- Cost Accounting and Financial Accounting – Cost Accounting Vs Management Accounting – Installation of Costing System Classification of Costs-Cost Centre- Profit Centre.

UNIT II: Cost Sheet Meaning – Preparation of Cost Sheet-Reconciliation of Cost and Financial Accounts.

UNIT III: Material Costing Material Control- Meaning and Objectives- Purchase of Materials- Stock Levels of Materials EOQ-Stores Records-ABC Analysis-Issue of Materials-Methods of Issue- FIFO-LIFO-HIFO-Base Stock Method-Specific Price Method-Simple and Weighted Average Method-Standard and Inflated Price Method.

UNIT IV: Labour Costing Direct Labour and Indirect Labour-Time Keeping- Methods and Calculation of Wage Payments Time Wages-Piece Wages - Incentives-Different Methods of Incentive Payments – Idle time Over Time-Labour Turnover- Meaning, Causes and Measurement.

UNIT V: Over heads Costing Overheads-Definition-Classification-Allocation and Apportionment of Overheads - Basis of Allocation-Absorption of Overheads- Preparation of Overheads Distribution Statement- Primary and secondary distribution – Machine Hour Rate-Computation of Machine Hour Rate.

LEARNING OUTCOMES:

1. Students will be able to understand the purpose of costing in any business activity.
2. Students will gain knowledge on material control system and effective labour planning.
3. Students will gain knowledge on allocation and apportionment of overheads and machine hour rate computation.

RECOMMENDED TEXTS

1. Drury—Management and Cost Accounting with Course Mate, New Delhi : Cengage
2. Jain, S.P & Narang, K.L. , Cost Accounting, Kalyani Publishers
3. Khanna, B.S. Pandey, I.M-Ahuja, G.K and Arora M.N., Practical Costing, S Chand & Sons

INTERNATIONAL MARKETING

YEAR: III/SEMESTER: V

LEARNING OBJECTIVES

1. To teach the students about the nature and the significance of international marketing
2. To impart the students about international product policy and planning
3. To enable the students to learn about the international promotional policy.

SYLLABUS

INTERNATIONAL MARKETING

UNIT I - Introduction – Nature of International Marketing - The concept of global marketing – Importance, Growth and Benefits - International Marketing vs. Domestic Marketing - Scope and Challenge of international marketing – The dynamic environment of international marketing

UNIT II - Developing Global Marketing strategies – Global marketing management – Planning and Organisation – International Marketing Information System and Research – Understanding Global Consumers – Cultural Dynamics in assessing Global markets

UNIT III - International product policy and planning – Product positioning in foreign market – Product standardization and Adoption – Brands, Trademarks, Packaging and Labelling – International marketing of services – International product pricing policy – Export pricing – Pricing for international markets.

UNIT IV - International promotional policy - International Promotional Strategies - International advertising – Developing International advertising strategy – International sales force and Their management – Other forms of promotion for global markets.

UNIT V - Overseas marketing channel policy - International Distribution and Logistics Planning - Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary, Legal and Ethical Issues in International Marketing - Future prospects in international marketing.

LEARNING OUTCOMES

1. Students will understand global consumers and identify similarities and differences in different consumer segments.
2. Students broaden the knowledge of marketing a product or service internationally and the planning necessary to be successful.
3. Students able to make strategic marketing decisions in a global dynamic business environment.

RECOMMENDED TEXTS

1. Sherlekar S A, V.S. Sherlekar, 'Global Marketing Management', Himalaya publishing House.
2. Srinivasan R, 'International Marketing' Prentice Hall India.
3. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.

LOGISTICS & SUPPLY CHAIN MANAGEMENT

YEAR: III/SEMESTER: V

LEARNING OBJECTIVES

1. To enable students to gain knowledge on evolution and concepts of logistics and supply chain management.
2. To enable students to learn the essentials of transportation in logistics and supply chain management.
3. To prepare students to work in logistics and allied industries.

SYLLABUS

UNIT I: Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management- Competitive advantages of Logistics – Functions of Logistics management – Principles – Logistics Network- Integrated Logistics system, Supply chain management – Nature and Concepts – Value chain- Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

UNIT II: Elements of Logistics and Supply chain management – Inventory carrying – Ware housing, Technology in the ware house: Computerisation, Barcoding, RFID and WMS – Material handling, Concepts and Equipment: Automated Storage and Retrieval Systems – Order Processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain Management- Performance measurements.

UNIT III: Transportation – Position of Transportation in Logistics and Supply chain management- Road, Rail, Ocean Transport - Ships- Types- Measurement capacity of ships – shipping information, Air, Transport Multi model transport – containerization – CFS – ICDS Cross

Docking- Selection of transportation mode – Transportation Network and Decision – Insurance aspects of logistics.

UNIT IV: Logistical Information System (LIS) - Operations – Integrated IT solution for Logistics and supply chain management- Emerging technologies in Logistics and Supply chain management. Components of a logistic system-transportation-Inventory carrying-ware housing order processing –Distribution channels- Difference between warehouse and distribution centre.

UNIT V: Performance- Bench marking for supply chain improvement- Dimensions and achieving excellence- Supply Chain Measures – SCOR model- Logistics score board- Activity Based Costing - Economic Value-Added Analysis- Balance Score card approach-Lean thinking and six sigma approaches in Supply Chain.

LEARNING OUTCOMES

- 1.Students will understand the important role of supply chain management in today’s business environment.
- 2.Students will able to understand the foundational role of logistics as it relates to transportation and warehousing.
- 3.Students will able to analyze the supply chain process and how to align the management of a supply chain with corporate goals and strategies.

RECOMMENDED TEXTS:

1. John J.Coyle , C. John Langley .JR., Robert A. Novack , Brian J.Gibson – Supply Chain Management A Logisticss Perspective – CENGAGE , New Delhi
2. Joel D.Wisner , Keah – Choon Tan , G.Keong Leong – Principles of Supply Chain Management A Balanced Approach– CENGAGE, New Delhi

MARKETING RESEARCH

YEAR: III/SEMESTER: V

LEARNING OBJECTIVES

1. To impart students about the concept of marketing research.
2. To enable the students to learn about the methods of data collection.
3. To enable the students to learn about analysis and interpretation of data

SYLLABUS

UNIT I - Introduction to Marketing Research - Importance of Research for International Marketing Decisions - Issues in International Marketing Research - Defining the Marketing Research Problem - The International Marketing Research Plan - The International Marketing Research Process.

UNIT II - Research Design - Types of Research Designs - Exploratory Research - Descriptive Research - Causal Research – Experimentation – Qualitative Research – Quantitative research International Consumer Research – Global Competitiveness in Marketing Research

UNIT III - Methods of Collection of data – Primary and Secondary Sources – Survey Research – Measurements Techniques – Questionnaire Design – Scaling – Observations and Physiological Measures – Sampling: Design and Procedures - Sampling: Final and Initial Sample Size Determination - Field Work

UNIT IV - Analysis and Interpretations – Data Analysis – Uni-variate, Bi-variate and Multivariate Analysis - Frequency Distribution - Cross-tabulation and Hypothesis Testing - Analysis of Variance - Correlation and Regression - Discriminant Analysis - Factor Analysis -Cluster Analysis - Multidimensional Scaling and Conjoint Analysis

UNIT V - Report presentation and preparation - Importance of the Report and Presentation - Preparation and Presentation Process- Report Preparation - Oral Presentation - Ethics in international Marketing research.

LEARNING OUTCOMES

1. Students understand the importance of marketing research, different research methods and its different processes
2. Students identify different sources of information, survey research and measurement techniques.
3. Students analyze and interpret both qualitative and quantitative data and arrange a market report.

RECOMMENDED TEXTS:

1. William G. Zikmund, 'Business Research Methods' Thomson south Western.
2. Donald S. Tull and Hawkins, 'Marketing Research' Pertince Hall India.
3. Kumar V, 'International Marketing Research' Prentice Hall India.

ELECTIVE: INDIRECT TAXATION

YEAR: III/SEMESTER: V

LEARNING OBJECTIVES

1. To educate the students on the basic concepts of indirect taxation.
2. To enable students to understand the concept of reverse charge mechanism and mixed supply.
3. To educate students to understand the concepts of Customs duty.

SYLLABUS

UNIT – I Introduction History and Objectives of Taxation - Canons of Taxation - Tax system in India - Direct and Indirect Taxes- Meaning and Types - powers of Union and States to levy taxes

UNIT – II GST – Overview & Concepts Background behind implementing GST- The need for GST- Business impact- Objectives and Benefits of GST-SGST- CGST and IGST- Taxes covered by GST- Definitions - Scope and Coverage Scope of supply- Levy of tax- Rate Structure- Taxable Events - Types of Supplies - Composite and Mixed Supplies - Composite Levy - Cross empowerment

UNIT – II GST Taxation/ Assessment proceedings Return- Refunds- Input Tax Credit- Reverse charge Mechanism, Transitional Provisions composition under GST- Administrative structure of GST-Officers as per CGST Act- Officers as per SGST Act-Jurisdiction- Appointment Powers.

UNIT – IV GST Audit Assessment and Audit under GST- Demands and Recovery- Appeals and revision- Advance ruling Offences and Penalties - NAPA (National Anti-Profiteering Authority)

UNIT – V Customs duty the custom duty- Levy and collection of customs duty- Organisations of custom departments Officers of customs- powers- Appellate Machinery- Infringement of the Law- Offences and Penalties- Exemptions from duty customs duty draw back- duties free Zones - Export Incentive Schemes

LEARNING OUTCOMES

1. Students will understand the basic concepts, terms and background behind implementing GST.
2. Students will understand the difference between forward charge and reverse charge mechanism and also the differences of composite and mixed supply.
3. Students able to understand levy and collection of customs duty and also exemptions from customs duty draw back.

RECOMMENDED TEXT:

1. Shilpi Sahi – Concepts Building Approaches to Goods and Services Tax (GST), & Customs Law - CENGAGE , New Delhi

VALUE EDUCATION

YEAR: III/SEMESTER: V

LEARNING OBJECTIVES:

1. To educate the students that value are socially accepted norms to evaluate objects, persons and situations that form part and parcel of sociality. Knowledge of the values are inculcated through education.
2. To enable the students to understand, there are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values.

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. Students will understand values reflect a person's sense of right and wrong or what "ought" to be.
2. Students able to understand the representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

SALES AND DISTRIBUTION MANAGEMENT

YEAR: III/SEMESTER: VI

LEARNING OBJECTIVES

1. To enable the students to understand the roles and responsibilities of sales function.
2. To enable the students to manage the channel efficiency and effectiveness.
3. To enable the students to understand the importance of Sales & Distribution Management in Marketing.

SYLLABUS

UNIT I: Introduction Sales objectives- Functions of Sales Management - Duties and Responsibilities of Sales Manager - Types of Salesmanship -Advantages and Limitations of Salesmanship.

UNIT II: Planning and Organising Sales Planning, Sales Policy - Sales Organization, Structuring and Managing Sales force, Designing Sales territories- fixing sales quota, controlling and motivating Salesforce.

UNIT III: Sales force management Recruitment and Selection of Sales force - Training of salesman, Qualities of a Salesman, Supervising Salesman - Appraising Salesman's performance - Methods of appraisal - Compensation of Salesforce - Methods of Compensation.

UNIT IV: Channels of Distribution Channel of Distribution - It's importance - Types of Channels, Wholesalers & Retailers - Brokers, Commission agents- Dealers and Sole Selling Agents.

UNIT V: Logistics and Supply Chain Management Potential in distribution in India - Logistics - Physical Distribution - Supply Chain Management.

LEARNING OUTCOMES

1. Students able to Understand of the various roles, responsibilities and policies of sales function.
2. Students will able to design and implement various channel strategies
3. Students able to manage, motivate and lead sales force and plan for sales organization and channels.

RECOMMENDED TEXTS:

1. Belch, Advertising and Promotion, Tata Mc Graw Hill, Rodriect White, Advertising McGrawHill.
2. Kueglar,Jr. Wed Advertising and Marketing, Prentice Hall of India.
3. Semenik,Promotion and Integrated Marketing Communication, Jhomas Learning.

MAANGEMENT ACCOUNTING

YEAR: III/SEMESTER: VI

LEARNING OBJECTIVES

1. To introduce the contemporary management accounting concepts and techniques.
2. To enhance the abilities of learners to analyze the financial statements.
3. To make the students develop competence with their usage in managerial decision making and control.

SYLLABUS

MANAGEMENT ACCOUNTING

UNIT I: Introduction Management Accounting - Meaning- Scope- Importance- Limitations - Management Accounting Vs Cost Accounting – Management Accounting Vs Financial Accounting.

UNIT II: Financial Statement Analysis Analysis and Interpretation of Financial Statements – Nature and Significance – Types of Financial Analysis – Tools of Analysis – Comparative Statements – Common size Statement – Trend Analysis.

UNIT III: Ratio Analysis Meaning – Advantages – Limitations – Types of Ratios – Liquidity Ratios – Profitability Ratios Turnover Ratios – Capital Structure Ratios – Leverage Ratios – Calculation of Ratios.

UNIT IV: Fund Flow Analysis & Cash Flow Analysis Introduction, Meaning of Funds Flow Statement-Ascertainment of flow of funds- Technique of preparing funds flow statement-Schedule of Changes in Working Capital- Adjusted Profit and Loss account-Funds Flow Statement Meaning of Cash Flow Statements – Advantages – Limitations – Preparation of Cash Flow Statement – Types of Cash flows - Operating, Financing and Investing Cash flows.

UNIT V: Budgetary Control & Marginal Costing Budgetary Control – Meaning – Preparation of various Budgets – Cash Budget - Flexible Budget – Production Budget – Sales Budget. Capital Expenditure Control - Application of Marginal Costing in Decision Making – Make or Buy – Shut down or Continue – Exploring New Markets.

LEARNING OUTCOMES

1. To explain the application of management accounting and the various tools used.
2. To analyze the financial statement using various ratios.
3. To prepare different budgets, fund flow and cash flow statement for the business and apply the techniques in decision making.

TEXT BOOK:

1. Rajiv Kumar Goel , Ishaan Goel – Concepts Building Approach to management Accounting – CENGAGE New Delhi
2. Drury – Management and Cost Accounting with CourseMate
3. Maheswari,S.N.,Management Accounting, Sultan Chand & Sons

ENTREPRENEURIAL DEVELOPMENT

YEAR: III/SEMESTER: VI

LEARNING OBJECTIVES

- 1.To make the students to understand the concept of entrepreneurship.
2. To enable students to gain knowledge of various business opportunities.
3. To motivate students to become entrepreneurs.

SYLLABUS

ENTREPRENEURIAL DEVELOPMENT

UNIT I: Entrepreneurship Entrepreneur: Meaning of entrepreneurship – Types of Entrepreneurships – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT II: Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III: Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT IV: Business Planning Process Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT V: Funding Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.

LEARNING OUTCOME

1. Students able to understand the importance and future of the entrepreneur.
2. Students able to generate various techniques of business ideas and convert them into successful business opportunities.
3. Students able to understand the role played by the Government and financial institution in promotion and development of entrepreneurs.

RECOMMENDED TEXTS:

1. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
2. K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited
3. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd..

ELECTIVE: COMPUTERISED ACCOUNTING

YEAR: III/SEMESTER: VI

LEARNING OBJECTIVES

1. To provide students the basic knowledge of computerized accounting.
2. To enable the learners to understand vouchers and payroll.
3. To enable students to prepare final accounts with GST.

SYLLABUS

UNIT I: Interface and Company Management: Introduction to Tally ERP9 - Creating a Company - Altering and Deleting Company – Data Security: Security Control Setup - User Security Control, Multi Language, Export, Import, Backup and Restore: Export and Import Formats - Data Backup and Restore - Masters - Ledgers: Understanding Ledgers - Creating Ledgers - Creating Multiple Ledgers - Altering and Deleting Ledgers – Groups: Creating Groups - Altering and Deleting Groups - Bill wise Debtors and Creditors Ledgers: Configuring Bill wise Details

UNIT II: Default Vouchers: Payment Voucher - Receipt Voucher - Contra Voucher - Journal Voucher, Day Book: Day Book Reports - Altering and Deleting Transactions, Cheque Printing: CTS Cheque Printing System, Masters: Inventory: Understanding Inventory - Integrating Accounts and Inventory - Stock Group - Go down and Locations - Stock Category - Units of Measure - Stock Items - Manual Stock Valuation without Inventory

UNIT III: Purchase Order Processing: Purchase Order Process - Purchase Order Voucher - Receipt Note (Inventory) - Rejection-Out Voucher, Sales Order Processing: Sales Order Process - Sales Order Voucher - Delivery Note (Inventory) - Rejection-IN Voucher , Debit and Credit Notes, Bank Reconciliation, Manufacturing Vouchers: Bills of Materials - Job Costing, Tax Deducted at Source (TDS): Understanding TDS - Creating TDS Masters - TDS Payment - Tax Reports and Tax Forms, Payroll Accounting: Understanding Payroll - Pay Heads and Categories - Employee Details and Salary Details - Attendance Entries - Salary Payment – Pay sheet and Pay Slips

UNIT IV: Goods and Services Tax (GST): Activating Tally in GST - Setting Up GST (Company Level, Ledger Level or Inventory Level) - GST Taxes & Invoices - SGST, CGST & IGST - Creating GST Masters in Tally, Purchase Voucher with GST: Updating GST Number for Suppliers -Intra-State Purchase Entry in GST (SGST + CGST) - Inter-State Purchase Entry in GST (IGST) - GST Purchase Entry for Unregistered Dealer in Tally - Reverse Charge Mechanism Entry for GST in Tally, Sales Voucher with GST: Updating GST Number for Suppliers - Intra-State Sales Entry in GST (SGST + CGST) - Inter-State Sales Entry in GST (IGST) - Printing GST Sales

Invoice from Tally ERP9 Software, GST Reports and Returns: GSTR 1 in Tally - GSTR 1 Return Filing

UNIT V: Interest Calculations (Auto Mode): Activating Interest Calculations, Point of Sales, Budgets and Controls: Budget Masters and Configurations - Budget Reporting and Analysis, Cost Centres and Cost Categories: Cost Centres - Profit Centres, Purchase and Sales Reporting: Analysing Purchase and Sales Register - Analysing Debit and Credit Note - Overdue Payables and Receivables - Outstanding Reports and Printing, Stock Analysis and Reports: Stock Registers - Stock Valuation - Stock Transfer Report - Negative Stock Report - Record Physical Stock and Shortage - Stock Entry without Perpetual Inventory, Financial Reports: Trial Balance - Profit and Loss Account - Balance Sheet - Working Capital - Cash Flow and Fund Flow Statements, Printing Reports: Sales Invoice - Printing Payment and Receipt Vouchers - Printing Various Other Reports - Miscellaneous: Inserting Vouchers - Duplicating Entries - Split Company Data - Merge Tally Companies, Shortcut Keys.

LEARNING OUTCOMES

1. Students able to Demonstrate knowledge of accounting principles and procedures using accounting software.
2. Students able to prepare purchase order voucher, sales order voucher, pay sheet and pay slips.
3. Students able to process and generate financial statements by using tally software.

RECOMMENDED TEXTS:

1. Nadhani A K, (2016), Implementing Tally, BPB Publications
2. Rizwan Ahmed, (2016), Tally ERP 9, Margham Publications, Chennai
4. Namrata Agrawal, (2008), Tally 9”, Dreamtech Publishers
5. Tally Software Package Manual

ELECTIVE: PROJECT WORK (GROUP)

YEAR: III/SEMESTER: VI

A Group of 3 students will be assigned a Project in the beginning of the Final year. The Project Work shall be submitted to the College 20 days before the end of the Final year and the College has to certify the same and submit to the University 15 days prior to the commencement of the University Examinations.

The Project shall be evaluated externally. The External Examiner shall be from the Panel of Examiners suggested by the board of Studies from time to time.

Those who fail in the Project Work will have to redo the Project Work and submit to the College for External examination by the University.

ASSESSMENT NORMS

S.NO	ASSESSMENT	TOTAL MARKS
1	INTERNAL MARKS	25
2	EXTERNAL MARKS	75
	TOTAL	100

INTERNAL ASSESSMENT NORMS

ASSIGNMENT:

Assignment is given to each student at individual and group level. It gives student another opportunity to review the subjects. It is an instructional technique comprises the guided information, self-learning, writing skills and report preparation among the students.

SEMINAR:

Seminar is given to the students to enhance their knowledge and presentation skills. It is a chance for the students to improve their skills within their curriculum. They can improve their language and able to interact with the people which will be useful in their life.

S.NO	CRITERIA	MARKS
1	INTERNAL ASSESSMENT - I	5
2	INTERNAL ASSESSMENT - II	5
3	ASSIGNMENT	5
4	SEMINAR	5
5	ATTENDANCE	5
	TOTAL	25

Chithra N.

Dr.N. Chithra
Head of the Department

R. Shanthi

Dr.R.Shanthi
Principal