COURSE HANDOUT

Bachelor of Business Administration -shift II

DEPARTMENT STAFFS: Dr.A.Gayathri

ASSESSMENT DETAILS

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

Communicative English - I
I UG - B.COM / B.Sc / BCA
Odd Semester

Course 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)

Semester I

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.

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LANGUAGE:HINDI

PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER WRITING

I. COURSE OBJECTIVES:

The objective 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 YEAR –SEMESTER

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)**

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LEARNING OUTCOME:

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.**

YEAR I: I SEMESTER

Foundation Course: Paper I-French I

Title of the Paper: Prescribed text and

grammar-I 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 to 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 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 .

Outcome:

Learners are able

- to comprehend and express themselves well

- to have the interest to look into another world

- to improve communication skills

- to perform well in the

University Exams.

Recommend text: Not applicable

LANGUAGE: FRENCH

YEAR I: I SEMESTER

Foundation Course: Paper I-French I

Title of the Paper: Prescribed text and

grammar-I 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 to 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

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Outcome:

Learners are able

- to comprehend and express themselves well

- to have the interest to look into another world

- to improve communication skills

- to perform well in the

University Exams.

Recommend text: Not applicable

CORE-I: FINANCIAL ACCOUNTING

OBJECTIVES:

- To make the students understand the methods of preparing financial statements for various types of establishments.
- To train the students on the financial reporting standards and their application
- To Impart knowledge of single-entry systems and their methods.

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

OUTCOMES:

- The students will know how to prepare financial statements for different types ofestablishments.
- The students will know how to apply various depreciation methods and insurance claims
- The students will understand how to rectify entries and reconcile bank transactions

CORE-II: PRINCIPLES OF MANAGEMENT

LEARNING OBJECTIVES

- To make the students realize the basic process and functions of management
- To teach the students the importance of management in a Business.
- To educate the students on authority and responsibility and its difference in an organization.

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

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

UNIT III
Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

UNIT IV
Recruitment – Sources, Selection, Training – Direction – Nature, and Purpose. Co-ordination – Need, Type, and Techniques and requisites for excellent Coordination – Controlling – Meaning and Importance – Control Process.

UNIT V
Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

OUTCOMES

- Upon completing the syllabus, the students will learn about the various elements of management
- The students will grasp the planning objectives and an organization's structure.
- The students will be able to learn how to use functions such as coordination and control effectively in a business environment

ALLIED: MANAGERIAL ECONOMICS

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, and Market structure.
3. To make the students to understand 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

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II
Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

UNIT III
Production and cost analysis – Production – Factors of production – production function –Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run –Revenue curves of firms – Supply analysis

UNIT IV
Pricing methods and strategies – Objectives – Factors – General consideration of pricing –methods of pricing – Dual pricing – Price discrimination

UNIT V
Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

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.

HTML

BCE-NME1C

I YEAR / I SEM

OBJECTIVE:

 This course introduces the tags used in HTML

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

UNIT I:

 Introduction eb Basics: What is the 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.

RECOMMENDED TEXTS:

Laura Lemay, *"HTML Complete Reference, Teach Yourself Web Publishing withHTML"*.

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

பாடத்திட்டத்தின் நோக்கம் (Objective)

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

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

பாடத்திட்டம் - முதல் பருவம் (SYLLABUS)

அலகு - 1.

எழுத்துகள்

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

அலகு - 2

சொற்கள்

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

அலகு -3.

தொடரமைப்பு

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

அலகு -4.

பிழை நீக்கம்

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

அலகு - 5

எண்கள், உறவுப் பெயர்கள், வாழ் இடங்களும், பொருள்களும்

அலகு - 6

அறிமுகம்

1. விழாக்கள், 2. இயற்கை, 3. உணவு முறைகள்-சுவை-காய்கள்-பழங்கள் போன்றன.

பாடத்திட்டத்தின் பயன்கள் (Subject Outcome)

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

பாட நூல்

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

Reference book

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

சென்னைப் பல்கலைக்கழகம்

சிறப்புத்தமிழ் - நோக்கும் கற்றல் பயன்பாடும்

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை

முதலாமாண்டு (2021 -2022)

சிறப்புத் தமிழ் - முதல்பருவம்

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, சொல் வளம், புது கலைச்சொல் படைத்தல் போன்றவற்றை உணர உதவுகிறது.

பாட நூல்

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

Reference book

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

PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT

SEMESTER - I

INTRODUCTION

In view of the 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 OBJECTIVE**

The language course will help learners to,

- ● Improve the language proficiency of the ESL learners by emphasizing 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 (TANSCHE)

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: Roleplay (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment, and gadgets.

Writing: Process Description –Compare and Contrast
                       Paragraph-Sentence Definition and Extended
                       definition- Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES Listening: Listening to interviews of specialists / Inventors in fields (Subject specific) Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject-Specific) Reading: Longer Reading text. Writing: Essay Writing (250 words) Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS (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

UNIT 5: CRITICAL THINKING SKILLS Listening: Listening comprehension-Listening for information. Speaking: Making presentations (with PPT- practice). 4 Reading: Comprehension passages –Note making. Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills) Writing: Problem and Solution essay– Creative writing –Summary writing Vocabulary:Register specific - Incorporated into the LSRW tasks

- **LEARNING OUTCOME**

  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.**

Communicative English - II
I UG - B.COM / B.Sc / BCA
Even Semester

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 etiquette: 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 (TANSCHE)

SYLLABUS

Semester II

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

thanks. Informal occasions- Farewell party, graduation

speech

2. Reading and Writing

a. Writing opinion pieces (could be on travel, food, film/book reviews or 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 & 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 outcome:

- **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, and online reviewing of products and films.**
- **Show better understanding of nuances in formal communication and etiquettes.**

Language: HINDI

I. 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.

I YEAR – II SEMESTER

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

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

Edited By: Devendra Raj Ankur, Mahesh Aanand

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

LESSONS PRESCRIBED:

1. **Aurangazeb ki Aakhari Raat**

2. **Laksmi Ka Swagat**

3. **Basant Ritu ka Naatak**

4. **Bahut Bada Sawal**

II. SHORT STORIES (Non- Detailed Study): SWARNA MANJARIEdited by: Dr. Chitti. Annapurn

LESSONS PRESCRIBED:

1. Mukthidhan

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

3. Seb aur Dev

4. Vivah ki Teen Kathayen

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

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

UNITISED SYLLABUS

UNIT – I

1. Auranzeb ki Aakhiri Raat

2. Mukthidhan

3. Practice of Annotation Writing

4. Practice of Summary and Literary evaluation Writing

UNIT – II

1. Laksmi ka Swagat

2. Mithayeewala

3. Practice of Annotation Writing

4. Practice of Summary and Literary evaluation Writing

UNIT-III

1. Basant Ritu ka Natak

2. Seb Aur Dev

3. Practice of Annotation Writing

4. Practice of Summary and Literary evaluation Writing

UNIT-IV

1. Bahut Bada Sawal

2. Vivah ki Teen Kathayen

3. Practice of Annotation Writing

4. Practice of Summary and Literary evaluation Writing

UNIT-V

1. Translation Practice. (English to Hindi)

II. LEARNING OUTCOME:

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

செ ன்னைப் 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.

<center>*பாடநூல்*</center>

செ்னைப்பல்கலைக்கழகம் (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 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள்

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

CORE III BUSINESS COMMUNICATION

OBJECTIVES:

- To familiarize the students on the concept of Communication.
- To make the students learn the most effective technique of communication
- To make the students aware of the various forms of communication.

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriersto Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement –Promotion –Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

Bank Correspondence – Insurance Correspondence – Agency

Correspondence –Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order –Circular –Notes.

UNIT V

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet –Websites and their use in Business.

OUTCOMES:

- Students will know the different kinds of business letters and its application.
- The students will get to learn how to write letters of correspondence tovarious establishments.
- The students will understand the methods to maintain reports and theminutes of a meeting.

FINANCIAL MANAGEMENT

LEARNING OBJECTIVES:

1. To make the students learn the basics of Financial Management and its application.
2. To educate the students on the concepts of Investment, Financing and Working Capital
3. To make the students familiar with dividends and its policies.

Syllabus

UNIT I: Introduction
Meaning and Objectives of Financial Management – Functions of Financial Management. Finance - Sources of Financing-Role of Financial Manager in Financial Management- Financial Goals- Profit maximization Vs. Wealth maximization – Concept of Time Value of

Money- Risk and Return.

UNIT II: Capital Structure and Cost of Capital
Capital Structure- Meaning- Capital Structure Theories-Definition - Cost of Equity Capital –Cost of Preference Capital – Cost of Debt – Cost of Retained Earnings – Weighted Average (or) Composite cost of capital (WACC) CapitalStructure – Theories of Capital Structure - Leverage concept.

UNIT III: Dividend
Meaning – Dividend Policies – Factors affecting Dividend Payment – Provisions on Dividend Payment in Company Law – Dividend Models - Walter's Model - Gordon's Model
- M. M. Model – Hypothesis Model.

UNIT IV: Working Capital
Working Capital - Meaning and importance – Factors Influencing Working Capital – Determining (or) Forecasting of Working Capital requirements – Working Capital Operatingcycle-

UNIT V: Capital Budgeting
Capital Budgeting Process – Cash flow estimation- Payback period _ Accounting Rate of Return – Net Present Value (NPV) – Net Terminal Value - Internal Rate of Return – Profitability Index – Capital Budgeting under Risk- Certainty Equivalent Approach and Risk
– Adjusted Discount Rate – Decision Tree Analysis.

LEARNING OUTCOMES:

1. The students will know how to make use of capital budgeting
2. The students will learn the concept of capital structure and the cost of capital
3. The students will be familiarized with working capital and its importance

MANAGEMENT ACCOUNTING

LEARNING OBJECTIVES:

•To make the students gain knowledge on the techniques of Management Principles.
•To enable the students to be able to obtain practical skills in tackling management
 problems.
•To make the students understand ratio analysis and its application.

Syllabus

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 – LiquidityRatios – Profitability Ratios Turnover Ratios – Capital
Structure Ratios – Leverage Ratios – Calculation of Ratios.

UNIT IV: Fund Flow Analysis & Cash Flow Analysis - Introduction,
Meaning of FundsFlow Statement-Ascertainment the of flow of funds-
Technique of preparing funds flowstatement- 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.

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

LEARNING OUTCOMES:

•The students will understand the main goal of management accounting
like financialstatement analysis and budgetary control.
•The student will know how to Develop and apply to budget for planning
and controllingpurposes.
The students will learn how to prepare cash and fund flow analysis..

ALLIED: INTERNATIONAL ECONOMICS

LEARNING OBJECTIVES:
•To make the students aware of International Economics
•To impart knowledge 0f Export Import.
•To learn about International Economic Organizations and their workings.

UNIT I
International Trade – Importance of International Trade, Theories of Foreign
Trade: -Theories of Adam Smith, Ricardo, Haberler‟sHechsher -Ohlin

UNIT II
Balance of Trade, Balance of Payment – Concepts – Causes of
Disequilibrium, Methods to Correct Disequilibrium – Fixed and
Floating Exchange Rates – Euro –Dollar Marketing (An Over View)

UNIT III
Export Management – Export Procedure and Documents – Export Finance –
ExportPromotion – Export Pricing

UNIT IV
International Economic Organizations and its Functions IMF, IDA, IFA,
IBRD, ADB,UNCTAD, UNIDO

UNIT V
WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and
inAgricultural Trade – TRIPS, TRIMS – Indian Patent Law

LEARNING OUTCOMES:
•The students will be able to understand the need to learn international
 economics
•The students will learn the mechanisms of Balance of Trade, Balance
of Payment,Export Management, and Export Pricing
•The students will come to know about the significance of
WTO and TradeLiberalization

FINANCIAL SERVICES

LEARNING OBJECTIVES:
1. To make the students aware of the world of financial services.
2. To enable the students to understand the concept of merchant banking and public issue management.
3. To familiarize the students with money markets and stock exchange

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

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.

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 and Factoring and Securitization-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 – Securitisation of Debt- Parties involved- Steps of ecuritization – Types of ecuritization- Advantages- Limitations – SARFAESI Act 2002- Background- Purpose of the Act- Main provisions

UNIT V: Venture Capital, credit rating and pension Fund
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 – Pension Fund – Objectives – Functions – Features – Types – Chilean Model – Pension Investment Policy – Pension Financing.

LEARNING OUTCOMES:

•The students will be familiarized with the world of financial services.
•The students will know the concepts behind leasing, factoring and securitization.
•The students will have learned about venture capital, credit rating and pension funds.

Core Paper – VI: ORGANISATIONAL BEHAVIOUR

LEARNING OBJECTIVES

1. To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
2. To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
3. To appreciate the theories and models of organizations in the workplace.
4. To creatively and innovatively engage in solving organizational challenges.
5. To learn and appreciate different cultures and diversity in the workplace.

UNIT I
Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception.

UNIT II
Motivation - Financial and non -Financial motivational techniques - Job satisfaction -meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III
Work environment -Good housekeeping practices - Design of work place - Fatigue – Causes and prevention and their importance - Leadership -Types and theories of leadership

UNIT IV
Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry -Group norms - Role position status

UNIT V
Organizational culture and climate - Organizational Development

LEARNING OUTCOMES
- To understand the conceptual framework of the discipline of OB and its practical applications in the organizational setup.
- To deeply understand the role of individuals, groups, and structures in achieving organizational goals effectively and efficiently.
- To critically evaluate and analyze various theories and models that contribute to the overall understanding of the discipline.
- To develop creative and innovative ideas that could positively shape the organizations.
- To accept and embrace working with different people from different cultural and diverse backgrounds

CORE PAPER – VII: COMPUTER APPLICATION IN BUSINESS

LEARNING OBJECTIVES

1. Work effectively with a range of current, standard, Office Productivity software applications.
2. Evaluate, select and use office productivity software appropriate to a given situation.
3. Apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications.

UNIT – I
Word Processing: Meaning and role of work processing in creating of documents, Editing, formatting, and printing documents using tools such as

spell check, thesaurus, etc., in work processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting, finance, and marketing functions of the business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built-in functions; Goal seeking and solver tools; Using graphics and formatting to worksheets; Sharing data with other desktop applications; Strategies of creating error – free worksheet (MS Excel)

UNIT – II
Programming under a DBMS environment: The concept of database management system data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding the programming environment in DBMS; Developing menu-driven applications in query language (MS – Access).

UNIT – III
Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; EDI standards; Financial EDI (FEDI) FEDI for international trade transactions; Applications of EDI,Advantages of EDI; Future of EDI.

UNIT – IV

The internet and its basic concepts: Internet concept, History, Development in India: The technological foundation of the internet; Distributed computing; Client-server computing ; Internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic -Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation
of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance , etc.

UNIT – V
Information System Audit : Basic idea of information audit; - Difference with the traditional
concepts of audit; Conduct and applications of IS audit in internet environment.

Learning Outcomes

1. Operate a variety of advanced spreadsheet, operating system and word processing functions.

2. Solve a range of problems using office productivity applications, and adapt quickly to new software releases.

3. Maintain quality assurance through critically evaluating procedures and results.

Core Elective – I: OPERATIONS RESEARCH

LEARNING OBJECTIVES

1. Identify and develop operational research models from the verbal description of the real system.
2. Understand the mathematical tools that are needed to solve optimization problems

UNIT – I
Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP-Formulation graphical method – Simplex Method- Big M Method application in Business – merits and Demerits.

UNIT – II
Transportation model – basic feasible solution – formulation, solving a TP. Assignment models – formulation – solution.

UNIT – III
Network analysis – work breakdown analysis – construction – numbering of event. Time Calculation – critical path, slack, float – application.

UNIT – IV
Queuing models- elements of queuing system – characteristics of queuing model.

UNIT – V
Decision theory – statement of Baye's theorem application. Probability –

decision trees. Game theory meaning and characteristics – saddle point – Dominance property.

LEARNING OUTCOMES

1. Use mathematical software to solve the proposed models.
2. Develop a report that describes the model and the solving technique, analyzes the result, and proposes recommendations in language understandable to the decision-making processes in Management

CORE PAPER – VIII: BUSINESS REGULATORY FRAMEWORK

LEARNING OBJECTIVES

1. To understand various business laws and legal procedures
2. Importance of consumer protection
3. To be aware of patents, copyrights etc

UNIT I
A brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II
A brief outline of Indian Companies Act 1956.

UNIT III
A brief outline of FEMA - Consumer Protection Act

UNIT IV
The laws of Trade Marks - Copyright - Patents - Designs – Trade-related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V
A brief outline of Cyber Laws

LEARNING OUTCOMES

1. Gain knowledge in legal aspects
2. To be aware of cybercrime

CORE PAPER – X: MARKETING MANAGEMENT

LEARNING OBJECTIVES

1. Formulate a marketing- plan that will meet the needs or goals of a business or organization.
2. Develop an integrated marketing communications plan- for a product, concept, good and/or service based on an identified market need or target.
3. Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
4. Develop strategies for the efficient and effective placement/ distribution of products, concepts, goods, and services that respond to evolving markets.

UNIT I
Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas – the concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II
Buyer Behavior - Consumer goods and Industrial goods - Buying motives – Factors influencing buyer Behaviour Market segmentation - Need and basis of Segmentation -Targeting - positioning.

UNIT III
The Product - Characteristics - benefits - classifications - consumer goods - industrial goods -New Product Development process - Product Life Cycle - Branding -Packaging.

UNIT IV
Physical Distribution: Importance - Various kinds of marketing channels -

distributionproblems. Sales management: Motivation, Compensation and Control of salesmen.

UNIT V
A brief overview of: Advertising - Publicity - Public Relations - personal
Selling – Direct selling and Sales promotion.

LEARNING OUTCOMES

1. Evaluate the impact of using different marketing strategies for a product, concept, good, and/or service, on the finances, Return on Investment (ROI) and business goals of an organization.
   Evaluate the viability of a concept, product, good, and/ or service in local, national, or international market.
2. Conduct market research to provide the information needed to make marketing decisions.
3. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
4. Plan, prepare and deliver a sales presentation or pitch that addresses the needs of the client.

CORE ELECTIVE – II: E-BUSINESS

LEARNING OBJECTIVES

1. The students have to learn all basic concepts in E-Commerce, Its Business models and how to create a business plan
2. Every student has to understand the E-Commerce strategy, technology adoption and its growth

UNIT I
Introduction to electronic business - meaning - value chains - the Internet and the web -
infrastructure for e-business

UNIT II
Web-based tools for e - business - e - business software - overview of packages

UNIT III
Security threats to e-business - implementing security for e - commerce and electronic payment systems.

UNIT IV
Strategies for marketing, sales, and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals

UNIT V
The environment of e-business - international - legal ethical - tax issues - business plan for
implementing e-business

LEARNING OUTCOMES

1. To become technically sound
2. To create website and blogs
3. To understand digital business

NME – II: BASICS OF PSYCHOLOGY
LEARNING OBJECTIVES

1. To recognize the theoretical foundations for the main branches of psychology, such as cognition (thinking, memory, perception), learning, personality, social and environmental factors, and development
2. To enhance students' critical thinking skills, introduce them to the fundamentals of many schools of psychology, and provide them with an opportunity to examine simple human behavior from the scientific perspective
3. To acquaint students with psychological research methodologies and to help them comprehend the process of acquiring knowledge in the field.

UNIT I
Introduction – Definition, Psychology as a Science.A brief history

UNIT I

Introduction-Definition, Psychology as a science. A Brief History
Psychology –, Structuralism, Functionalism, Behaviorism, Gestalt Psychology,
Psychoanalytic Psychology, Humanistic Psychology. Approaches to Psychology
Behavioral, Psychodynamic Approach, Cognitive Approach, Behavioral
Neuroscience, Evolutionary Psychology, Sociocultural Approach, Humanistic
Movement, Positive Psychology.

UNIT II
Methods of Psychology – Introduction to the Scientific Method, Research
Methods: Descriptive Research – Observation, Surveys and Interviews,
Standardized Tests, Case Studies, Correlational Research, Experimental
Research.

UNIT III
Sensation and Attention. Sensation – Definition, Sensory receptors and the
brain, Thresholds– absolute threshold, difference threshold, Subliminal
perception, Sensory adaptation, Sensory Gating, Selective Attention,
Determinants of attention.

UNIT IV
Perception – Definition, Perceptual constancy, Perceptual organization, Depth
Perception,Motion Perception, Perceptual learning, Motives and Perception,
Perceptual expectancy,Extra Sensory Perception.

UNIT V
Learning – The nature of learning, Classical Conditioning – Principles and
Applications,Operant Conditioning – Principles and Applications, Observational
Learning, Cognitive factors in learning – Latent Learning, Insight Learning.

LEARNING OUTCOMES

1. To demonstrate comprehensive knowledge of various concepts, language,
   and major theories relevant to psychology disciplines.
2. To evaluate and combine observations, facts, and theories of psychology.
3. To understand and apply ethical principles pertinent to all aspects of
   psychology and its disciplines.

CORE PAPER – XI: MANAGEMENT INFORMATION SYSTEM

LEARNING OBJECTIVES
1. Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.
2. Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.

UNIT I
Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision-making.

UNIT II
Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III
Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV
System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V
Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

LEARNING OUTCOMES

1. Recognize and solve organizational and management problems in organizations
2. Understand and solve problems in the process of design, maintenance, organization, and management of information systems with the aim to achieve the effective and efficient business of an organization.

OPERATIONS MANAGEMENT

LEARNING OBJECTIVES

1. To provide students with basic skills and knowledge of operations research and its application.

2. To understand mathematical models used in operations research

3. To apply these techniques constructively to make effective business decisions

UNIT – I
Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II
Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III
Production and Inventory Control: Basic types of production – Basic Inventory Models –Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock –Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

UNIT – IV
Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT – V
Service Operations Management: Introduction – Types of Service – Service Encounter –Service Facility Location – Service Processes and Service Delivery.

LEARNING OUTCOMES

1. To understand how to translate a real-world problem, given in words, into a mathematical formulation.

2. To know how to apply different models of OR in problem-solving and to critically analyze and interpret results.

3. To find the ways to achieve organizational objectives: minimizing cost & maximizing profit/output and utilizing scarce resources in an efficient manner.

ADVERTISING MANAGEMENT

LEARNING OBJECTIVES

1. Demonstrate an understanding of the overall role advertising plays in the business world.
2. Demonstrate an understanding of advertising strategies and budgets. Identify and understand the various advertising media.

UNIT I
Advertising: Advertising, objectives, task and process, market segmentation andtarget audience – Message and copy development.

UNIT II
Media: Mass Media - Selection, Planning, and Scheduling – Web Advertising – Integrated program and budget planning.

UNIT III
Implementation: Implementing the program coordination and control – Advertising agencies – Organization and operation.

UNIT IV
Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting, and implementing and controllingcampaigns.

UNIT V

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

LEARNING OUTCOMES
1. Understanding brand management
2. Learning marketing techniques
3. Understanding the need of promotion

CORE PAPER – XIV: BUSINESS TAXATIONLEARNING OBJECTIVES

1. To enable the students to identify the basic concepts, definitions and terms related to Income Tax

2. To enable the students to determine the residential status of an individual and scope of total income.

UNIT – I
Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

UNIT – II
Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small-Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties –Settlement – Appellate Provisions.

UNIT – III
The Customs duty – Levy and Collection of customs duty – Organization of the customs department – Officers of the customs – Powers – Appellate machinery– Infringement of the law – offenses and penalties – Exemption from duty –customs duty drawback – duties free zones

UNIT - IV
Central Sales Tax Act – Levy and Collection of CST -Important Definitions -

Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

UNIT- V
Value added tax – objectives – Levy of VAT – Arguments in favor of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration –TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

LEARNING OUTCOMES

1. The students are aware with the computation of income from business and professions
2. To expose the students to the latest provisions of the Income Tax Act.
3. The students acquire knowledge and skills relating to the Indian tax system as applicable to individuals.

CORE PAPER– XV: HUMAN RESOURCE MANAGEMENT

LEARNING OBJECTIVES

1. Effectively manage and plan key human resource functions within organizations
2. Examine current issues, trends, practices, and processes in HRM
3. Contribute to employee performance management and organizational effectiveness

UNIT I
Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment –Selection – Methods of Selection – Uses of various tests – interview techniques in selection
and placement.

 UNIT II
Induction – Training – Methods – Techniques – Identification of the training

needs –Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III
Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV
Labour Relation – Functions of Trade Unions – Forms of collective bargaining- Workers 'participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V
Human Resource Audit – Nature – Benefits – Scope – Approaches.

LEARNING OUTCOMES
1. Problem-solve human resource challenges
2. Develop employability skills for the workplace
3. Develop effective written and oral communication skills

CORE PAPER– XVI: CUSTOMER RELATIONSHIP MANAGEMENTLEARNING

 OBJECTIVES:

1. To educate the students on skills required for Customer Relationship Management
2. To make the students know the structure and workings of CRM.
3. To learn how to plan and implement CRM

UNIT-I
Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and interpersonal communication, Essentials of a business letter.

UNIT -II
CRM – concept, and approach - CR in competitive environment public relation

and image building

UNIT -III
Banker - customer relationship -retaining and enlarging customer base - customer services -quality circle.

UNIT -IV
Nature and types of customers - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

UNIT - V
Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction

LEARNING OUTCOME:

1. The students will be able to understand the needs and importance of CRM
2. The students will know what a customer wants and accordingly how to satisfytheir needs.
3. The students will obtain knowledge on trends and service quality in CRM

CORE ELECTIVE – IV: SERVICES MARKETING

LEARNING OBJECTIVES

1. The course brings out the emerging service environment in India and the world.
2. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

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

UNIT II
Marketing Mix in Service Marketing: The seven Ps: are product decision, pricing strategies, and tactics, promotion of service, and distribution methods

for services. Additional dimensions in services marketing- are people, physical evidence, and process.

UNIT III
Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

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

UNIT V
Marketing of Service with Special Reference To:1. Financial services, 2. Health services,3. Hospitality services including travel, hotels, and tourism, Professional service, 5. Public utility service, 6. Educational services.

LEARNING OUTCOMES
1. Understand the Concept of Services and intangible products
2. Discuss the relevance of the services Industry to Industry
3. Examine the characteristics of the services industry
4. Analyse the role and relevance of Quality in Services
5. Visualize future changes in the Services Industry

A. Gayathvi

SIGNATURE OF HOD

R. Shanthi

SIGNATURE OF PRINCIPAL