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DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMIL NADU



SCHOOL OF COMMERCE AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
BBA
(2017 REGULATION) SYLLABUS

PROGRAM EDUCATIONAL OBJECTIVES

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.

PROGRAM OUTCOMES

- Knowledge of Business, Management and Emerging Technologies
- Research and Business Intelligence
- Problem Solving and Decision Making
- Creativity and Innovation
- Intercultural Competence/Communication
- Teamwork
- Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts)
- An Understanding of Business Functions
- Providing Global Perspectives
- Developing Critical and Analytical Thinking Abilities
- Interpersonal Skill Development
- Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices Demonstrate sensitivity to social, ethical and sustainability issues
- Developing Entrepreneurship Acumen

PROGRAM SPECIFIC OUTCOMES

- Acquiring Conceptual Clarity of Various Functional Areas
- Ability to analyze various functional issues affecting the organization
- Demonstrating ability to evolve strategies for organizational benefits
- Analysis and interpretation of the data which is used in Decision Making
- Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
- Demonstrate Effectively Oral and Written Communication
- Demonstrate Ability to work in Groups

- Demonstrate understanding of social cues and contexts in social interaction
- Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting
- Analyze Global Environment and its Impact on Business

COURSE OUTCOME:

| Sl. No. | | Semester | Course Title | Course Outcomes |
|---------|------------|----------|-------------------------------------|--|
| 1.1 | 17110AEC11 | I | Tamil I | |
| 1.2 | 17111AEC12 | | English I | Read and comprehend literature |
| 1.3 | 17160SEC13 | | Principles of Management | To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms. |
| 1.4 | 17160SEC14 | | Managerial Economics | To educate the students to understand fundamentals of economics. To understand application of economics in business decisions. To familiarize the Students with economic tools for business analysis. |
| 1.5 | 17160AEC15 | | Business Communication | Students will be able to communicate their ideas through different modes and mediums. They will be able to make memorable presentations professionally. Students will understand different strategies to adopt while communicating with different personalities with different goals. Students will be able to handle job opportunities successfully |
| 1.6 | 17160AEC16 | | Business Mathematics and Statistics | To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data. To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, |

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| | | | marketing, human resources, manufacturing and so on |
| 1.7 | 17120SEC 01AL | Fundamentals of Computers | Describe the usage of computers and why computers are essential components in business and society. Utilize the Internet Web resources and evaluate on-line e-business system. Solve common business problems using appropriate Information Technology applications and systems. |
| 1.8 | 17111SEC 01L | Communicative English Lab – I | Understand grammar. Develop Listening Skill |
| 1.9 | 171ETHV ALS | Ethics and Values | Understand the ideas of values, ethics, and morality in a multicultural context. Understand how universal values can be uncovered by different means, including scientific investigation, historical research, or public debate and deliberation (what some |

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| | | | | philosophers call a dialectic method). Understand and discuss the idea of moral relativism and the challenges it poses to universal values |
| 2.1 | 17110AE C21 | II | Tamil II | |
| 2.2 | 17111AE C22 | | English II | Read and comprehend literature |
| 2.3 | 17160SE C23 | | Financial Accounting | Show proficiency in basic accounting concepts, conventions and understanding of the accounting process. Understand the process and preparation of financial statements for Sole Proprietorship and Company and Departmental Business Organizations |
| 2.4 | 17160SE C24 | | Organizational Behaviour | Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same It will provide hands on experience to work on industry assignments and gain practical knowledge Case Study discussions will provide simulations to think as an HR strategist and design an appropriate solution |
| 2.5 | 17160AE C25 | | Business Environment | To understand the different environment in the business climate. To know the minor and major factors affecting the business in various streams. To know the different environment like, political, technological and economic environment in the business. To acquire in-depth knowledge about legal environment |
| 2.6 | 17160AE C26 | | Management Information System | To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems. To provide the theoretical models used in database management systems to answer business questions. |
| 2.7 | 17160RL C27 | | Research Led Seminar | Exposure to various research domains. Acquaintance with languages of research. Development of research aptitude |
| 2.8 | 17120SE C02AL | | Ms office Packages Lab | By learning the course, the students will be able to perform documentation, to perform accounting operations and to perform presentation skills |
| 2.9 | 17111SE C02L | | Communicative English Lab – II | Understand grammar. Develop Reading Skill |
| 3.1 | 17110AE C31 | III | Tamil III | |
| 3.2 | 17111AE C31 | | English III | Read and comprehend literature |
| 3.3 | 17160SE C33 | | Management Accounting | To help students understand the nature and scope of management accounting. Gain knowledge in the preparation of financial statement analysis, fund flow and Cash flow analysis. Utilize the management tools and techniques to take appropriate financial decisions. |

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| 3.4 | 17160SE C34 | | Marketing Management | To expose students to marketing concepts and trends in the market. To promote the ability to relate consumer behavior and market trends. To make students realize the relationship between marketing channels and corresponding strategies |
| 3.5 | 17160AE C35 | | Business Law | To enlighten the students on the basic principles and legal aspects of business laws. To promote the understanding of various legislations relating to business. To make them acquire knowledge on the legal aspects in the business environment. |
| 3.6 | 17160AE C36 | | Human Resource Management | To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements. |
| 3.7 | 171CBM RM37 | | Research Methodology | Understanding research questions and tools. Experience in scientific writings. Practice in various aspects of scientific publications. Inculcation of research ethics |
| 3.8 | 17120SE C03AL | | Writing and Presentation Skills Lab | To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles. To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar. |
| 3.9 | 17111SE C03L | | Communicative English – III | Understand grammar. Develop Speaking and Writing Skill |
| 4.1 | 17110AE C41 | | Tamil IV | |
| 4.2 | 17111AE C42 | | English IV | Read and comprehend literature |
| 4.3 | 17160SE C43 | | Total Quality Management | To learn the quality philosophies and tools in the managerial perspective. |
| 4.4 | 17160SE C44 | Cost Accounting | To enable students to conceptualize various methods and techniques of cost accounting and its application | |
| 4.5 | 17160AE C45 | Retail Management | To gain in-depth knowledge about Retail management practices in Retail Industry. | |

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| 4.6 | 17160AE C46 | Industrial Relations and Labour Law | To enable students to conceptualize various laws regarding human relations and wellbeing for the society |
| 4.7 | 17120SE C04AL | General Aptitude and Personality Development Lab | Make use of techniques for self-awareness and self-development. Apply the conceptual understanding of communication into everyday practice. Understand the importance of teamwork and group discussions skills. Develop time management and stress management. Apply business etiquette skills effectively |
| 4.8 | 17111SE C04L | Communicative English | Understand grammar. Develop Language Presentation Skill and |
| 4.9 | 171ENVT STU | Environmental Studies | Acquire skills to understand environment and its various components, related issues and problems. Participate and actively involve at all levels in working towards the benefits of environment. Gain a variety of experiences and acquire knowledge to save the environment for future generations. Acquire an awareness of the environment as a whole and its allied problems and sensitivity. |
| 5.1 | 17160SE C51 | Financial Management | The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems. |
| 5.2 | 17160SE C52 | Services Marketing | To enable students know the various concepts of services marketing. To understand the strategies for managing and marketing of services and devise strategies for marketing services in the liberalized business environment. |
| 5.3 | 17160SE C53 | Production and Operations Management | To enable students understand the nature and importance of production management comprehend the principles and areas of application of shop floor management and know the operations and skills needed for major decisions in material management |
| 5.4 | 17160DS C54A | Advertising and salesmanship | To improve the Knowledge and Competency of advertising and to have the knowledge of salesmanship. |
| 5.5 | 17160DS C54B | Event Management | Define the basic concepts related to event management in sports, analyze financial management in events, evaluate the event management process, compose a sample event. |

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| 5.6 | 17120SE C05AL | Photoshop Lab | the student will possess image editing skills using the features of Photoshop imaging-editing software: |
| 5.7 | 17111SE C05L | Communicative English Lab- V | Develop Communicative Skills to get a job |
| 5.8 | 17160SE C61 | Strategic Management and Business Policy | To provide students with the fundamentals Of strategic management in a comprehensive fashion and relate its concepts and techniques to the Indian as well as International Context |
| 5.9 | 17160SE C62 | Entrepreneurial Development | The students will be able to design successful Business Plan in order to set up a venture in future. The students will become more capable in self-employment. |
| 6.1 | 17160SE C63 | Logistics and Supply Chain Management | To explain basic theory and techniques of Logistics and Supply Chain and to examine the issues and problems faced in a changing and competitive business environment. |
| 6.2 | 17160DS C64 | Customer Relationship Management | Have an in depth understanding of CRM & its Contribution to Business growth Design appropriate CRM programs relevant to varied business sector To equip the students with the unique perspective of rural marketing which is endemic to Rural India. |
| 6.3 | 17160DS C64B | Financial Services | To emphasize on application of theoretical knowledge and help managers in decision making. To familiarize the students wit managerial financial decisions which are taking place in organizations. To appreciate the importance of financial information for decision making process. |
| 6.4 | 17160PR W66 | Project Work | Each student group shall undergo for industrial training of twelve weeks duration after the end of Sixth semester in an approved business/industrial/service organization Training Report to the head of the Institution |
| 6.5 | 17111SE C06L | Communicative English Lab – VI | Develop Communicative Skills. To be a good team worker |

| Course Code | Course Title | L | T | P | C |
|--|--|----------|----------|----------|----------|
| SEMESTER I | | | | | |
| 17110AEC11/ 17131AEC11/ 17111AEC11 | Tamil I / Hindi I / Advanced English I | 4 | 0 | 0 | 2 |
| 17111AEC12 | English I | 4 | 0 | 0 | 2 |
| 17160SEC13 | Core - I Principles of Management | 5 | 0 | 0 | 5 |
| 17160SEC14 | Core - II Managerial Economics | 5 | 0 | 0 | 5 |
| 17160AEC15 | Allied- I Business Communication | 4 | 0 | 0 | 4 |
| 17160AEC16 | Allied- II Business Mathematics and Statistics | 2 | 2 | 0 | 4 |
| 17120SEC01AL | Skill Based Elective Course – I | 0 | 0 | 2 | 1 |
| 17111SEC01L | Communicative English Lab – I | 0 | 0 | 2 | 1 |
| 171ETHVALS | Ethics and Values | 1 | 0 | 0 | 1 |
| SEMESTER II | | | | | |
| 17110AEC21/ 17131AEC21/ 17111AEC21 | Tamil II / Hindi II/ Advanced English II | 4 | 0 | 0 | 2 |
| 17111AEC22 | English II | 4 | 0 | 0 | 2 |
| 17160SEC23 | Core - III Financial Accounting | 2 | 3 | 0 | 5 |
| 17160SEC24 | Core - IV Organisational Behaviour | 5 | 0 | 0 | 5 |
| 17160AEC25 | Allied-III Business Environment | 4 | 0 | 0 | 4 |
| 17160AEC26 | Allied-IV Management Information System | 4 | 0 | 0 | 4 |
| 17160RLC27 | Research Led Seminar | 0 | 0 | 0 | 1 |
| 17120SEC02AL | Skill Based Elective Course – II | 0 | 0 | 2 | 1 |
| 17111SEC02L | Communicative English Lab – II | 0 | 0 | 2 | 1 |

| SEMESTER III | | | | | |
|--|--|---|---|---|---|
| 17110AEC31/ 17131AEC31/ 17111AEC31 | Tamil III / Hindi III/ Advanced English III | 4 | 0 | 0 | 2 |
| 17111AEC32 | English III | 4 | 0 | 0 | 2 |
| 17160SEC33 | Core – V Management Accounting | 2 | 3 | 0 | 5 |
| 17160SEC34 | Core – VI Marketing Management | 5 | 0 | 0 | 5 |
| 17160AEC35 | Allied- V Business Law | 4 | 0 | 0 | 4 |
| 17160AEC36 | Allied- VI Human Resource Management | 4 | 0 | 0 | 4 |
| 171CBMRM37 | Research Methodology | 3 | 0 | 0 | 3 |
| 17120SEC03AL | Skill Based Elective Course – III | 0 | 0 | 2 | 1 |
| 17111SEC03L | Communicative English – III | 0 | 0 | 2 | 1 |
| SEMESTER IV | | | | | |
| 17110AEC41/ 17131AEC41/ 17111AEC41 | Tamil IV / Hindi IV/ Advanced English IV | 4 | 0 | 0 | 2 |
| 17111AEC42 | English IV | 4 | 0 | 0 | 2 |
| 17160SEC43 | Core - VII Total Quality Management | 5 | 0 | 0 | 5 |
| 17160SEC44 | Core - VIII Cost Accounting | 2 | 3 | 0 | 5 |
| 17160AEC45 | Allied -VII Retail Management | 4 | 0 | 0 | 4 |
| 17160AEC46 | Allied -VIII Industrial Relations and Labour Law | 4 | 0 | 0 | 4 |
| 17120SEC04AL | Skill Based Elective Course – IV | 0 | 0 | 2 | 1 |
| 17111SEC04L | Communicative English – IV | 0 | 0 | 2 | 1 |
| 171ENVTSTU | Environmental Studies | 1 | 0 | 0 | 1 |
| SEMESTER V | | | | | |
| 17160SEC51 | Core - IX Financial Management | 4 | 1 | 0 | 5 |
| 17160SEC52 | Core - X Services Marketing | 5 | 0 | 0 | 5 |

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| 17160SEC53 | Core – XI Production and Operations Management | 5 | 0 | 0 | 5 |
| 17160DSC54 | Discipline Specific Elective – I | 3 | 0 | 0 | 3 |
| 17160BRC55 | Participation Bounded Research | 0 | 0 | 2 | 2 |
| 17120SEC05AL | Skill Based Elective Course – V | 0 | 0 | 2 | 1 |
| 17111SEC05L | Communicative English Lab- V | 0 | 0 | 2 | 1 |
| SEMESTER VI | | | | | |
| 17160SEC61 | Core - XII Strategic Management and Business Policy | 5 | 0 | 0 | 5 |
| 17160SEC62 | Core – XIII Entrepreneurial Development | 5 | 0 | 0 | 5 |
| 17160SEC63 | Core – XIV Logistics and Supply Chain Management | 5 | 0 | 0 | 5 |
| 17160DSC64 | Discipline Specific Elective – II | 3 | 0 | 0 | 3 |
| 17160GEC65 | General Elective – I | 3 | 0 | 0 | 3 |
| 17160PRW66 | Project Work | 0 | 0 | 0 | 4 |
| 17111SEC06L | Communicative English Lab - VI | 0 | 0 | 2 | 1 |
| | TOTAL | | | | 150 |

Discipline Specific Elective Courses

| Semester | Elective No | Course Code | Course Title |
|----------|-------------|----------------------------------|--|
| V | I | 17160DSC54A OR 17160DSC54B | Advertising and salesmanship OR Event Management |
| VI | II | 17160DSC64A OR 17160DSC64B | Customer Relationship Management OR Financial Services |

General Elective Courses

| Semester | Elective No | Course Code | Course Title |
|-----------------|--------------------|--------------------|---------------------------------|
| VI | A | 17160GEC65A | Export Management |
| | B | 17160GEC65B | Corporate Social Responsibility |
| | C | 17160GEC65C | Tourism and Hotel Management |

Skill Based Elective Courses

| Semester | Elective No | Course Code | Course Title |
|-----------------|--------------------|----------------------------|--|
| I | I | 17120SEC01A/ 171—SEC01B | Fundamentals of Computers/ Soft Skills - I |
| II | II | 17120SEC02A/ 171—SEC02B | Ms office Packages Lab/ Soft Skills- II |
| III | III | 17120SEC03A/ 171—SEC03B | Writing and Presentation Skills Lab/ Soft Skills - III |
| IV | IV | 17120SEC04A/ 171—SEC04B | General Aptitude and Personality Development Lab/ Soft Skills - IV |
| V | V | 17120SEC05A/ 171—SEC05B | Photoshop Lab/ Soft Skills - V |

Flexibility Infused Credit System

SEMESTER I

முதல் பருவம்

இக்கால இலக்கியம் உரைநடை சிறுகதை இலக்கிய வரலாறு

அலகு I

- 1.பாரதியார் கவிதைகள்
 - i) பாரத மாதா திருப்பள்ளி எழுச்சி
 - ii) பாரத ஜனங்களின் தற்கால நிலைமை
- 2.பாரதிதாசன்
குடும்ப விளக்கு- ஒரு நாள் நிகழ்ச்சி முழுமையும்

அலகு II

- 1.காந்திய கவிஞர் நாமக்கல் வெ. இராமலிங்கம் பிள்ளை.
 - i)இளந்தமிழனுக்கு.
- 2.கவிமணி தேசிக விநாயகம் பிள்ளை.
 - i) இயற்கை வாழ்வு.
- 3.பட்டுக்கோட்டை கல்யாணசுந்தரம் .
 - i)சொந்தம்.
 - ii) காதோரம் நரைச்ச முடி.
- 4.கண்ணதாசன்
 - i)புதியதோர் உலகம் செய்வோம்.
 - ii) சாத்தானுக்கு விண்ணப்பம்.

அலகு III

புதுக்கவிதைகள்.

- 1.வாலி
 - i) இறைவன் மனிதனுக்கு பாடிய சுப்ரபாதம்
 - ii)புன்னகை மன்னன்
- 2.ஈரோடு தமிழன்பன்
 - i)இந்தியனாக இருப்பதற்கு பெருமைப்படு .
 - ii)இது எனது என்னுமோர்கொடுமையைத்தவிர்ப்போம்.
3. மு மேத்தா - இயல் பொருள் பயன் தர மறுத்திடில் பசிப்போம்
வைரமுத்து - இந்தியா ஒரு விவசாய நாடு
அமைதிப்புறா

அலகு IV

உரைநடை
ஆறு செல்வங்கள் - கி. அ.பெ .விஸ்வநாதம்

அலகு v

சிறுகதை - 1.நரசிம்மம் - முனைவர் கு.வெ.பாலசுப்பிரமணியன்.
2.இலக்கிய வரலாறு - கவிதை, புதுக்கவிதை, சிறுகதை,
உரைநடை

3.நல்லொழுக்கப் பாடம்

1. வாழ்க்கையும் வைராக்கியமும்
2. ஈகையும் இறைதிரு வடியும்

| Course Code | Course Title | L | T | P | C |
|-------------|--------------------|---|---|---|---|
| 17111AEC11 | Advanced English-I | 4 | 0 | 0 | 2 |

Aim:

- To improve the knowledge of English

Objective:

- To familiarize with the glossary terms, figures of speech
- To improve vocabulary
- To learn how to edit and proof read
- To know the comparison and contrast and cause and effect forms
- To understand the impact of the speeches of famous people

Outcome:

- Develop vocabulary
- Read and comprehend literature

UNIT –I

Glossary of grammar terms

Figures of speech

UNIT – II

Foreign words and phrases

British and American Vocabulary

UNIT – III

Speeches of famous people:

Mahatma Gandhi-Abraham Lincoln-Swami Vivekananda-John F. Kennedy

UNIT – IV

Editing

Proof reading

UNIT – V

Comparison and contrast

Cause and effect

References:

English Grammar

-Wren and Martin

English Grammar and Composition

-Radhakrishna Pillai

Essentials of Business Communication

-Rajendra Pal &J.S Korlahalli

Sultan Chand & Sons

English for writers and translators

-Robin Macpherson

Technical Communication

-Meenakshi Sharma & Sangeetha Sharma

The World's Great Speeches

- Sudhir Kumar Sharma Galaxy Publishers

English Work Book-I&II

-Jewelcy Jawahar

| Course code | Course Title | L | T | P | C |
|-------------|--------------|---|---|---|---|
| 17111AEC12 | English-I | 4 | 0 | 0 | 2 |

Aim:

- To acquaint students with learning English through literature

Objective:

- To improve English delightfully through simple poems, essays
- To throw light on fiction
- To read and comprehend literature

Outcome:

- Read and comprehend literature

UNIT –I

The Art of Reading

- Lin Yutang

An Eco-Feminist Vision

-Aruna Gnanadason

UNIT – II

The Merchant of Death

-Nanda Kishore Mishra & John Kennet

She Spoke for all Nature

-Young world ‘The Hindu’

UNIT –III

Because I could not Stop for Death

-Emily Dickinson

Stopping by Woods on a Snowy Evening

-Robert Frost

UNIT –IV

Enterprise

-Nissim Ezekiel

Love poem for a wife

-A.K Ramanujam

UNIT –V

Oliver Twist

-Charles Dickens

References:-

The Art of Reading/ Experiencing Poetry.

-S.Murugesan and Dr.K.Chellappan
Emerald Publishers

| Course Code | Course Title | L | T | P | C |
|-------------|--------------------------|---|---|---|---|
| 17160SEC13 | PRINCIPLES OF MANAGEMENT | 5 | 0 | 0 | 5 |

PRINCIPLES OF MANAGEMENT

AIM: To enhance production and productivity, decrease cost of production and maximize prosperity both for employer and employees having common interests.

OBJECTIVE: To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

PREREQUISITE: Introduction to the management process, emphasizing planning and strategy, and organizational behavior, direction and control including leadership, motivation, team building, management information systems.

UNIT – I

Organization - Management – Importance – concepts- Nature – functions- Role of managers- Management and administration – Evolution of management thought – Modern management approaches – MBO –Merits and Demerits.

UNIT – II

Nature and purpose of planning – Planning process - types of plans - strategies – Types of strategies – Decision Making- Types - Process- Rational decision making process.

UNIT – III

Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Co ordination, Organization Structures, Types, Advantages & Disadvantages.

UNIT – IV

Directing – Principles – Elements – Motivation, Theories of motivation: Maslow, Herzberg, Vroom models – Communication- Hurdles to effective communication

UNIT – V

Control – Controlling – Need for control – Control process – Control techniques. Leadership - leadership theories – Styles – Managerial grid. Co-ordination – meaning – need – types.

REFERENCE BOOKS:

- L.M. Prasad – Sultan Chand & Sons.
- T.M. Ramasamy – Himalaya Publishing House.
- P.C. Tripathi, P.N. Reddy – Tata McGraw – Hill Publishing House.

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 17160SEC14 | MANAGERIAL ECONOMICS | 5 | 0 | 0 | 5 |

MANAGERIAL ECONOMICS

AIM: Economics is inevitable to business and hence to teach basic of economics to students of Business Administration

COURSE OBJECTIVES

1. To educate the students to understand the fundamentals of economics
2. To understand the application of economics in business decisions
3. To familiarize the Students with economic tools for business analysis.

PRE REQUISITE: A minimum level knowledge to understand and applications of Economics

SYLLABUS

UNIT I Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics.

UNIT II Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

UNIT III Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

UNIT IV Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

UNIT V National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.

TEXT BOOK

1. Dr. Sankaran S., “Managerial Economics”, Margham Publications, 1999.

REFERENCES

1. Varshney & Maheswari, “Managerial Economics”, Sultan Chand & Sons, 2007. 2. Victor L. Mote & Samuel Paul, “Managerial economics”, Tata McGraw-Hill Education, 1977

| Course Code | Course Title | L | T | P | C |
|--------------------|------------------------|----------|----------|----------|----------|
| 17160AEC15 | BUSINESS COMMUNICATION | 4 | 0 | 0 | 4 |

BUSINESS COMMUNICATION

UNIT – 1

Introduction – Definition, Characteristics and need for communication – Importance of effective communication – Process, Principles of Communication - Barriers of communication.

UNIT - 2

Means of communication – Oral and Written Communication – Flow of Communication – Types of Communication – Non Verbal Communication.

UNIT – 3

Introduction to Business Correspondence – Structure Layout – Letters of Enquiries, Offers, Quotations and Tenders – Orders , its execution and Cancellation Letters – Sales Letters.

UNIT – 4

Bank Correspondence – Letter between banker and customer, Letter between Head office and Branch Office, Letter between Customer and banker. Insurance Correspondence – Fire, Marine, General and Life Insurance. Export and Import Correspondence.

UNIT – 5

Reports - Structure and Layout – Business Report Writing – Reports by Individuals, Committees, Press Reports, Market Reports – Proposal Writing. Technology – Aided Business Communication – Internet, E-Mail, Web-based Communication, IT Trends in Communication.

Suggested Reading

- Managerial Communication – V.P. Michael – Himalaya Publishing House
- Business Communication - Homai Pradhan, D. S. Bhande – Himalya Publishing house.
- Business Communication - K Sundar, A Kumara Raj - Vijay Nicole
- Business Communication - Kathiresan – Dr, Radha – Prasana Publishers.

| Course Code | Course Title | L | T | P | C |
|-------------|-------------------------------------|---|---|---|---|
| 17160AEC16 | BUSINESS MATHEMATICS AND STATISTICS | 2 | 2 | 0 | 4 |

BUSINESS MATHEMATICS AND STATISTICS

Aim: To learn the concepts, applications and methods of mathematics and statistics useful for Business operations.

Pre requisite: The learner should have Elementary knowledge in mathematics and statistics.

UNIT- I FUNDAMENTALS OF BUSINESS MATHEMATICS

Arithmetic - Ratios and Proportions - Simple and Compound interest including application of Annuity- Set theory and simple application of Venn diagram- Mathematical reasoning – basic application

UNIT – II INTRODUCTION TO STATISTICS

Meaning and scope of statistics, uses of statistics in business, statistical data – primary and secondary – classification of data – frequency distribution – Diagrammatic presentation .

UNIT – III MEASURES OF CENTRAL TENDENCY AND DISPERSION

Mean, Median, Mode, Mean Deviation - Quartiles and Quartile Deviation - Standard Deviation - Co-efficient of Variation, Coefficient of Quartile Deviation

UNIT – IV CORRELATION AND REGRESSION

Scatter diagram - Karl Pearson's Coefficient of Correlation - Rank Correlation - Regression lines, Regression equations, Regression coefficients

UNIT – V INDEX NUMBERS & TIME SERIES ANALYSIS

Index Numbers - Uses of Index Numbers - Methods of construction of Index Numbers - Problems involved in construction of Index Numbers - **Time Series Analysis** – Components of Time series – Methods of computing time series - Moving Average Method - Method of Least Squares

TEXT BOOKS

- Statistical Methods – S.P.Gupta
- Fundamentals of Statistics – D.L. Elhance
- Business Mathematics and Statistics – N G Das and J K Das.

READINGS

- Economics and Business Statistics – M.Sivathanu pillai
- Elements of Statistics – B.N. Asthana
- Schaum's outline of Statistics – Murray R Spiegel and Larry J. Stephens

| Course Code | Course Title | L | T | P | C |
|--------------|---------------------------|---|---|---|---|
| 17120SEC01AL | FUNDAMENTALS OF COMPUTERS | 0 | 0 | 2 | 1 |

Fundamentals of Computers

Aim: This is a basic course to practically learn the fundamentals of computer operations. It helps the learner to know the applications of computers in the field of Business.

Prerequisite: The learner should have elementary knowledge about computers.

Unit I Basics of Computer and its evolution

Evolution of computer, Characteristics of computers, Various fields of application of computers, Advantages and Limitations of computer, Classification of computers **i) On the basis of technology** (Digital, Analog and Hybrid) **ii) On the basis of processing speed and storage capacity** (Micro, Mini, mainframe and Super), **iii. On the basis of Purpose** (General & Special), Different Generation of computers (I to V),

Unit II Input and Output Devices

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter

Unit III Computer Memory

Primary Memory (ROM and it's type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory

Unit IV Operating System Concept

Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

Unit V Concept of Data Communication and Networking:

Networking Concepts, Types of networking (LAN, MAN & WAN), Communication Media.

Text Books:

1. Leon and Leon; *Introduction to Information Technology*, Leon TechWorld.
2. Microsoft Office-2000 Complete- BPB Publication.

Reference Books:

1. Sinha, Kr. Pradeep and Preeti Sinha; *Foundations of Computing*, BPB Publication.
2. Jain, V.K.; *Computers and Beginners*

| Course Code | Course Title | L | T | P | C |
|-------------|-----------------------------|---|---|---|---|
| 17111SEC01L | Communicative English Lab-I | 0 | 0 | 1 | 1 |

Aim:

- To acquaint with the basic grammar and develop language skills

Objective:

- To know English grammar and all the concomitant linguistic items
- To learn about the auxiliary and the models
- To understand the types of sentences and its patterns
- To enrich vocabulary
- To familiarize with the features, process, forms and barriers of communication
- To enhance listening skill

Outcome:

- Understand grammar
- Develop listening skill

UNIT –I

Parts of speech

UNIT – II

Kinds of Sentences, Patterns of sentences

UNIT – III

Auxiliaries, Modals

UNIT –IV

Communication-Characteristics-Process-Forms-Barriers-Types

UNIT-V

Listening-benefits-types-good listener-active and passive listening-effective listening

Lab Note-1. Word Mentor - Level I Words and their meaning-Root and usage-Fill in the blanks-Synonyms-Antonyms-Match the Words, Listening activity from Globarena Software 2.

Vocabulary diary

Viva-Listening activity

Exam components-Theory-50+MCQ online exam-vocabulary-20+Viva-15+Lab note-15=100

References:-

English Grammar

-Wren and Martin

English Grammar and Composition

-Radhakrishna Pillai

Technical Communication

-Meenakshi Sharma & Sangeetha Sharma

Essentials of Business Communication

-Rajendra Pal & J.S Korlahalli Sultan Chand & Sons

| Course Code | Course Title | L | T | P | C |
|--------------------|---------------------|----------|----------|----------|----------|
| 171ETHVALS | ETHICS AND VALUES | 1 | 0 | 0 | 1 |

Ethics and Values

Unit I

Introduction to Ethics – Personal value – Family Value – Self Esteem – Anger – Leadership – Personality Development

Unit II

Business Ethics – Corporate Social Responsibility – Corporate Governance

Unit III

Professional Ethics – Ethical Decision Making – Role of Business Professional in Corporate - current issues in business that are affected by ethical concerns.

Unit IV

Mass Media Ethics – Advertising Ethics – Social Responsibilities of Mass media

Unit V

Environmental Ethics and Values – Consumer Awareness and Rights – Human Rights

Reference

N.S.Raghunathan - Value Education, Margham Publications - Chennai

SEMESTER II

இரண்டாம்பருவம்

(செய்யுள், பக்தி இலக்கியம், நாவல், இலக்கிய வரலாறு)

அலகு I

1. திருநாவுக்கரசர் - தனித்திருக்குறுந்தொகை (1-10)பத்து பாடல்கள்
2. சுந்தரமூர்த்தி நாயனார் - திருவெண்ணெய் நல்லூர்- (1-10)பத்து பாடல்கள்

அலகு II

1. மாணிக்கவாசகர் திருவாசகம் - திரு அம்மாளை- (1-10) பத்து பாடல்கள்
2. திருமூலர் 250, 252, 270, 272, 225, 766, 1823, 1857, 2104, 2290 வள்ளலார் பிள்ளைச் சிறு விண்ணப்பம் 1-9

அலகு III

நாலாயிர திவ்யப் பிரபந்தம்

- i) தொண்டரடிப்பொடியாழ்வார்- திருமாலை
- ii) குலசேகர ஆழ்வார் - திருவேங்கடம் மலையில் பிறக்க விரும்புதல்
- iii) திருக்குற்றாலக் குறவஞ்சி - வசந்தவல்லி பந்து பயிலுதல்

அலகு IV

புதினம் மாங்காய் பால் - முனைவர் கு .வெ .பாலசுப்பிரமணியன்

அலகு V

1. தமிழ் இலக்கிய வரலாறு
- i) பன்னிரு திருமுறை வரலாறு
- ii) வைணவ இலக்கியம்

iii) சிற்றிலக்கியம்

iv) புதினம்

2. நல்லொழுக்க பாடம்

i) கல்வியை அழியா செல்வம்.

ii) ஒவ்வொன்றிற்கும் ஒரு விலை உண்டு

| Course Code | Course Title | L | T | P | C |
|-------------|---------------------|---|---|---|---|
| 17111AEC21 | Advanced English-II | 4 | 0 | 0 | 2 |

Aim:

- To improve the knowledge of English

Objective:

- To understand the format of e-mail, fax and memos
- To write itinerary, checklist, invitation, circular, instruction, recommendations
- To understand the impact of the biographies of famous people

Outcome:

- Develop writing skill
- Read and comprehend literature

UNIT –I

E-mail

Fax

Memos

UNIT – II

Itinerary

Checklist

UNIT – III

Invitation

Circular

UNIT – IV

Instruction

Recommendations

UNIT – V

Biographies of famous people:

Mother Teresa-Madam Curie-Charles Chaplin-Vikram Sarabhai

References:

English Grammar

-Wren and Martin

English Grammar and Composition

-Radhakrishna Pillai

Technical Communication

-Meenakshi Sharma & Sangeetha Sharma

Inspiring Lives

-Maruthi Publishers

English Work Book-I&II

-Jewelcy Jawahar

| Course Code | Course Title | L | T | P | C |
|-------------|--------------|---|---|---|---|
| 17111AEC22 | English-II | 4 | 0 | 0 | 2 |

Aim:

- To acquaint learners with different trends of writing

Objective:

- To empower students to acquire language skills through literature
- To enable the students to appreciate literature
- To develop the conversational skills through one act plays

Outcome:

- Read and comprehend literature

UNIT – I

Ecology

-A.K. Ramanujan

Gift

-Alice Walker

The First Meeting

-Sujata Bhatt

UNIT –II

Fueled

-Marcie Hans

Asleep

-Ernst Jandl

Buying and selling

-Khalil Gibran

UNIT –III

The End of living and The Beginning of Survival

- Chief Seattle

My Wood

- E.M.Forster

The Meeting of Races

- Rabindranath Tagore

UNIT – IV

The Refugee

-K.A. Abbas

I Have a Dream

-Martin Luther king

Those People Next Door

-A.G. Gardiner

UNIT – V

Marriage is a private Affair

-Chinua Achebe

The Fortune Teller

-Karel Capek

Proposal

-Anton Chekov

References:-

Gathered Wisdom

-GowriSivaraman EmeraldPublishers

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 17160SEC23 | FINANCIAL ACCOUNTING | 2 | 3 | 0 | 5 |

FINANCIAL ACCOUNTING

AIM: The Basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting, and utilization of financial accounting information for planning, decision-making and control.

Pre Requisite: The Learner should have introductory knowledge about accounting.

UNIT – I

Introduction to Financial Accounting – Definition, Meaning, Nature, Objectives and Uses of Accounting – Accounting Concepts, Principles and Conventions – Books of Accounts - Branches of Accounting – Differences between various branches of accounting

UNIT – II

Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation.

UNIT – III

Final Accounts – Manufacturing account – Trading account – Profit and Loss account and Balance Sheet

UNIT – IV

Depreciation Accounting: Introduction, Meaning of Depreciation, Causes for Depreciation, Need for Depreciation, Computation of the Amount of Depreciation, Depreciation on Additions to Fixed Assets, Methods of Depreciation, Calculation of Depreciation under various methods.

UNIT-V

Consignment- Meaning, features of consignment transaction, distinction between consignment and sale, Joint venture - Meaning, features, difference between joint venture and partnership, joint venture and consignment.

Text Book:

- Advance accounting – S. P. Jain and K. L. Narang – Kaliyani Publisher.
- Principles of Accounting – Finney H. A. Miller H E Prentice Hall
- Principles of Financial Accounting – S.N. Maheshwari

| Course Code | Course Title | L | T | P | C |
|-------------|--------------------------|---|---|---|---|
| 17160SEC24 | ORGANIZATIONAL BEHAVIOUR | 5 | 0 | 0 | 5 |

ORGANIZATIONAL BEHAVIOUR

AIM: To provide basic knowledge on various models of organizational behavior, To expose them to the concepts of motivation and group dynamics, To help them acquire interpersonal skills.

Pre Requisite: The Learner should have basic interpersonal skill and Human behaviour

UNIT - I Organizational Behaviour – Concept – Nature - Models - Other similar fields of study – Disciplines contributing to Organizational Behaviour - Individual Behaviour – Perception.

UNIT - II Personality – Definition - Determinants - Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT - III Leadership – Concept – Qualities of effective Leadership – Leadership Styles - Definition of Power – Types of Power - Sources of power – Power and Politics.

UNIT - IV Definition of Authority – Characteristics – Types of Authority - Organizational conflict, source of conflicts – Types of conflicts – Job frustration and causes.

UNIT - V Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’s need hierarchy theory – Mc Gregor’s Theory X and Theory Y – Herzberg Two Factor Theory - Stress Management – Concept - Sources - Effects of stress - Management of Stress.

TEXT BOOK RECOMMENDED: Organizational Behaviour – L.M. PRASAD

BOOKS FOR REFERENCES:

- Organization Theory and Behaviour – V.S.P. RAO & D.S. Narayana
- Organizational Behaviour - Uma Sekaran
- Organizational Behaviour - K.Asawathappa
- Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
- Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 17160AEC25 | BUSINESS ENVIRONMENT | 4 | 0 | 0 | 4 |

BUSINESS ENVIRONMENT

AIM: To enable the learner to understand the various business and economic environments in a changing business scenario.

UNIT-I

Business environment- concept- significance- factors- environmental influence on business.

UNIT-II

Social and cultural environment- demographic trend- Indian social structure- impact on business- interplay of various systems.

UNIT-III

Political environment- directive principles of state policy-centre- state relations- impact on business- economic environment- sectors of economy and their significance- agriculture, industry- service- multinational corporations- meaning- importance- advantages- weakness.

UNIT-IV

Technological environment- choice of technology- problems in selecting appropriate technology- importance to business- social responsibility- meaning- importance- responsibility towards various interest groups.

UNIT-V

Economic planning and development- government and planning- industrial policies and promotion schemes- government policy and SSI.

References:

- Francis Cherunilam- 'Business Environment'.
- Aswathappa k, 'Essentials of Business Environment'.
- Havg VK, 'Economic Environment of Business'.
- Amarchand D, Government and Business.

| Course Code | Course Title | L | T | P | C |
|-------------|-------------------------------|---|---|---|---|
| 17160AEC26 | MANAGEMENT INFORMATION SYSTEM | 4 | 0 | 0 | 4 |

MANAGEMENT INFORMATION SYSTEM

AIM: The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

Pre Requisite: The Learner should have elementary knowledge about information systems

UNIT-I Management information System- An overview- concept- evolution and element of MIS- definition- characteristics and basic requirement of MIS- structure- computerized MIS- pre-requisites of an effective MIS.

UNIT-II System analysis and design- An overview- System study- System design- development and implementation.

UNIT-III Computers and its effect on MIS- Limitations- MIS and DSS- MIS and information resource management- executive information artificial intelligence and expert system- MIS in Indian organizations- recent developments in information technology.

UNIT-IV Computers and communication- An overview- the information technology- concept of global village- communication channels- communication networks- local area networks- wide area networks- video conferencing.

UNIT-V Client/ server computing communication servers- digital networks- ERP systems- inter-organizational information systems- value added networks- networking E-commerce and internet- application of internet and website management.

References:

- O' Brien, James A, Management Information Systems.
- Sadogopans, Management information System, PHI.
- Lucas, Management information System.

- Sen, Management information System.

| Course Code | Course Title | L | T | P | C |
|--------------|------------------------|---|---|---|---|
| 17120SEC02AL | MS OFFICE PACKAGES LAB | 0 | 0 | 2 | 1 |

MS OFFICE PACKAGES LAB

Aim: The learner of this course will learn the different features and applications of Microsoft packages in office automation and Professional Management of Business Concern.

Prerequisite: This course does not require any prerequisite knowledge for the learner. The learner should have primary knowledge about computers and its uses.

Ms-Word

- **Introduction to Ms-Word** - What is Word-Processing, Important Features of Ms-Word, Getting Started with Ms-Word, Main menu option. **Creating and Editing a documents** - Creating a Documents, Entering Text In the documents, Moving Around the documents, Editing Operations, Inserting, Replacing and Deleting Character, Using the toolbar. **Formatting a Document** - Character Formatting, Line Spacing, Alignment, Boarding and Shading, Page Breaks, Columns, Changing Case, Adding and Removing Numbers. **Advanced Formatting** - Tab Setting, Indenting, Margins, Header and Footer, Spell Checking the Documents, Creating and Managing Tables. **Mail Merge** -What is Mail Merge, Concepts of Mail Merge and its Components, Mail Merge option of word

Ms-Excel

- **Introduction to Ms-Excel** – Creating, saving, Opening, Closing, and Naming the worksheet, entering data in worksheet. **Performing Calculations in Ms-Excel** – Writing Formula – Inserting formulas – Application of various formula tools. **Creating Charts and Diagrams in Ms-Excel** – Creating Charts, Selecting chart and Chart elements, moving and Resizing Charts, Changing Chart type, Data ranges, Chart Style, Chart Layout. **Sorting and Filtering Data** – Sorting of Data, Sorting options, Custom sorting etc.

Ms-PowerPoint

- **Introduction to Ms-PowerPoint** – Opening, Closing, Creating and Saving a Presentation. **Creating a Presentation** – Inserting a Slide – Adding text to slides – Formatting text – using of various menu and tools. **Using Clipart and Smart art** – Inserting, Formatting clipart and smart art. **Applying Animation and Transition** – Adding Slide Transition and animation, Adding Custom animation. **Inserting Videos, Sounds and Objects-** Inserting Sounds, voice clips, audios, videos, charts and objects.

Reference

- Microsoft office 2016 step by step by Joan Lambert and Curtis Frye, Published by Microsoft Press.

- Microsoft Office Reference Guide by Tom Bunzel, **Publisher:** InformIT.com (2007)

| Course Code | Course Title | L | T | P | C |
|-------------|------------------------------|---|---|---|---|
| 17111SEC02L | Communicative English Lab-II | 0 | 0 | 2 | 1 |

Aim:

- To acquaint with the basic grammar and develop language skills

Objective:

- To understand the different tenses and use it in sentences
- To form sentences
- To know subject verb agreement
- To enrich vocabulary
- To read and comprehend the context

Outcome:

- Understand grammar
- Develop reading skills

UNIT-1

Tenses-Simple, Perfect

UNIT -II

Tenses-Continuous, Perfect continuous

UNIT -III

Forming sentences-positive, negative and questions

UNIT -IV

Concord

UNIT -V

Reading-benefits-purpose-techniques-types-Effective reading

Lab Note-1. Word Mentor - Level II Words and their meaning-Root and usage-Fill in the blanks-Synonyms-Antonyms-Match the Words, reading activity from Globarena Software 2. Newspaper Article notebook

Viva-Reading activity

Exam Components-Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

References:-

1. English Grammar -Wren and Martin
2. English Grammar and Composition -Radhakrishna Pillai
3. Technical Communication -Meenakshi Sharma & Sangeetha Sharma
4. Essentials of Business Communication -Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

SEMESTER III

முன்றாம் பருவம்

(செய்யுள், காப்பியங்கள், நாடகம், இலக்கிய வரலாறு)

அலகு I

சிலப்பதிகாரம்- கனாத்திறம் உரைத்த காதை
மணிமேகலை - உலக அறவி பூக்க காதை
சீவக சிந்தாமணி - நாட்டு வளம் 2 ,3,4,5,6,7,24, 48

அலகு II

பெரியபுராணம் - இளையான்குடி மாற நாயனார் புராணம்
கம்பராமாயணம் - கங்கைப்படலம்
28,29,30,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,46,47,48,49,50,51,52,53,54,
55,56,57,58,59,60,61,62,63,64,65,66,67,68,69,70,71,72,73,74,75,76,77

அலகு III

சீறாபுராணம்- மானுக்குப் பிணை நின்ற படலம்
இயேசு காவியம் - மழை பொழிவு
நாடகம் - பாரதிதாசன் - அமைதி

அலகு IV

தமிழ் இலக்கிய வரலாறு
காப்பியங்கள்
சிறு காப்பியங்கள்
சைவ வைணவ காப்பியங்கள்

நல்லொழுக்கப்பாடம்
i)குரலில் குற்றமும் கொற்றமும்
ii)பாரதியாரின் சமத்துவ நோக்கு

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 17111AEC31 | Advanced English-III | 4 | 0 | 0 | 2 |

Aim:

- To improve the knowledge of English

Objective:

- To familiarize with the organs of speech and the description and classification of speech sounds
- To understand consonant cluster, syllable, word accent and intonation.
- To know how to interpret graphics
- To write slogans and advertisements

Outcome:

- Understand Phonetics
- Develop writing skill

UNIT –I

The organs of speech
 Classification of speech sounds
 Vowels and Diphthongs

UNIT –II

Consonants
 Consonant cluster

UNIT – III

Syllable
 Word accent
 Intonation

UNIT – IV

Idiom
 Interpretation of graphics

UNIT – V

Slogan writing
 Writing advertisement

References:

English Grammar -Wren and Martin
 English Grammar and Composition -Radhakrishna Pillai
 Technical Communication -Meenakshi Sharma & Sangeetha Sharma
 A text book of Phonetics for Indian Students -T.B. Balasubramaniyan

| Course Code | Course Title | L | T | P | C |
|-------------|--------------|---|---|---|---|
| 17111AEC32 | English-III | 4 | 0 | 0 | 2 |

Aim:

- To acquaint students with learning English through literature

Objective:

- To sensitize students to language use through prescribed text
- To develop the conversational skills through one act plays

Outcome:

- Read and comprehend literature

UNIT – 1

| | |
|--------------------|-----------------------|
| The Doctor's World | - R.K. Narayan |
| The Postmaster | - Rabindranath Tagore |
| Princess September | - E.Somerest Maugham |

UNIT – II

| | |
|-----------------------|-----------------------------|
| The Price of Flowers | -Prabhat Kumar Mukhopadhyay |
| The Open Window | -Saki |
| The Model Millionaire | -Oscar Wilde |

UNIT –III

| | |
|-----------------------|-------------------|
| My Brother My Brother | - Norah Burke |
| Uneasy Home Coming | - Will F. Jenkins |
| Resignation | - Premchand |

UNIT –IV

| | |
|---------------------------------|----------------------------------|
| The Referee | -W.H. Andrews & Geoffrey Dreamer |
| The Case of the Stolen Diamonds | -Farrell Mitchell |

UNIT – V

| | |
|----------------------------------|-----------------------|
| The Dear Departed | -Stanley Houghton |
| The Princess and the Wood Cutter | -Alan Alexander Milne |

References:-

| | |
|------------------------|---------------------------------|
| Nine Short Stories | -Steuart H.King Blackie Books |
| One-Act plays of Today | -T.Prabhakar Emerald Publishers |

| Course Code | Course Title | L | T | P | C |
|-------------|-----------------------|---|---|---|---|
| 17160SEC33 | MANAGEMENT ACCOUNTING | 2 | 3 | 0 | 5 |

MANAGEMENT ACCOUNTING

AIM: To help students understand the nature and scope of management accounting. Gain knowledge in the preparation of financial statement analysis, fund flow and Cash flow analysis. Utilize the management tools and techniques to take appropriate financial decisions.

Pre requisite: The Learner Should have Elementary knowledge about financial accounting reports and statements.

UNIT – I

Management accounting – Meaning, Objectives, Nature and Scope of Management accounting – Utility and limitations of management accounting.

UNIT – II

Financial Statement Analysis – Comparative Statements – Common Size Statements Ratio Analysis – significance, Uses and limitations – Computation of various ratio – Profitability, Liquidity, Solvency and Turnover ratio.

UNIT – III

Fund flow analysis – concept of funds – sources and uses of funds –managerial uses of fund flow analysis - construction of fund flow statement.

UNIT – IV

Cash flow analysis – Distinct of Cash flow from fund flow - utility of Cash flow statement – Construction of Cash flow statement.

UNIT – V

Marginal Costing: Meaning, Features, Advantages, Limitations, Absorption costing **Cost – Volume – Profit Analysis:** Contribution, Break even analysis, Profit Volume Ratio, Margin of safety

Text Book:

- Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
- Manmohan and SN. Gopal - Principle of Management Accounting
- Guthmann H. G. Analysis of Financial Statements, New Delhi.
- Anthony R. N. Management Accounting – Text and Cases.

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 17160SEC34 | MARKETING MANAGEMENT | 5 | 0 | 0 | 5 |

MARKETING MANAGEMENT

AIM: To expose students to marketing concepts and trends in the market. To promote the ability to relate consumer behaviour and market trends. To make students realize the relationship between marketing channels and corresponding strategies.

Pre Requisite: The learner should have elementary knowledge about market and marketing concepts.

UNIT - I Market and Marketing: Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance - Marketing Environment - Marketing Information System.

UNIT - II Market Segmentation and consumer behaviour – Influencing factors, Decision process - Marketing Research - Marketing information system

UNIT - III Marketing Mix - Product planning and development – Productmix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.

UNIT - IV Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

UNIT - V Promotion mix - Personal selling –Process - Advertising – Objectives – Types - Sales promotion – Objectives – Sales promotion methods, publicity and public relations.

TEXT BOOK RECOMMENDED:

1. Ramaswamy and Namakumari, Marketing Management 3/e Revised MacMillan I Ltd

BOOKS FOR REFERENCE:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler and Armstrong, Marketing Management
3. Saxena, Marketing Management, Tata McGraw Hill Pub
4. Pillai &Bhagavathi, Modern Marketing
5. Sherlekar, Marketing Management
6. Varshney RL and Gupta SL, Marketing Management

| Course Code | Course Title | L | T | P | C |
|-------------|--------------|---|---|---|---|
| 17160AEC35 | BUSINESS LAW | 4 | 0 | 0 | 4 |

BUSINESS LAW

OBJECTIVES:

- To enlighten the students on the basic principles and legal aspects of business laws.
- To promote the understanding of various legislations relating to business.
- To make them acquire knowledge on the legal aspects in the business environment.

Prerequisite

Students must have knowledge of Basic business legislations and concepts

UNIT – I

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT - II

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

UNIT - III

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent-Termination of Agency.

UNIT - IV

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT - V

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners -Types of partnership - Dissolution of partnership.

Reference Books:

- 1.Elements of Mercantile Law - N.D. KAPOOR.
2. Principles of Mercantile Law – B.N. TANDON.
3. Mercantile Law – DAVAR.
4. Business Law – PILLAI & BHAGAVATHI.
5. Mercantile Law – M.C.SHUKLA.

| Course Code | Course Title | L | T | P | C |
|-------------|---------------------------|---|---|---|---|
| 17160AEC36 | HUMAN RESOURCE MANAGEMENT | 4 | 0 | 0 | 4 |

HUMAN RESOURCE MANAGEMENT

AIM: To support programs for improving organizational effectiveness by developing policies in such areas as knowledge management, talent management and generally creating a great place to work.

OBJECTIVE: To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I

Human Resource Management - Introduction and Importance - Evolution – objectives of Human resource management – role of Human resource management - Human resource policies.

UNIT II

Objectives - Importance of HRP- process of HRP – Job analysis-Job Description - Job Specification - Recruitment- Sources of Recruitment - Selection process – Retention of Employees

UNIT III

Training and Development - Training Process - Methods of Training - Need - Evaluation of Training programmes – Concept of Performance appraisal - methods of Performance Appraisal- Rating Errors - Grievances – causes and its functions – Career Planning- career management.

UNIT IV

Concepts and Components - Compensation plans – Rewards – Motivation – Theories of motivation – Employee Welfare - Kinds of Retirement.

UNIT V Factors influencing industrial relations - State Interventions and Legal Framework - Role of Trade unions - Collective Bargaining - Workers' participation in management- time management.

REFERENCE BOOKS:

1. Decenzo & Robbins, Personnel / Human Resource Management, 3rd ed., John Wiley & Sons (Pvt.) Ltd.
2. Personnel Management – C.B Mamoria.
3. Human Resources Management – Ashwathappa.

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 171CBMRM37 | RESEARCH METHODOLOGY | 3 | 0 | 0 | 3 |

RESEARCH METHODOLOGY

AIM: To create a basic appreciation towards research process and awareness of various research publication

OBJECTIVES:

- To understand the steps in research process and the suitable methods.
- To identify various research communications and their salient features
- To carry out basic literature survey using the common data-bases

OUTCOME: Ability to carry out independent literature survey corresponding to the specific publication type and assess basic computational frameworks used in mathematical researches.

PREREQUISITES: Basic computer skills for working in window-environment & Conceptual Knowledge on basic matrices

UNIT I Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research

UNIT II Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.-Sampling and types of sampling

UNIT III Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction.

UNIT IV Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference- correlation and regression analysis,

UNIT V Report writing and presentation –steps in Report writing - types of reports – Formats of Reports – Presentation of a Report.

BOOKS FOR REFERENCE:

1. C.R.Kothari: Research Methodology, Wiley Eastern Ltd, New Delhi
2. P.Saravanel, Research Methodology, Kitab Mahal, Allahabad.
- 3.O.R. Krishnaswami : Methodology of Research in Social Science
4. D.Amarchend : Research Methods in Commerce

| Course Code | Course Title | L | T | P | C |
|--------------|---------------------------------|---|---|---|---|
| 17120SEC03AL | WRITING AND PRESENTATION SKILLS | 0 | 0 | 2 | 1 |

WRITING AND PRESENTATION SKILLS

AIM: To familiarize students with different modes of general, academic and Business writing. To help them master writing techniques to meet academic and professional needs. To introduce them to the basics of academic and Professional presentation. To sharpen their accuracy in writing.

UNIT I - Writing as a skill – its importance – mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text – functional use of writing – personal, academic and business writing.

UNIT II - Writing process - planning a text – finding materials - drafting – revising – editing - finalizing the draft - computer as an aid – key board skills - word processing

UNIT III - Writing models – essay - précis - expansion of ideas – dialogue - letter writing – personal letters, formal letters - CV – surveys – questionnaire - e-mail – fax - job application - report writing.

UNIT IV - Academic writing - writing examinations - evaluating a text - note-making- paraphrasing – summary writing - planning a text – organizing paragraphs – introduction – body – conclusion – rereading and rewriting - copy editing - accuracy.

UNIT V - Presentation as a skill - elements of presentation strategies – audience – objectives – medium – key ideas - structuring the material - organizing content - audio-visual aids – handouts - use of power point - clarity of presentation - non-verbal communication - seminar paper presentation and discussion.

Reference:

English for Effective Communication. Oxford University Press, 2013.

Further reading:

1. Robert, Barraas. Students Must Write. London: Routledge, 2006.
3. Hamp-Lyons, Liz, Ben Heasley. Study Writing. 2nd Edition. Cambridge Uty Press, 2008.
4. Ilona, Leki. Academic Writing. CUP, 1998.
5. McCarter, Sam, Norman Whitby. Writing Skills. Macmillan India, 2009.
6. Jay. Effective Presentation. New Delhi: Pearson, 2009.

| Course Code | Course Title | L | T | P | C |
|-------------|-------------------------------|---|---|---|---|
| 17111SEC03L | Communicative English Lab-III | 0 | 0 | 2 | 1 |

Aim:

- To acquaint with the basic grammar and develop language skills

Objective:

- To change a sentence from active to passive and vice versa
- To make sentences
- To write a letter
- To improve vocabulary
- To enhance speaking skills
- To enrich writing skills

Outcome:

- Understand grammar
- Develop speaking and writing skills

UNIT –I

Active and Passive

UNIT –II

Developing the hints

UNIT –III

Letter writing

UNIT –IV

Speaking-benefits-features of a good speaker-Tip for improving speech-types

UNIT –V

Writing-benefits-types-tips for improving writing

Lab Note-1. Anagrams, Word Traps, Stinging Words, letter writing from Globarena Software, Self-introduction, 2. Picture writing note book

Viva-Self introduction, Picture talk

Exam components-Theory -50+MCQ online exam -20+Viva-15+Lab note-10=100

References:-

English Grammar -Wren and Martin
 English Grammar and Composition -Radhakrishna Pillai
 Technical Communication -Meenakshi Sharma & Sangeetha Sharma
 Essentials of Business Communication -Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

SEMESTER IV

நான்காம் பருவம்

(செய்யுள், சங்க இலக்கியம், பொது க்கட்டுரை, இலக்கிய வரலாறு)

அலகு I

நற்றிணை பாடல் எண்கள் - 1,21,70

குறுந்தொகை பாடல் எண்கள் - 28,40,142,283,397

ஐங்குறுநூறு - வேட்கைப்பத்து முழுமையும் 1-10 பாடல்கள்

அலகுII

கலித்தொகை - அறியாத அறன் எய்தி -பாலைக்கலி -பாடல் எண்(10)

கயமலர் உன் கண்ணாய் ! காணாய் குறிஞ்சிக்கலி -பாடல் எண் 1

அகநானூறு பாடல் எண்கள் - முல்லை -144,மருதம்-156, பாலை-389

புறநானூறு - ஒரு நாட் செல்வம் 1

விளங்கு மணிக்கொடும் பூண் 2

படைப்புப்பல படைத்து 3

யாண்டும் பலவாக....4

யாதும் ஊரே -5

அலகுIII

திருக்குறள் - வான்சிறப்பு, நாடு, நட்பு ஆராய்தல், புலவி நுணுக்கம்

அலகுIV

உங்கள் தமிழைத் தெரிந்து கொள்ளுங்கள் தமிழண்ணல்

அலகுV

1.தமிழ் இலக்கிய வரலாறு

i)சங்க இலக்கியம்

ii)நீதி இலக்கியம்

2. நல்லொழுக்கப் படலம்

i)நல்லதை செய்யத் தூண்டும் நாலடியார் .

ii)ஒழுக்க நெறிக்கல்வி

| Course Code | Course Title | L | T | P | C |
|-------------|---------------------|---|---|---|---|
| 17111SEC41 | Advanced English-IV | 4 | 0 | 0 | 2 |

Aim:

- To improve the knowledge of English

Objective:

- To familiarize with the objectives and types of interview
- To know the types of questions and answering techniques
- To prepare reviews and proposals
- To learn the grammatical forms
- To understand the meaning of a poem and write the content
- To write for and against a topic
- To draw a flowchart
- To write definitions

Outcome:

- Develop communicative skill
- Read and comprehend literature

UNIT –I

Interviews

Objectives, types, ten success factors, ten failure factors - Planning and preparation – Presentation– Type of questions – Answering techniques.

UNIT – II

Flowchart

Proposals

UNIT – III

Discourse markers

Review

UNIT IV

Grammatical forms

Paraphrasing

UNIT –V

Definition

Writing for and against a topic.

References:

English Grammar

-Wren and Martin

English Grammar and Composition

-Radhakrishna Pillai

Essentials of Business Communication

-Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

Technical Communication

-Meenakshi Sharma & Sangeetha Sharma

English for writers and translators

-Robin Macpherson

English Work Book-I&II

-Jewelcy Jawahar

| Course Code | Course Title | L | T | P | C |
|-------------|--------------|---|---|---|---|
| 17111AEC42 | English-IV | 4 | 0 | 0 | 2 |

Aim:

- To acquaint students with learning English through literature

Objective:

- To introduce learners to the standard literary texts
- To impart wisdom through morally sound poems and essays
- To introduce Shakespeare to non-literature students

Outcome:

- Read and comprehend literature

UNIT –I

How to be a Doctor -Stephen Leacock
 My Visions for India -A.P.J. Abdul Kalam
 Woman, not the weaker sex -M.K. Gandhi

UNIT –II

My Last Duchess -Robert Browning
 The Toys -Coventry Patmore
 I, too -Langston Hughes

UNIT –III

The Best Investment I ever made-A.J.Cronin
 The Verger -W.S Maugham
 A Willing Slave -R.K.Narayan

UNIT –IV

Macbeth
 As You Like It

UNIT –V

Henry IV
 Tempest

References:-

English for Enrichment -Devaraj Emerald Publishers
 Selected Scenes from Shakespeare Book I &II -Emerald Publishers

| Course Code | Course Title | L | T | P | C |
|-------------|--------------------------|---|---|---|---|
| 17160SEC43 | TOTAL QUALITY MANAGEMENT | 5 | 0 | 0 | 5 |

TOTAL QUALITY MANAGEMENT

OBJECTIVE: To learn the quality philosophies and tools in the managerial perspective.

UNIT I

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality - Cost of quality.

UNIT II

Overview of the contributions of Deming, Juran Crosby, Taguchi techniques – Introduction to loss function. Concepts of Quality circle, Japanese 5S principles and 8D methodology

UNIT III

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. – Six sigma - concepts of process capability. Total productive maintenance (TMP). Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

UNIT IV

Quality functions development (QFD) – Benefits, Voice of customer, House of quality (HOQ), QFD process. Failure mode effect analysis (FMEA) –FMEA stages, Process and documentation. Seven Tools (old & new) - Bench marking.

UNIT V

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture – quality council, motivation, recognition and reward. TQM framework, benefits, awareness and obstacles.

REFERENCE BOOKS:

- Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4 th Edition, Wiley India Pvt Limited, 2008.
- Poornima M.Charantimath, Total Quality Management, Pearson Education, First Indian Reprint 2003.
- Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

| Course Code | Course Title | L | T | P | C |
|-------------|-----------------|---|---|---|---|
| 17160SEC44 | COST ACCOUNTING | 2 | 3 | 0 | 5 |

COST ACCOUNTING

UNIT – I

Meaning and scope of cost account – Relationship of cost accounting and Financial account – cost analysis – concept and classification – element of cost method – preparation of cost sheet, tender and quotation.

UNIT – II

Purchasing of material - Procedure and documentation involved in purchasing – requisition for store – maximum stock level maximum level reorder level economic ordering quantity perpetual inventory – Bin card – ABC Analysis control over wages – scarp and spoilage. Inventory records method of valuing material.

UNIT – III

Overhead – Classification of overhead – allocation and absorption of overhead.

UNIT – IV

Process costing – Losses – normal process loss – abnormal loss – abnormal gain – Job costing – contract costing.

UNIT – V

Remuneration and Incentives: methods of wage payment and incentives plan- Time Wage System, Piece Rate System, Taylor’s Differential Piece Rate System, Merrick’s Multiple Piece Rate System, Gant’s Task and Bonus Plan, Halsey Premium Plan and Rowan Plan.

Text Book:

Advance Cost Accounting – Jain and Narange – Kalyani Publishing.

| Course Code | Course Title | L | T | P | C |
|-------------|-------------------|---|---|---|---|
| 17160AEC45 | RETAIL MANAGEMENT | 4 | 0 | 0 | 4 |

RETAIL MANAGEMENT

Objectives: To gain in-depth knowledge about Retail management practices in Retail Industry.

Prerequisite: Students should have mindset of setting Retail outlets. Students must have knowledge on basic retailing concepts

Unit 1: Introduction to Retailing: Concept of Retailing-Functions of Retailing-Terms and Definition of Retailing-Retailing Channels- Importance of Retailing-Retail industry in India

Unit 2: Understanding the Retail consumer: Retail consumer Behaviour-Factors influencing retail consumer-Customer decision making Process-Types of Decision Making.

Unit 3: Retail Location Selection: Retail Location-Importance- Types-Factors determining the location of retail outlets-Steps involved in choosing the retail locations

Unit 4: Retail Space Management and Marketing: Retail Space Management-Store layout and design-Visual Merchandising-Promotions strategy-Relationship Marketing Strategies-CRM-POP displays

Unit 5: Emerging Trends in Retailing: Application of IT to Retailing-Retail Equity-Technology in Retailing-Retailing through the Internet

Reference Books

- Sivakumar, Retail Marketing,Excel Books,First Edition ,2007.
- Ramakrishnan and Y.R.Srinivasan,Indian Retailing Text and cases,Oxford University Press,2008.
- Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3 rd Edition, 2009.
- Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
- Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
- Dr.Jaspreet Kaur , Customer Relationship Management, Kogent solution.

| Course Code | Course Title | L | T | P | C |
|-------------|--------------------------------------|---|---|---|---|
| 17160AEC46 | INDUSTRIAL RELATIONS AND LABOUR LAWS | 4 | 0 | 0 | 4 |

INDUSTRIAL RELATIONS AND LABOUR LAWS

UNIT – I

Industrial Relations – Concept – Definition – Significance – Objectives – Scope – Approaches – Principles of good Industrial Relations – Role of state Employers and Unions – Labour and the constitution – Constitutional Framework.

UNIT – II

International Labour Movement – International Confederation of Free Trade Unions (ICFTU) – ILO – Origin, history, Objectives and Functions.

UNIT - III

Industrial Disputes – Meaning – Causes – Forms – Machinery – Joint Consultation – Works Committee – Conciliations – Employee Discipline – Grievance Handling workers participation in Management Collective Bargaining – Wage Administration – Wage Regulation Machinery.

UNIT – IV

Factories Act, 1948 – Objects – Provisions relating to health, Workers Compensation Act, 1923 – Objects – Employer’s Liability for compensation – Employee’s state Insurance Act, 1948 – Objects – Registration of Factories and establishments – The ESI corporation – Standing Committee – Offences and penalties – Miscellaneous Provisions.

UNIT – V

Industrial Disputes Act 1947 – Objects – Authorities for settlement – Lockouts – Lay-Off – Strikes – Retrenchment – Transfer and Closure – Trade Union Act, 1926 – Objects – Registration – Rights and Liabilities of Registered Trade Unions – Procedure – Penalties.

References:

- Kapoor N.D. – Industrial Laws
- Shukla M.C. – Industrial Laws

| Course Code | Course Title | L | T | P | C |
|--------------------|--|----------|----------|----------|----------|
| 17120SEC04A | GENERAL APTITUDE & PERSONALITY DEVELOPMENT | 1 | 0 | 0 | 1 |

GENERAL APTITUDE & PERSONALITY DEVELOPMENT

Self Management I

• Self Evaluation • Self Discipline • Self Criticism • Recognition of one's own limits and deficiencies • Independency etc. • Thoughtful & Responsible • Self Awareness

Self Management II

• Identifying one's strengths and weaknesses • Planning & Goal setting • Managing self – emotions, ego, pride.

Time Management concept

• Attendance, Discipline & Punctuality • Act in time on commitment • Quality/ Productive Time

Verbal Ability:

English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction.

Numerical Ability:

Numerical computation, Numerical estimation, Numerical reasoning and Data Interpretation.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|------------------------------|---|---|---|---|
| 17111SEC04L | Communicative English Lab-IV | 0 | 0 | 1 | 1 |

Aim:

- To develop communicative skills

Objective:

- To change sentences from direct to indirect and vice versa
- To comprehend a passage
- To enhance language skill
- To improve presentation skill
- To enrich vocabulary

Outcome:

- Understand grammar
- Develop language and presentation skills

UNIT –I

Direct and Indirect

UNIT –II

Comprehension

UNIT –III

Conversation

UNIT –IV

Descriptive Writing

UNIT –V

Soft skills-Importance-aspects-SWOT analysis-values-positive attitude-perception

Lab Note- Confusing Words, Word families, Non-English words, Presentation skills, Oral presentation, Conversation from Globarena software

Viva-Presenting a topic

Exam components-Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

References:-

| | |
|--------------------------------------|--|
| English Grammar | -Wren and Martin |
| English Grammar and Composition | -Radhakrishna Pillai |
| Technical Communication | -Meenakshi Sharma & Sangeetha Sharma |
| Essentials of Business Communication | -Rajendra Pal & J.S Korlahalli Sultan Chand & Sons |
| Soft skills | -D.Jayacandran D.J Publishers |

| Course Code | Course Title | L | T | P | C |
|--------------------|-----------------------|----------|----------|----------|----------|
| 171ENVTSTU | ENVIRONMENTAL STUDIES | 1 | 0 | 0 | 1 |

ENVIRONMENTAL STUDIES

UNIT – I:

The Multidisciplinary Nature of Environmental Studies

UNIT – II:

Natural Resources: Renewable and Non-Renewable Resources

UNIT – III:

Ecosystems

UNIT – IV:

Biodiversity and its Conservation

UNIT – V:

Environmental Pollution

UNIT – VI:

Social Issues and the Environment

UNIT – VII:

Human Population and the Environment

UNIT – VIII:

Fieldwork

SUGGESTED BOOK:

Environmental Studies – K.Kumaraswamy, A.Alagappa Moses, M.Vasanthy

(Bharathidasan University – Tiruchirappalli)

SEMESTER V

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 17160SEC51 | FINANCIAL MANAGEMENT | 4 | 1 | 0 | 5 |

FINANCIAL MANAGEMENT

UNIT – I Concept of Finance, Corporate Finance, Finance Functions and other functions. Structures of the Financial System. Financial Management – Meaning, functions and Objectives of Financial Management- Financial Planning and Forecasting of short term and long term

UNIT – II Analysis and Interpretation of Corporate Final Accounts: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency through learning computation, analysis and interpretation of various tools of financial analysis Preparation of Cash Flow Statement as per Accounting Standard and its Analysis

UNIT – III: Investment Decision Capital Budgeting Process - Techniques of investment appraisal: Payback period; Accounting Rate of Return - DCF Techniques - Net present value, Profitability Index and Internal Rate of Return

UNIT – IV: Working Capital Decision Meaning - Nature of working capital - Classification and significance of working capital - financing of Working capital - Component of working capital, Cash, Short-term marketable securities - Management of Cash and Receivables

UNIT – V: Dividend Decision Theories of Dividend - Determinants of dividend - Dividend Policy - Dividend policies in practice

References:

- M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
- 2. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.
- REFERENCES
- Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.

| Course Code | Course Title | L | T | P | C |
|-------------|--------------------|---|---|---|---|
| 17160SEC52 | SERVICES MARKETING | 5 | 0 | 0 | 5 |

SERVICES MARKETING

OBJECTIVES: To enable students know the various concepts of services marketing. To understand the strategies for managing and marketing of services and devise strategies for marketing services in the liberalized business environment.

Prerequisites: Students must have basic Marketing Knowledge and Mindset. Students should have skill of service attitude

UNIT – I Introduction – Definition – Distinguishing feature of service – Service offer – Service encounter – Service buying process.

UNIT – II Relationship marketing and customer loyalty – Managing knowledge – Service positioning and Targeting – Service quality.

UNIT – III Marketing plans for services – Marketing planning process – Marketing strategy formulation – Resource allocation and monitoring – Marketing planning and services – customer focused services – service quality – Improving service quality – customer retention.

UNIT – IV Pricing of service – promoting service – Internal Marketing – Managing – capacity – Managing the marketing effort – Marketing process - Position analysis.

UNIT – V Marketing of services – Bank – Marketing – Insurance Marketing – Hospital Marketing – Telecommunication services – Education – Marketing.

References:

- Principles of Service Marketing – Adrian Palmar (McGraw Hill International)
- Marketing of service Strategies for growth – S.S.Vernekar, Sandeep Goel, B.P Bhardwaj (Deep and Deep Publication)
- Advtan payne, Services Marketing
- Ravishshankar, Services Marketing
- Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.

➤ Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

| Course Code | Course Title | L | T | P | C |
|-------------|--------------------------------------|---|---|---|---|
| 17160SEC53 | PRODUCTION AND OPERATIONS MANAGEMENT | 5 | 0 | 0 | 5 |

PRODUCTION AND OPERATIONS MANAGEMENT

OBJECTIVES: To enable students understand the nature and importance of production management comprehend the principles and areas of application of shop floor management and know the operations and skills needed for major decisions in material management.

Prerequisite: Students must have interest and Knowledge of Production and sequence of operations. Students those who are having Industrial Knowledge

UNIT – I Definition of production managements – Scope of production Managements – Functions and Responsibilities of production manager – Evolution of production management.

UNIT – II Production planning and Control: Definition of planning – scope of planning – Production planning of control (PPC). Importance methods or Types of production – Continuous production systems (CPS) – Intermittent production system (IPS)

UNIT – III Plant Location: Definition of Plant location, Steps, Factors affecting the location of a plant – various factors involved in the location

UNIT – IV Plant Layout: Definition Plant Layout, Objective of plant layout – Types, Principles, Factors influencing plant layout.

UNIT – V Material Handling: Definition of material handling – Importance – Objective – Principles – Types of material handling – Inventory control – Factor affecting inventory control

Reference Books

- Operational Management – C. S. V. Murthy (Himalaya Publishing House)
- Production and Operations Management – B.S. GOYEL.
- Production and Operations Management – PANNERSELVAM, Prentice Hall of India
- Material Management – M.M. VARMA.
- Production Management –Saravanavel sumathi

| Course Code | Course Title | L | T | P | C |
|-------------|------------------------------|---|---|---|---|
| 17160DSE54A | ADVERTISING AND SALESMANSHIP | 3 | 0 | 0 | 3 |

ADVERTISING AND SALESMANSHIP

Objective: To improve the knowledge and competency of advertising and to have the knowledge of salesmanship

Prerequisite: Students must have knowledge of Marketing and sales process

UNIT – I Advertising: Advertising and salesmanship – role of importance – Planning for advertisement communication process – Formal and Informal.

UNIT – II AIDA’s formulas - Advertising scope and function – need for Advertising classification – Advertisement planning and organization ethical issue in advertising.

UNIT – III Advertising media – Role of Media – Types of Media – Merits and Demerits – Media research Evaluation and effectiveness of advertising.

UNIT – IV The Advertising Budget - Advertising Agencies – Advertisement copy – Kinds - Advertising mix.

UNIT – V Selling as a career-History of selling-Characteristics of a good salesman and sales

Reference Books:

- Advertising Principles problems and Cases – Charles. J. Dirkson.
- Advertising management Concept – Manendra Mohan
- Salesmanship-Sathyanarayanan
- Salesmanship and Publicity-J.S.K.Patel

| Course Code | Course Title | L | T | P | C |
|--------------------|---------------------|----------|----------|----------|----------|
| 17160DSE54B | EVENT MANAGEMENT | 3 | 0 | 0 | 3 |

EVENT MANAGEMENT

Aim: The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events

UNIT I PRINCIPLES OF EVENT MANAGEMENT

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics. Principles of event Management, concept & designing

UNIT II EVENT PLANNING & TEAM MANAGEMENT

Aim of event, Develop a mission, Establish Objectives. Preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing

UNIT III EVENT MARKETING AND ADVERTISING

Nature of Marketing, Process of marketing, Marketing mix, Sponsorship, Image, Branding, Advertising, Publicity and Public relations

UNIT IV EVENT LEADERSHIP & COMMUNICATION

Leadership skills, Managing team, Group development, Managing meetings, Written communications, (Official, demi-official, Invoice). Verbal communications

UNIT V EVENT SAFETY AND SECURITY

Security, Occupational safety, Crowded management. Major risks and emergency planning, Incident reporting, emergency procedures

Suggested Readings

- Successful Event Management by Anton Shone & Bryn Parry.
- The international dictionary of event management : over 3500 administration, coordination, marketing, and risk management terms from around the world / Joe Goldblatt, Kathleen S. Nelson, editors.
- Meetings, expositions, events, and conventions : an introduction to the industry / George G. Fenich.

| Course Code | Course Title | L | T | P | C |
|--------------------|---------------------|----------|----------|----------|----------|
| 17120SEC05A | PHOTO SHOP | 0 | 0 | 2 | 1 |

PHOTOSHOP

1. Design a Visiting card.
2. Design a Identity card.
3. Design a letter pad with LOGO.
4. Create an advertisement for News paper and Poster creation.
5. Design a calendar with pictures.
6. Design a Magazine.
7. Create a front page for a Magazine
8. Design a CD Cover.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|-----------------------------|---|---|---|---|
| 17111SEC05L | Communicative English Lab-V | 0 | 0 | 2 | 1 |

Aim:

- To develop communicative skills

Objective:

- To understand the degrees of comparison
- To build up a thought
- To write resume
- To construct report, agenda and minutes
- To prepare for an interview

Outcome:

- Develop communicative skills
- To get a job

UNIT –I

Degrees of comparison

UNIT –II

Proverb expansion

UNIT –III

Resume writing

UNIT –IV

Interview

UNIT –V

Corporate skills-body language-etiquette-good manners-interpersonal skills

Lab Note- Report writing, Resume writing, Interview from Globarena software, Writing agenda, Writing minutes

Viva-Mock Interview

Exam components-Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

References:-

English Grammar -Wren and Martin

English Grammar and Composition -Radhakrishna Pillai

Technical Communication -Meenakshi Sharma & Sangeetha Sharma

Essentials of Business Communication-Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

Soft skills

-D.Jayacandran D.J Publishers

SEMESTER VI

| Course Code | Course Title | L | T | P | C |
|-------------|--|---|---|---|---|
| 17160SEC61 | STRATEGIC MANAGEMENT AND BUSINESS POLICY | 5 | 0 | 0 | 5 |

Objectives: To create an awareness of the importance of strategic approach to managerial situations and issues in the context of globalization and liberalization trends

UNIT – I

The concept of strategy policy, planning, evolution strategy, philosophy of strategy.

UNIT – II

Strategy Alternatives: SWOT Analysis, Environment analysis – Strategy formulation – Environmental scanning and Industry Analysis, Social responsibility- Strategy formulation – Business Strategy - Corporate Strategy Diversion Strategy portfolio Analysis – BCG growth / Strategy choice – Development of policies.

UNIT – III

Strategy implementation – Organization design, Structure, relationships, Leadership –control process, performance. Organisational resource analysis, matching opportunities and resources strategy and values, social responsibilities of managements.

UNIT – IV

Stability strategy – Growth – Retrenchment – Turnaround Strategy – Diversification.

UNIT – V

Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy

Reference Books:

- P. Subba Rao – Himalaya Publishing House.
- V. P. Michael.
- AZHAR KAZMI – Tata McGraw - Hill
- K - Balasubramaniam, S. Usha Priya – GIGO Publication.

| Course Code | Course Title | L | T | P | C |
|-------------|-----------------------------|---|---|---|---|
| 17160SEC62 | ENTREPRENEURIAL DEVELOPMENT | 5 | 0 | 0 | 5 |

AIM: To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

UNIT I : ENTREPRENEURSHIP Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

UNIT II ENTREPRENEURIAL ENVIRONMENT Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III BUSINESS PLAN PREPARATION Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV : FINANCING AND ACCOUNTING Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.

UNIT V: SUPPORT TO ENTREPRENEURS Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting

REFERENCES

- Khanka. S.S., “Entrepreneurial Development” S.Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.
- Donald F Kuratko, “ Entrepreneurship – Theory, Process and Practice”, 9th Edition, Cengage Learning 2014.
- Tendon ,C: Environment and Entrepreneur; Cliugh Publications, Allahabad.
- Siner A David: Entrepreneurial Megabuks; John Wiley and Sons, New York.
- Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.

| Course Code | Course Title | L | T | P | C |
|-------------|---------------------------------------|---|---|---|---|
| 17160SEC63 | LOGISTICS AND SUPPLY CHAIN MANAGEMENT | 5 | 0 | 0 | 5 |

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Objectives: To explain basic theory and techniques of Logistics and Supply Chain and to examine the issues and problems faced in a changing and competitive Business Environment

Prerequisite: Students should have transportation and operational process knowledge. Students must have basic documentation in Business.

UNIT 1: INTRODUCTION - Defining logistics and supply chain management-Growth and Development-Components of supply chain- Importance of supply chain strategies-SCM Performance.

UNIT 2: LOGISTICS MANAGEMENT - Logistics-Functions, Objectives-Management of Materials flow in supply chain-Warehouse and Materials storage-Material Handling-Benchmark in best practices

UNIT 3: CUSTOMER RELATIONSHIP MANAGEMENT - Customer Relationship Management- outbound logistics resource planning and Management-Quick response system in Manufacturing.

UNIT 4: LOGISTICS AND SUPPLY CHAIN PERFORMANCE -Management of Inbound logistics-Supply chain cases, Role of a manager in supply chain –Supply chain performance drivers, Value of Supply chain and improvement

UNIT 5: CURRENT TRENDS - Supply chain relationships – Supply chain cost analysis – Issues in Global Supply chain- E Logistics-E SCM-Reverse Logistics-Global Logistics

Reference Books

1. Bowersox Donald J. Logistics Management- “The intergrated supply Process” Tata Mc graw hill, 2000.
2. R.P. Mohanty and S.G. Deshmukh, “Supply chain Management”, Biztantra, 2005
3. Coyle et al., The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
4. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2005. 3. Bloomberg David J et al., Logistics, Prentice Hall India, 2005.
5. Pierre David, International Logistics, Biztantra, 2003.
6. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5 th Edition, 2007

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------------------|---|---|---|---|
| 17160DSC64A | CUSTOMER RELATIONSHIP MANAGEMENT | 3 | 0 | 0 | 3 |

CUSTOMER RELATIONSHIP MANAGEMENT

Objective: To improve and enhance relationship with customer and Business. To inculcate the habit intimate relationship with target customer

Prerequisite: Students must have the attitude of customer is our business. Students should think that customer is job provider

Unit I Introduction to Customer Support Product & Customer – Overview - Importance of a Customer - Consumer behaviour

Unit II Customer support Methodology Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies for Customer Support

Unit III Introduction to ERP Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies

Unit IV CRM Basics CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM

Unit V Implementation of CRM– A comprehensive model - Developing CRM vision and strategy Management support

Reference Books:

1. Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press
2. For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet
3. Kaushik Mukerjee – CRM – PHI.
4. M.Peeru Mohamed – CRM - Vikas

| Course Code | Course Title | L | T | P | C |
|--------------------|---------------------|----------|----------|----------|----------|
| 17160DSC64B | FINANCAIL SERVICES | 3 | 0 | 0 | 3 |

FINANCIAL SERVICES

UNIT – I

Introduction – Financial Market – Meaning and significance – Functions of Financial services – Evolution – Regulating Authorities – Features – Constitutions.

UNIT – II

Merchant Banking – Meaning – Registration- scope- Functions – Issue Management – Cost of Public Issues – SEBI guidelines on Merchant Banking

UNIT – III

Mutual Fund – Evolution – Types – Financial Risk – Performance Measures – (Treynor, Sharpe, Jenson) – Organization – Advantages – Regulatory Aspects – Growth of Mutual Funds – UTI.

UNIT – IV

Leasing – Evaluation – Classification Accounting Treatment – Regulatory Authority – Advantages - Hire purchase – Features – Evolution – Sources of Law – Problems in Hire purchase Industry – Factoring – Meaning – Mechanism – Types – Financial Aspect – Advantages.

UNIT – V

Stock Markets – History – Organization and Management of Stock – exchanges – N.S.E – OTCEI – Share Market – indices – Investor protection – Credit Rating.

References

1. D. Joseph Anbarasu – Financial Services
2. V.K.Boominathan – Financial Services
3. P. Manoharan – Financial Services
4. Gnanarjaj – Financial Services

| Course Code | Course Title | L | T | P | C |
|-------------|-------------------|---|---|---|---|
| 17160GEC65A | EXPORT MANAGEMENT | 3 | 0 | 0 | 3 |

EXPORT MANAGEMENT

Objective: To understand the basic Knowledge on export. To know the documents that are needed for export business

Prerequisite: Students must have thought about export as their career. Students must have knowledge of export process.

UNIT – 1 Indian Export Trade: Trends – Composition – Volume and Direction – Traditional and Non traditional products.

UNIT – 2 Brief background on import Trade –The future – Trade communication –Population Explosion – Industrialization – marketing – practice and Problems.

UNIT – 3 Tariff Barriers –Non-tariff Barriers – Trade Agreement – Policy features – Policy measure – Export - Promotion measure - infrastructure set up and Aids.

UNIT – 4 State Trading corporation of India Export houses – Foreign Trade – Export pricing and cost Factor, Export pricing and pricing Objectives.

UNIT – 5 Offer and receipt of confirmed orders – Producing the Goods – Shipment – Banking procedures – negotiation, Export incentives.

Suggested Reading:

- 1) B. S. Rathor, S. S. Rathor – Himalaya Publishing House.
- 2) Export Management-P.K.Khurana
- 3) Export Management-T.A.S Balagobal
- 4) Export Management-Radha

| Course Code | Course Title | L | T | P | C |
|-------------|---------------------------------|---|---|---|---|
| 17160GEC65B | CORPORATE SOCIAL RESPONSIBILITY | 3 | 0 | 0 | 3 |

UNIT I Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management.

UNIT II International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011.

UNIT III CSR-Legislation In India & the world. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

UNIT IV The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.

UNIT V Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations.

Reference Books:

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. The World Guide to CSR - Wayne Visser and Nick Tolhurst
3. Innovative CSR by Lelouche, Idowu and Filho
4. Corporate Social Responsibility in India - Sanjay K Agarwal
5. Handbook on Corporate Social Responsibility in India, CII.
6. Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus, Muhammed Abu B. Siddique
7. Growth, Sustainability, and India's Economic Reforms – Srinivasan
8. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad

| Course Code | Course Title | L | T | P | C |
|-------------|------------------------------|---|---|---|---|
| 17160GEC65C | TOURISM AND HOTEL MANAGEMENT | 3 | 0 | 0 | 3 |

TOURISM AND HOTEL MANAGEMENT

UNIT – I

Tourism management – Meaning – Scope and Contents of Travel – Importance of travel in modern times. Travel Agency – Function of Travel Agents and Organizers of tour – Establishment of travel Agency – Role of travel agencies in the economic development.

UNIT – II

Motivation for Travel – Accommodation, Star Hotels – Catering Establishment – Model of a catering unit. Impact of Tourism in Economic Development: India and the world – Tourism and balance of payment – Tourism and National Economy.

UNIT – III

Tourism: macro and micro Aspects – Important Tourist places in India and Tamilnadu – Role of guide in travels and tours.

UNIT – IV

Hotel Industry – Introduction and evolution – Classification of Hotels – Types of accommodation – Inter media accommodation – Grouping of accommodation . Characteristics of Hotels – Activities of Hotels – Accommodation management – Front office – House keeping – Bar and restaurant – Supporting service. Working of hotels – maintenance of equipments – maintenance of accounts.

UNIT – V

Room occupancy rate management – Intimation of demand, Seasonal pattern of Guest occupancy – Factors affecting the determination of room's rates during season and off season - menu pricing – Hotel security. License – permission from statutory authorities – Labor department – City Corporation – Police – State excise – customs – department of Tourism. Food and beverage service - problems in prospect of Hotel Industry.

Suggested Reading.

- Tourism and Hotel in India – Anand. M. M
- Perspective of Indian Tourism in India – Clip – SN
- The management of Tourism – Bukart. AJ.
- Negi – Hotels for Tourism Development.