

Programming in C

Unit I

Overview of C:

Introduction- Importance of C - Sample C Programs - Basic structure of C - Executing C program

Constant, variables and data types:

Introduction- Character set - tokens – keywords and identifiers – constants – variables- data types – declaration of variables – assigning values of variables.

Operators and expressions:

Introduction – arithmetic of operations- relational operator – assignment operator – increment and decrement operator – conditional operator – bitwise operator – special operator – evaluation of expressions – precedence of arithmetic operators – type conversion in expression- operator precedence and associatively- mathematical functions

Unit II

Managing input and output operators:

Introduction: Reading a character- writing a character – formatted input – formatted output

Decision making and branching:

Introduction – decision making with IF statement- simple IF statement – The IF ELSE statement- nesting of IF –ELSE statement –ELSE IF ladders- The switch statement – The?: operators – The GOTO statement

Decision making and looping:

The While statement – The Do statement – The for statement- Jump in loops

Unit III

Arrays:

One dimensional arrays – two dimensional arrays -Initializing two dimensional arrays – multi dimensional arrays

Handling of character strings:

Introduction: declaring and Initializing string variables- Reading string from terminal- writing string to screen – arithmetic operation on characters – putting strings together – comparison of two strings together – string handling functions

Unit IV

User defined functions:

Introduction – need for user- define functions- A multi- function program – The form of C functions- return values and their types – calling a function- category of function – no argument and no return values – argument with no return values -argument with return values – handling of non integer functions – nesting of functions – recursion – function with arrays – the scope and life time of variables in functions.

Unit V

Pointers

Introduction: understanding pointers – accessing the address of variables – declaring and initializing pointers – accessing a variable through its pointer – pointer expressions – pointer increments and scale factor – pointers and character strings – pointers and functions – points on pointer.

TOTAL: 60 HOURS

Text Book:

Programming in ANSI C – By E.Balagurusamy, Tata Mc Graw-Hill Publishing Company

Reference Book:

Programming with ANSI and TURBO C – by Ashok N. Kamthane

Office Automation Lab –I

MS-WORD

1. Creating and saving documents
2. Letter Typing and Editing
3. Design an invitation
4. Design a Calendar
5. Design a Time Table
6. Prepare student Bio-Data
7. Using of Header/Footer/Book mark/Spell Check
8. Design an cover page
9. Mathematical Equations and Symbols
10. Mail Merge

MS-EXCEL

1. Mark sheet Preparation
2. Pay roll Preparation
3. Sales details
4. Graphs and Charts
5. Mathematical/Statistical /Logical Functions
6. Budget Preparation

JAVA PROGRAMMING

UNIT- I

Java language fundamentals: The building blocks of Java – Data types – Variable declarations – Wrapper classes – Operators and assignment – Control structures – Arrays – Strings.

UNIT- II

Java as an OOP language: Defining classes – Modifiers – Packages – Interfaces

Exception handling: Introduction – Basics of exception handling in JAVA – Exception hierarchy – Constructors and methods in throwable classes – Unchecked and checked exceptions – Handling Exceptions in Java

UNIT- III

Multithreading: Creating threads – Thread life-cycle – Thread priorities and thread scheduling – Thread synchronization. File and I/O streams: Java I/O – File streams – File Input Stream and File Output Stream – Filter streams

UNIT- IV

Applets: Java applications versus Java applets – Applet Life-cycle – working with applets – the HTML APPLET tag. Database handling using JDBC: JDBC architecture – working with JDBC – Processing queries – Transaction commit and Rollback – Handling exceptions – Accessing Metadata

UNIT- V

The Abstract Window Toolkit: Basic classes in AWT – Drawing with graphics class – Class hierarchy of AWT – Event handling – AWT controls – Layout managers.

Text Book:

Object Oriented Programming through JAVA – P. Radha Krishna – Universities Press

Reference Books:

1. Programming with Java – C. Muthu
2. Programming with Java 2 – C. XAVIER
3. Introduction to OOP through Java – ISRD Group Tata McGraw hill
4. Programming with Java a primer 3/E E. BALAGURUSWAMY
5. The Complete Reference JAVA 25/ E HERBERT SCHILDT

**MSU/2016-17/UG-Colleges/Part-III (BCA) Semester-III/Ppr.no.17/Major
Practical - III**

JAVA PROGRAMMING LAB

1. Write a java program to find the area of Square, Rectangle, and Triangle by
 - a. Overloading Constructor
 - b. Overloading Method
2. Define a class called student with data members name, Rollno, and age. Write a suitable constructor and method output () to display the details. Derive another class student 1 from the student with the data member's height and weight. Write a suitable constructor and method output () to display the details which overwrites the super class method output ().(Apply Method Overriding concepts)
3. Write a java program to create a package "Employee" which contains the classes Emp and Emppay. The data members of Emp are name, emp_id, category, and Bpay. Write suitable constructor and methods to compute the net pay of the employee. The class Emppay contains the main method.
4. Write a java program to create and Implement an Interface.
5. Write a java program to create a thread
 - b. Using Thread Class
6. Write a java program to Design a calculator to perform arithmetic operations.
7. Create an applet with four Checkboxes with labels and a Text area object. The program must display the details while clicking a particular checkbox.
8. Write a java program to demonstrate the use of choice box.
9. Write a java program, which creates a window with a checkbox group with boxes for the colors, violet, indigo, yellow, orange, red, blue and green. When the button is selected the background color must change accordingly
10. Write a java program to throw the following Exception
 - a. Negative Array Size
 - b. Array Index Out OF Bounds
11. Write a java program to create a file menu with option New, Save and Close, Edit menu with option cut, copy, and paste
12. Write a java programming to illustrate Mouse Event Handling.

DATA STRUCTURES

UNIT - I

Introduction: Pseudo code – The Abstract Data Type – A Model for an Abstract Data Type – Algorithms Efficiency.

Searching: List Searches – Hashed List Searches – Collision Resolution

UNIT- II

Linked Lists: Linear List Concepts - Linked List Concepts - Linked List Algorithms – Processing a Linked List – Complex Linked List Structures

UNIT- III

Stacks and Queues: Basic Stacks Operations – Stack Linked List Implementation – Stack Applications – Queue Operations – Queue Linked List Design

UNIT- IV

Trees: Basic Tree Concepts – Binary Tree - Binary Tree Traversals – Expression Trees- General Trees – Binary Search Trees – Heap definition – Heap Structure – Basic Heap Algorithm.

UNIT- V

Sorting And Graphs: General Sort Concepts – Quick sort – External sorts

Graphs: Terminology – Operations – Graph storage Structure – Networks.

Text books:

Data Structures a Pseudo code Approach with C++, Richard F. Gilberg & Behrouz A forouzan, Thomsan Brooks / Cple.

Reference Books:

1. Fundamentals of Data Structures Eilis Horowitz & Sartaj GalGotia Publications
2. Data Structures & Algorithm in Java third edition – Adam Drozdek.

DATA STRUCTURES LAB

1. Write a C++ program to implement sequential search and Binary search in array.
2. Write a C++ program to implement linked list and perform the following operations
 - a) Add a node as first node.
 - b) Add a node as last node.
3. Write a C++ program to implement linked list and implement the following Objects.
 - a) Delete the first node.
 - b) Delete the last node.
4. a. Write a C++ program to implement a stack linear list perform the push and pop Operations.
b. Write a C++ program to implement a queue using circular list and implement add and delete operations.
5. Write a C++ program to implement binary tree using Linked and perform the following traversal
 - a. In order traversal
 - b. Pre order traversal
 - c. Post order traversal
6. Write a C++ program to implement graph using Adjacency matrix and perform the following operations
 - a. Depth first search
 - b. Breath first search
7. Write a C++ program to implement merge sort.
8. Write a C++ program to implement quick sort.

MSU/2016-17/UG-Colleges/Part-III (BCA) Semester –III / Ppr.no.20/Skill Based – I

SKILLED BASED SUBJECTS SYLLABUS

Skill based subjects are practical oriented; One hour should be assigned for tutorial class and three hours of practical to do the given practical list.

OPTIONAL – I

DTP

Samples should be provided to the students for designing the given list.

Page Maker

1. Design of ID card (3”X2”) / Visiting card (3.5”X2”).
2. Design of an attractive Invitation card (5.5”X8”) / letter pad (7.5”X9”).
3. Preparation of a small booklet with 6 pages (3.6”X4.5”)
4. Design a handbill (5.5”X8.5”) / advertisement.
5. Design your college progress card / a Receipt bill with counter foil.

Photoshop

1. Design of a brochure for an institution.
2. Seasonal greeting card.
3. Transporting an image from one background to another.
4. Design a web page poster (1004x750) / Textbook cover page.
5. Crop an image/ rotate an image.

MSU/2016-17/UG-Colleges/Part-IV (BCA) Semester-III/Ppr.no.21(B)/Non Major Elective-1(B)

INTRODUCTION TO COMPUTERS

UNIT- I

Computer Basics: Introduction, Characteristics of Computers – Evolution of Computers, Generation of Computers, Classification of Computers, The Computer System, Application of Computers.

UNIT- II

Computer Organization and Architecture: Central Processing Unit, inside a computer, Data representation in Computer, Coding Schemes.

UNIT -III

Input/Output Units: Computer input units, Computer output units.

UNIT- IV

Computer Memory and Storage: Introduction, Memory Hierarchy, Random Access Memory (RAM), Read Only Memory (ROM), RAM, ROM and CPU interaction, Types of Secondary storage devices, Magnetic tape, Magnetic disk, types of magnetic disk, optical disk, type of optional disks.

UNIT- V

Operating System: Introduction, Operating System, Definition, Evolution of Operating System, Types of Operating System, Functions of Operating System.

Computer Software: Introduction, Computer Software, Definition, Categories of Software, Installing and Uninstalling software, Software piracy, Software terminologies.

Text Book:

Introduction to computer and Information Technology, D. Glory Ratha Mary, S. Selvanayahi, Shekina Publications.

Reference Books:

- 1. Introduction to computer, Peter Norton Tata McGraw Hill*
- 2. Fundamental of Information Technology By Alexis Leao & Mathews Leon Vikas Publication – New Delhi.*

SOFTWARE ENGINEERING

UNIT- I

Software and Software Engineering: The Nature of Software – What is Software Engineering? - Software engineering as a branch of the engineering profession – Stake holders in Software engineering - Software quality - Software engineering projects – Activities common to Software projects – Difficult and risk in software engineering as a whole.

Review of Object Orientation: What is object orientation/ - Classes and objects – Instance variables – Methods, Operations and Polymorphism – Concepts best define object orientation – Difficulties and risks in programming language choice and object – oriented programming.

UNIT- II

Developing Requirements: Domain analysis – The starting point for software projects – Defining the problem and the scope – What is a requirement? – Types of requirements – Some techniques for gathering and analyzing requirements – Managing changing requirements – Difficulties and risks in domain and requirements analysis.

UNIT- III

Modeling with Classes: What is UML? – Essentials of UML class diagrams – Associations and Multiplicity – Generalization – Instance diagrams – More advanced features of class diagrams. Modeling Interactions and Behavior: Interaction diagram – State diagrams – Activity diagrams.

UNIT- IV

Architecting and Designing Software: The process of design – Principles leading to good design – Techniques for making good design decisions – Software architecture – Architectural patterns – Writing a good designing document.

UNIT-V

Testing and Inspecting to Ensure High Quality: Basic definitions – Effective and efficient testing – Defects in ordinary Algorithms – Defects in numerical algorithms – Defects in timing and co-ordination: Deadlocks, live locks and critical races – Defects in handling stress and unusual Situations.

Managing the Software Process: What is project management? – Software process models – Cost estimation – building software engineering teams – Project scheduling and tracking.

Text Book:

Object Oriented Software Engineering, Timothy C.Lethbridge and Robert Laganieri, TMH 2004

Reference Books:

1. *Object Oriented and classical Software Engineering, Fifth Edition, Stephen, R. Schach, TMH*
2. *Fundamentals of Software Engineering, Second Edition, Carlo Ghezzi, Medhi Jazayeri, Dino Mandrioli, PHI*

WEB TECHNOLOGY

UNIT- I

Introduction to the Web: Understanding the Internet and World Wide Web – History of the Web – Protocols Governing the Web – Creating Websites for Individuals and the Corporate World – Web Applications – Writing Web projects – Identification of Objects – Target Users – Web Team – Planning and Process Development – Web Architecture – Major Issues in Web Solution Development – Web Servers (Apache Web Server) – Web Browsers (Microsoft Internet Explorer and Netscape Navigator) – Internet Standards – TCP/IP Protocol Suite – IP Address – MIME – Cyber Laws. Hyper Text Transfer Protocol (HTTP): Introduction – Web servers and clients – Resources – URL and its Anatomy – Message Format – Example – Persistent and Non – persistent – Web Caching – Proxy.

UNIT- II

Hyper Text Markup Language (HTML): History of HTML and W3C – HTML and its Flavors – HTML Basics – Elements, Attributes, and Tags – Basic Tags – Advanced Tags – Frames. Cascading Style Sheet (CSS): Introduction – Advantages – Adding CSS – Browser Compatibility – CSS and Page Layout – Selectors.

UNIT-III

JAVA Script: Introduction – Variables – Literals – Operators – Control Structure – Conditional statements – Arrays – Functions – Objects. **JavaScript Regular Expression:** Introduction.

UNIT- IV

Extensible Markup Language (XML): Common Usage – Role of XML – Prolog – Body – Elements – Attributes – Validation – Displaying XML – Namespace. XML DTD: XML Schema Languages– Validation – Introduction to DTP – Purpose of DTP – Using aDTP in an XML Document – Element Type Declaration – Attribute Declaration.

UNIT- V

Common Gateway Interface (CGI): Internet Programming Paradigm – Server – side Programming – Languages for CGI – Applications – Server Environment – Environment Variables – CGI Building Blocks – CGI Scripting Using C, Shell Script – Writing CGI programs – CGI Security – Alternatives and Enhancements to CGI. Servlet: Server – Side Java – Advantages Over Applets - Servlet Alternatives – Servlet Strength – Servlet Architecture – Servlet Life Cycle - Generic Servlet and HttpServlet – First Servlet – Passing Parameters to Servlets – Retrieving Parameters – Limitations of Cookies – Deploying Filter – Problems with Servlet.

Text Book:

Web Technologies – Uttam K.Roy – Oxford University Press 2010.

Reference Books:

1. *Web Technology and Design, C. Xavier, New Age International Publishers*
2. *Web Technologies TCP/IP Architecture and Java Programming Second Edition, Achyut S. Godbole & Atul Kahate, Tata McGraw Hill*
3. *Web Technology A Developer's Perspective, N.P.Gopalan, J.Akilandeswari, PHI*

RDBMS

UNIT- I

An overview: Personal databases – Client server databases – Oracle 9i An introduction – The SQL*Plus Environment – SQL – SQL*PLUS commands – Sample Databases.

Oracle Tables: Naming rules and conventions – Data types – Constraints – Creating an Oracle table – Displaying table information's – Altering and exiting table – Dropping a table – Renaming a table – Truncating a table.

UNIT- II

Working with tables: DML statements – Arithmetic operations – Where clause – sorting – Definecommand – Built in functions – Grouping data

UNIT- III

Multiple tables: Joins – Set operators – Sub query – Top – N Analysis

Advanced features: Views – Subsequences – Synonyms – Index – Transactions – Locking – Controllingaccess

UNIT- IV

PL/SQL: Fundamentals – Block structure – Comments – Data types – Variable declaration – Anchoreddeclaration – Assignment operation – Bind variables – Substitution Variables – Arithmetic operators.

Structures in PL/SQL: Control structures – Nested blocks – SQL in PL/SQL DML in PL/SQL –Transaction Control Statements.

UNIT- V

PL/SQL Cursors & Exceptions - PL/SQL Composite data types: Records, Tables and ARRAYS.

Text Book:

Database System Using Oracle – Second edition – Nilesh Shan – PHI 2007

Reference Book:

Oracle 9i Complete reference – Loney Koch - Tata McGraw Hill 2005

RDBMS LAB

1. Create an employee database with tables department, employee details, address, pay details and project details. After the tables and add constraints relevant to the fields in the tables. Insert records into all the tables.
2. Create queries to retrieve relevant information from a table
3. Create a table from the existing tables. Create views from the tables.
4. Develop queries to retrieve information from more than one table. Develop summary queries to retrieve relevant information from the table
5. Create a partition table and query the records.
6. Create a table with abstract data type and query the records.
7. Create a PL / SQL Program to print multiplication table.
8. Create a PL / SQL Program to check whether a given string is palindrome or not.
9. Create a PL / SQL Program to print student details using report
10. Create a Procedure to calculate Electricity Bill (use cursor)
11. Create a PL/SQL Program to perform updating using various triggers
12. Create a PL/SQL Program to find factorial of numbers using function and procedure

CLASSICAL ALGEBRA (75 Hours)

- Unit I** Theory of Equations – Formation of equations – Relation between roots and coefficients – symmetric function of the roots.
- Unit II** Sum of the powers of the roots of an equation – Newton’s theorem, Reciprocal Equations.
- Unit III** Transformation of equations, Descarte’s rule of signs – Rolle’s theorem
- Unit IV** Multiple roots, Sturm’s Theorem, solving appropriate solution of equations using Newton’s and Horner’s method.
- Unit V** Biquadratic equations – solution by Ferrari’s method – cubic equations – solutions by Cardon’s method.

Text Book:

Manickavasagam Pillai .T.K and S. Narayanan - Algebra – Viswanathan Publishers and Printers Pvt. Ltd., - 2004.

Books for Reference :

- Kandasamy P and K. Thilagavathi - Mathematics for B.Sc., - 2004, Volume I and Volume IV, S. Chand & Co., New Delhi.
- Arumugam .S, Thangapandi Issac – Classical Algebra, New Gamma Publishing House, Palayamkottai.
- Burnside, W.S. and A.W. Panton - The Theory of Equations, Dublin University Press, 1954.
- MacDuffee, C.C. - Theory of Equations, John Wiley & Sons Inc., 1954.

SEMESTER – I/III

Statistics
(For Mathematics Students)
Paper – I (90 Hours)

- Unit I** Moments, Skewness and Kurtosis - Curve fitting - method of least squares – Fitting lines – Parabolic, Exponential and Logarithmic curves.
- Unit II** Correlation and Regression – Scatter Diagram – Karl Pearson’s coefficient of correlation – Properties – Lines of Regression – Coefficient of Regression and properties – Rank Correlation.
- Unit III** Association of Attributes – Consistency of data – criteria for independence – Yule’s coefficient of Association.
- Unit IV** Random variable – Distribution function – properties of Distribution function – Mathematical Expectation – Addition theorem of Expectation – Multiplication theorem of Expectation – Moment generating function – cumulants – characteristic function – Properties of characteristic function.
- Unit V** Discrete and continuous Probability Distributions - Binomial and Poisson Distribution and their moments, Generating function, characteristic function, properties and simple applications. Normal Distribution – Standard normal distribution and their properties – simple problems.

Text Book:

Gupta .S.C and V.K. Kapoor – Fundamentals of Mathematical Statistics – (2002)
Sultan Chand & Sons, New Delhi.

Books for Reference :

- Vittal, V.R. – Mathematical Statistics (2004) Maragatham Publications
- D.C. Sancheti & Kapoor – Statistics
- M.L. Khanna – Statistics
- S. Arumugam & others – Statistics

ANALYTICAL GEOMETRY OF THREE DIMENSIONS: (75 Hours)

- Unit I** Analytical Geometry of 3D Co-ordinate system, direction cosines, direction ratios
- Unit II** Equation of plane in different forms - angle between planes-Length of perpendicular-angle bisection.
- Unit III -** Equation of a line in different forms - image of a point – image of a line-The plane and the straight line-angle between plane and line-Coplanar lines-Shortest distance between two lines
- Unit IV** Sphere – Tangent plane – circle of intersections – Tangency of Spheres – coaxial system of spheres - Radical Planes – Orthogonal Spheres.
- Unit V** Equation of a cone-cone with vertex at the origin –Tangent plane and normal-Quadratic cone with the vertex at origin – Right circular cone – Cylinder – Right circular cylinder-enveloping cylinder

Text Book:

T.K.Manicavachagom Pillay and T.Natarajan-A text book of Analytical Geometry - Part-II Three Dimensions-S.Viswanathan(Printers&Publishers)Pvt Ltd(2012)

Books for Reference :

- Duraipandian .P. Laxmi Duraipandian and D.Muhilan - Analytical Geometry of Three Dimension - Emerald Publishers.
- Kandasamy .P. and K. Thilagavathi – Mathematics for B.Sc., Vol. IV – 2004 S.Chand and Co. New Delhi.
- Loney .S.L. - The Elements of Coordinate Geometry - Mcmillan and Company London.
- B. Stephen John - Analytical Geometry of 3D and vector differentiation : IDEAL publication.

DIFFERENTIAL EQUATIONS : (75 Hours)

- Unit I** First order higher degree equations – solvable for x, y, p and Clairaut's form – Simultaneous differential equations of the form $f_1(D)x + g_1(D)y = h_1(t)$, $f_2(D)x + g_2(D)y = h_2(t)$
- Unit II** **(Ordinary differential equation)**
Second order linear differential equations with constant coefficients – Find the P.I for functions of the form $e^{ax} f(x)$ and $x^n f(x)$
- Unit III** Linear equations of second order with variable coefficients – Homogeneous equations – Equation reducible to homogeneous equation.
- Unit IV** **(Partial differential equations)**
Formation of equations by elimination of arbitrary constants and functions – Definition of general, particular and complete solutions – solving standard forms $f(p, q) = 0$, $f(x, p, q) = 0$, $f(y, p, q) = 0$, $f(z, p, q) = 0$, $f(x, p) = f(y, q)$, $z = px + qy + f(p, q)$ – Lagrange's differential equations $P_p + Q_q = R$
- Unit V** Application of differential equations – Growth and Decay – chemical reaction - Newton's law of cooling – Brochistocrone problem – simple electric circuits.

Text Book:

Narayanan .S and T.K. Manickavachagam Pillai – Differential equations and its applications, 2003 - S. Viswanathan Printers.

Books for Reference :

- Kandasamy .P and K. Thilagavathi - Mathematics for B.Sc., Vol. III – 2004 – S.Chand and Co., New Delhi.
- Braun .M. - Differential Equations and their applications (III edition) Springer – Verlag, New York 1983)
- Boyce .W.E and R.C. Diprima – Elementary differential equations and Boundary value Problems (VII editions) - John Wiley and Sons, Inc, New York 2001.
- Sankaranarayan and Manguldoss – Differential Equations.

SEMESTER – II / IV

Statistics

(For Mathematics Students)

Paper – II (90 Hours)

- Unit I** Characteristics of index numbers – Laspeyer’s and Paasche’s – Fisher’s and Bowley’s Marshall and Edgeworth’s index numbers – Tests – Unit test, Commodity Reversal test, Time Reversal test, circular test.
- Unit II** Testing of Hypothesis – Null hypothesis and Alternate hypothesis – Type I and Type II errors - Critical Region, Level of significance – Test of significance for large samples – Testing a single proportion – Difference of proportions. Testing a single mean and Difference of means.
- Unit III** Tests based on t-distribution – single mean and Difference of means – Tests based on F-distribution – Variance Ratio test – Tests based on Chi-square Distribution – Independence – Goodness of fit.
- Unit IV** Analysis of variance – one way and two way classified data – Basis of experimental design – Randomized Block Design – Latin square – simple problems.
- Unit V** Statistical Quality control – Definition – Advantages, Process control – Control chart, Mean chart, Range chart, P-chart, Product Control – Sampling Inspection Plans.

Text Book:

- Gupta .S.C & V.K. Kapoor – Fundamentals of Mathematical Statistics – (2002) Sultan Chand & Sons, New Delhi.

Books for Reference :

- Vittal .P.R – Mathematical Statistic (2004) – Maragatham Publications
- DC Sancheti & Kapoor – Statistics
- M.L. Khanna – Statistics
- S. Arumugam & others – Statistics

SEMESTER – II/IV

**Allied Mathematics
(For Science Students)**

Paper – II

Vector Calculus & Fourier Series (90 Hours)

- Unit I** Vector differentiation – Gradient – Divergence and curl
- Unit II** Evaluation of double and triple integrals
- Unit III** Vector integration – Line, surface and volume integrals
- Unit IV** Green's, Stokes and Divergence theorems (without proof) – simple problems.
- Unit V** Fourier series – Even and odd functions – Half range Fourier series.

Text Books:

- Dr. S. Arumugam & others – Vector Calculus
- T.K. Manicavachagom Pillai – Calculus (Vol II)

SEMESTER – III

CORE PAPER –V

REAL ANALYSIS - I (90 Hours) (SMMA31)

L	T	P	C
2	4	0	4

Objectives:

- To lay a god foundation of classical analysis
- To study the behaviour of sequences and series

Unit I Real number system :

The field of axioms, the order axioms, the rational numbers, the irrational numbers, upper bounds, maximum element, least upper bound (supremum). The completeness axiom, absolute values, the triangle inequality. Cauchy – schwartz's inequality. **11L**

Unit II Sequences : Bounded sequences – monotonic sequences – convergent sequences – divergent and oscillating sequences – The algebra of limits. **17L**

Unit III Behaviour of monotonic sequences – Cauchy's first limit theorem – Cauchy's second limit theorem – Cesaro's theorem – subsequences - Cauchy sequence – Cauchy's general principle of convergence. **19L**

Unit IV Series : Infinite series – n^{th} term test – Comparison test – Kummer's test – D'Alembert's ratio test – Raabe's test - Gauss test – Root test **23L**

Unit V Alternating series – Leibnitz's test - Tests for convergence of series of arbitrary terms – Multiplication of series- Abel's Throrem-Mertens theorem-Power Series- Radius of convergence **20L**

Text Books:

- Arumugam .S and Thengapandi Issac – “sequences and series”, New Gamma publishing House, Palayamkottai – 627 002.
- Tom M. Apostol – Mathematical Analysis, II Edition, Narosa Publishing House, New Delhi (unit I)

Book for Reference :

- Goldberg .R – Methods of Real Analysis, Oxford and IBH Publishing Co., New Delhi.

Statistics
(For Mathematics Students)
Paper – I (90 Hours)

Objectives:

- To study the concept of measures of dispersion and measures of central tendencies
- To develop the concept Probability distributions

- Unit I** Moments, Skewness and Kurtosis - Curve fitting - method of least squares – Fitting lines – Parabolic, Exponential and Logarithmic curves. **16L**
- Unit II** Correlation and Regression – Scatter Diagram – Karl Pearson’s coefficient of correlation – Properties – Lines of Regression – Coefficient of Regression and properties – Rank Correlation. **16L**
- Unit III** Association of Attributes – Consistency of data – criteria for independence – Yule’s coefficient of Association. **14L**
- Unit IV** Random variable – Distribution function – properties of Distribution function – Mathematical Expectation – Addition theorem of Expectation – Multiplication theorem of Expectation – Moment generating function – cumulants – characteristic function – Properties of characteristic function. **22L**
- Unit V** Discrete and continuous Probability Distributions - Binomial and Poisson Distribution and their moments, Generating function, characteristic function, properties and simple applications. Normal Distribution – Standard normal distribution and their properties – simple problems. **22L**

Text Book:

Gupta .S.C and V.K. Kapoor – Fundamentals of Mathematical Statistics – (2002)
Sultan Chand & Sons, New Delhi.

Books for Reference :

- Vittal, V.R. – Mathematical Statistics (2004) Maragatham Publications
- D.C. Sancheti & Kapoor – Statistics
- M.L. Khanna – Statistics
- S. Arumugam & others – Statistics

SEMESTER III

Skill Based Core

Paper – I

VECTOR CALCULUS (60 Hours) (SSMA3A)

L	T	P	C
4	0	0	4

Objectives:

- To provide basic knowledge of vector differentiation and vector integration
- To solve problems related to that

Unit I	Vector point functions – Scalar point functions – Derivative of a Vector & Derivative of sum of vectors – Derivative of product of a Scalar and Vector point function – The vector operator ‘del’ – Gradient 13L
Unit II	Divergence – Curl, solenoidal, irrotational vectors – Laplacian operator. 12L
Unit III	Integration of point function – Line integral – Surface integral, 13L
Unit IV	Volume integral – Gauss divergence theorem (statement only) – Problems. 12L
Unit V	Greens theorem and Stoke’s theorem (statements only) – problems. 10L

Text Book:

- Durai Pandian.P and Laxmi Durai Pandian – Vector Analysis (Revised Edition – Reprint 2005) Emerald Publishers.

Books for Reference :

- Dr. S. Arumugam and others – Vector Calculus, New Gamma Publishing House.
- Susan .J.C - Vector Calculus, (4th Edn.) Pearson Education, Boston 2012.
- Anil Kumar Sharma, - Text book of Vector Calculus, Discovery Publishing House, 1993.

SEMESTER – III

Non – Major Elective Paper – I

Fundamentals of Statistics - I (30 Hours) (SNMA3B)

Objectives:

- To introduce measures of central tendency to other major students
- To study correlation and regression and solving simple problems

Unit I	Classification of datas – Bar diagram – Pie chart	7L
Unit II	Measures of Central tendency : Mean, median, mode (with frequency)	5L
Unit III	Measures of dispersion : Range – standard deviation, variance – Quartile deviation	7L.
Unit IV	Correlation – rank correlation (Problems only)	6L
Unit V	Regression equations (Problem only)	5L

Text Book:

- Dr. S. Arumugam – Statistics

Books for Reference :

- S.P. Gupta – Statistics
- M.L. Khanna – Statistics
- T.Veerarajan-Fundamentals of Mathematical Statistics

SEMESTER – II / IV

L T P C

0 6 0 3

Statistics

(For Mathematics Students)

Paper – II (90 Hours)

Objectives:

- To know the concept of index numbers
- To study the distribution functions
- To understand the Analysis of variance

Unit I Characteristics of index numbers – Laspeyer’s and Paasche’s – Fisher’s and Bowley’s Marshall and Edgeworth’s index numbers – Tests – Unit test, Commodity Reversal test, Time Reversal test, circular test. **12L**

Unit II Testing of Hypothesis – Null hypothesis and Alternate hypothesis – Type I and Type II errors - Critical Region, Level of significance – Test of significance for large samples – Testing a single proportion – Difference of proportions. Testing a single mean and Difference of means. **18L**

Unit III Tests based on t-distribution – single mean and Difference of means – Tests based on F-distribution – Variance Ratio test – Tests based on Chi-square Distribution – Independence – Goodness of fit. **16L**

Unit IV Analysis of variance – one way and two way classified data – Basis of experimental design – Randomized Block Design – Latin square – simple problems. **22L**

Unit V Statistical Quality control – Definition – Advantages, Process control – Control chart, Mean chart, Range chart, P-chart, Product Control – Sampling Inspection Plans . **22L**

Text Book:

- Gupta .S.C & V.K. Kapoor – Fundamentals of Mathematical Statistics – (2002) Sultan Chand & Sons, New Delhi.

Books for Reference :

- Vittal .P.R – Mathematical Statistic (2004) – Maragatham Publications
- DC Sancheti & Kapoor – Statistics
- M.L. Khanna – Statistics
- S. Arumugam & others – Statistics

SEMESTER – IV

L	T	P	C
4	0	0	4

Skill Based Core

Paper – II

TRIGONOMETRY, LAPLACE TRANSFORMS AND FOURIER SERIES

(60 Hours) (SSMA4A)

Objectives:

- To understand the concept of Trigonometry
- To know the concept of Laplace transform
- To study the concept of Fourier series

Unit I	Trigonometry : Expansions of $\sin nx$, $\cos nx$, $\tan nx$ and expansions of $\sin^n x$ & $\cos^n x$.	10L
Unit II	Hyperbolic functions – Relations between hyperbolic functions and circular functions – Inverse hyperbolic functions – Logarithm of complex numbers – Summation of series by $C + iS$ method.	13L
Unit III	Laplace Transforms – Inverse Laplace Transforms.	13L
Unit IV	Solving linear differential equations with constant coefficients and simultaneous equations using Laplace Transforms.	12L
Unit V	Fourier Series – Definition - Finding Fourier coefficients for a given periodic function with period 2π and $2l$ – Odd and even functions – Half range series.	12L

Text Books:

Arumugam .S and Tangapandi Issac .A -Trigonometry and Fourier Series

Manichavasagam Pillai, T.K., and S. Narayanan-Differential Equations and its Applications

Books for Reference :

- Manichavasagam Pillai, T.K., and S. Narayanan, - Trigonometry, Viswanathan Publishers and Printers Pvt. Ltd.
- Loney - Trigonometry.
- Robert T. Seeley - Fourier Series and Integrals, Dover Publications, New York, 2006.
- Ray Hanna J., - Fourier Series, Transforms and Boundary Value Problems, Dover Publications, New York, 2008.

SEMESTER – V

L	T	P	C
3	2	0	4

CORE PAPER – VII ABSTRACT ALGEBRA II (75 Hours) (SMMA51)

Objectives:

- To facilitate a better understanding of vector space
- To solve problems in matrices

Unit I **Vector Spaces** : Definition and examples – elementary properties – subspaces – linear transformation – fundamental theorem of homomorphism **16L.**

Unit II Span of a set – linear dependence and independence – basis and dimension – theorems **14L**

Unit III Rank and nullity Theorem – matrix of a linear transformation
Inner product space : Definition and examples – orthogonality – orthogonal complement – Gram Schmidt orthogonalisation process. **15L**

Unit IV **Matrices** : Elementary transformation – inverse – rank -Cayley Hamilton Theorem-Applications of Cayley Hamilton Theorem
15L

Unit V Eigen values and Eigen vectors – Properties and problems-Bilinear Forms-Quadratic Forms-Reduction of quadratic form to diagonal form **15L**

Text Book:

Arumugam & Issac – Modern Algebra

Books for Reference :

- Shama .J.N and Vashistha .A.R, “Linear Algebra”, Krishna Prakash Nandir, 1981.
- John B. Fraleigh, “A First Course in Abstract Algebra”, 7th edition, Pearson, 2002.
- Strang G., “Introduction to Linear Algebra”, 4th edition, Wellesly Cambridge Press, Wellesly, 2009.
- Artin M., “Abstract Algebra”, 2nd edition, Pearson, 2011

SEMESTER – V

CORE PAPER – IX STATICS (75 Hours) (SMMA53)

Objectives:

- To provide the basic knowledge of equilibrium of a particle
- To develop a working knowledge to handle practical problems

Unit I : Forces acting at a point – parallelogram Law of forces – Triangle of forces – Lami's Theorem – Problems. **16L**

Unit II: Parallel forces and moments – resultant of two parallel forces – resultant of two unlike unequal parallel forces – Varignon's Theorem – Problems. **14L**

Unit III : Equilibrium of three forces acting on a rigid body – three coplanar forces theorem – problems. **16L**

Unit IV : Friction – Laws of friction – angle of friction – equilibrium of a particle (i) on a rough inclined plane (ii) under a force parallel to the plane (iii) under any force – problems **15L**

Unit V : Equilibrium of strings – equation of the common catenary – tension at any point – Geometrical properties of common catenary – problems. **14L**

Text Book:

Venkatraman, M.K. - Statics, Agasthiar Publications, Trichy.

Books for Reference:

.S – Statics, Emerald Publishers.

3. Duraipandian, P, Laxmi Duraipandian and Muthamizh Jayapragasam- Mechanics, S.Chand & Company.

1. Narayanan, S-Statics, S.Chand & Company, New Delhi.

2. Viswanatha Naik, K and Kasi, M

SEMESTER – V

Paper – XI

MAJOR ELECTIVE - I

1.2 DISCRETE MATHEMATICS (60 Hours) (SMMA5B)

L T P C

4 0 0 4

Objectives:

- To study the concept of Mathematical logic
- To understand the basics of Lattices and Boolean Algebra
- To know the number system and codes

Unit I (Mathematical logic) Statement and notation – Connectives – Negation – Conjunction – Disjunctions – Statement formula and truth table – conditional and Biconditional – Well defined formulae – Tautologies
12L

Unit II Normal forms- The theory of inference for the statement calculus- The Predicate- The theory of inference for the Predicate calculus
13L

Unit III (Algebraic Structures)
Groups and Monoids – Simple properties–group codes.
11L

Unit IV (Lattices and Boolean algebra)
Lattices and Posets – Properties of lattices – special lattices – Boolean algebra – Gating networks – Minimal sums of products.
12L

Unit V (Number system and codes)
Decimal, Binary, octal, Hexadecimal – Conversion from one to another – Binary addition, subtraction multiplication and division – BCD – weighted excess time – Gray code
12L

Text Book:

- Tremblay and Manohar – Discrete Mathematical Structures with application to Computer Science, (Tata McGraw Hill, New Delhi) 1997.

Books for Reference :

- Ralph P. Grumaldi Pearson Edelen – Discrete and Combinatorial Mathematics – an applied Introduction (IV edition)
- Maluino .A and Leech – Digital Principles and Application McgraHill.
- Venkataraman .M.K. and others – Discrete mathematics 2000 The National Publishing Company.
- Balaji .G – Discrete Mathematics – Balaji Publishers, Chennai (2013)
- Veerarajan .T – Discrete mathematics – Tata McGraw Hill – (2009)

SEMESTER – V

L	T	P	C
4	0	0	4

Paper – XII

MAJOR ELECTIVE - II

2.1 Operations Research-I (60 Hours) (SMMA5D)

Objectives:

- To introduce the various techniques of operations research
- To make the students solve real life problems in Business Management
- To understand different types of LPP

Unit I	Linear Programming Problem : Mathematical formulation of LPP –Graphical Method- Simplex Method – Artificial variable technique	13L
Unit II	Concept of Duality – Primal and Dual Problems – Duality – Dual Simplex Method.	12L
Unit III	Transportation Problem : North-West Corner Rule – Matrix Minima method – Vogel’s Approximation Method – MODI Method – Degeneracy and Unbalanced Transportationproblem.	12L
Unit IV	Assignment Problem : Hungarian Method – Unbalance Assignment Problem	11L
Unit V	Sequencing Problem: n jobs and 2 machines- n jobs and 3 machines- 2 jobs and m machines	12L

Text Book :

- KantiSwarup, P.K. Gupta and Manmohan – Operations Research – Sultan Chand & Sons – 2006, 12th edition.

Books for Reference :

- Gupta .P.K and D.S. Hira – Operations Research – S. Chand and Company.
- B.J. Ranganath and A.S.Srikantappa -Operations Research, Yesdee Publishing House,Chennai(2017)
- Hillier, F.S. and G.J. Lieberman - Introduction to Operations Research, 9th Ed., Tata McGrawHill, Singapore, 2009.
- Hamdy A. Taha, - Operations Research, An Introduction, 8th Ed., Prentice – Hall India, 2006.
- Hadley .G. - Linear Programming, Narosa Publishing House, New Delhi, 2002.

SEMESTER – VI

L	T	P	C
4	0	0	4

CORE -XII
Major Paper – XIV

NUMBER THEORY (60 Hours) (SMMA62)

Objectives:

- To highlight the beauties in the world of numbers
- To prepare the students for coding through congruences

Unit I Peano's Axioms – Mathematical Induction – The Binomial Theorem – Early Number Theory. **11L**

Unit II Division Algorithm – GCD – Euclidean Algorithm – The Diophantine Equation $ax+by=c$. **12L**

Unit III The fundamental Theorem of Arithmetic – The Sieve of Eratosthenes – The Goldbach conjecture. **13L**

Unit IV Basis properties of congruences – Linear congruence and the Chinese Remainder Theorem. **11L**

Unit V Fermat's Theorem – Wilson's Theorem – The Fermat – Kraitichik Factorization Method. **13L**

Text Book:

- David .M. Burton - Elementary Number Theory (Sixth Edition) Tata McGraw Hill Education Pvt. Ltd.

Books for Reference :

- Ivan Niven and H, Zuckerman - An Introduction to Theory of Numbers.
- Kumaravelu .S, and Susheela Kumaravelu - Elements Theory - Nagercoil, 2002.

SEMESTER – VI

L	T	P	C
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3	2	0	4
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CORE -XIII

Major Paper – XV

GRAPH THEORY (75 Hours) (SMMA63)

Objectives:

- To introduce the notion of graph theory and its applications
- To learn the techniques of combinatorics in graph theory

Unit I: Definition and examples of graphs – degrees – subgraphs – isomorphism – independent sets and coverings – matrices – operation on graphs.

18L

Unit II: Degree sequences – graphic sequences – walks – trails and paths – connectedness and components – connectivity. **18L**

Unit III: Eulerian graphs – Hamiltonian graphs – characterisation of trees – centre of a tree.

13L

Unit IV: Definition and properties of planar graphs – chromatic number and chromatic index

13L.

Unit V: Chromatic polynomials – definition and basic properties of digraphs – paths and connectedness in digraphs.

13L

Text book:

Arumugam,S and S. Ramachandran – Invitation to graph Theory, Scitech publications, Chennai.

Books for reference:

- Kumaravelu. S and Susheela Kumaravelu – Graph theory.
- Narasingh Deo – Graph theory with application to engineering and computer science, Prentice – Hall of india pvt. Ltd., New Delhi.

SEMESTER -VI

L	T	P	C
4	0	0	4

CORE -XIV

MAJOR PAPER -XVI

DYNAMICS(60 Hours) (SMMA64)

Objectives:

- To provide a basic knowledge of the behaviour of objects in motion**
- To develop a working knowledge to handle practical problems**

Unit I : Projectiles- Equation of path – range – maximum height- time of flight- range on an inclined plane-problems. **14L**

Unit II : Collision of elastic bodies- Laws of impact- direct and oblique impact-Problems. **11L**

Unit III : Simple Harmonic Motion (SHM) in a straight line- Geometrical representation – composition of SHM's of the same period in the same line and along two perpendicular directions – problems. **13L**

Unit IV : Motion under the action of central forces – velocity and acceleration in polar coordinates – problems. **10L**

Unit V : Differential Equation of central orbit - pedal equation of central orbit – problems to find the law of force towards the pole when the orbit is given. **12L**

Text Book:

Venkatraman, M.K. - A Text Book on Dynamics, Agasthiar Publication, Trichy.

Books for Reference:

1. Narayanan, S- Dynamics, S.Chand & company, 16th Edition,1986, New Delhi.
2. Duraipandiyan, P, Laxmi Duraipandian and Muthamiz Jayaprgasam- Mechanics 2003, S.Chand & Company.

SEMESTER – VI

Paper – XIX

MAJOR ELECTIVE - III

3.2 FUZZY MATHEMATICS (60 Hours) (SMMA6B)

Objectives:

- To introduce fuzzy concepts to students
- To facilitate the students to study fuzzy operations and fuzzy numbers

- Unit I** **Crisp Sets – Fuzzy Sets** – Basic Types – Basic Concepts – Characteristics and Significance of the Paradigm shift. **11L**
- Unit II** Additional properties of α -cuts – representations of fuzzy sets – Extension principle for fuzzy sets. **13L**
- Unit III** **Fuzzy set operations** – Fuzzy complements – Fuzzy intersections : t-norms – Fuzzy Unions : t-conorms – Combinations of operations – Aggregation operations. **11L**
- Unit IV** **Fuzzy Numbers** – Linguistic variables – Arithmetic operations on intervals – Arithmetic operations of fuzzy numbers – Lattice of fuzzy numbers – Fuzzy Equations. **13L**
- Unit V** **Fuzzy Decision Making – Individual Decision Making – Multi-person decision making – Fuzzy linear Programming.** **12L**

Text Book:

- George J. Klir and Bo Bo Yuan – Fuzzy sets and Fuzzy Logic Theory Applications, Prentice Hall of India, 2002, New Delhi.

Book for Reference:

- George J. Klir and Tina A Folger – Fuzzy sets, uncertainty and Informations – Prentice Hall of India, 2003, New Delhi.

SEMESTER-VI

PAPER-XXI MAJOR ELECTIVE-IV

L	T	P	C
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4.1 OPERATIONS RESEARCH-II (60 Hours) (SMMA6D)

Objectives:

- To introduce Games and strategies
- To understand networking problems
- To make the students solve real life problems in business and management

Unit I **Games and Strategies** : Two Person Zero sum Games – The Maximin – Minimax Principle – Games without Saddle Points – Mixed Strategies – Graphical Solution of 2x2 and m x n games – Dominance Property **12L**

Unit II **Replacement** of items that deteriorate with time-replacement age of a machine taking money value into consideration-replacement of items that completely fail suddenly and Staffing Problems **13L**

Unit III **Queing models** : General concept and definitions-characteristics-properties of Poisson process Models (M/M/1: /FCFS), (M/M/1 : N/FCFS), (M/M/S : /FCFS) **11L**

Unit IV **Network scheduling by PERT / CPM** : Network and basic components – Rules of Network Construction – Time Calculation in network – Critical Path Method – PERT Calculation. **13L**

Unit V **Inventory Control** : Introductions – Types of Inventories – Inventory decisions – Deterministic inventory Problem – EOQ problems with shortages. **13L**

Text Book:

- Kanti Swarup, P.K. Gupta and Manmohan – Operations Research – Sultan Chand & Sons – 2006, 12th edition.

Books for Reference :

- Gupta .P.K and D.S. Hira – Operations Research – S. Chand and Company.
- B.J. Ranganath and A.S. Srikantappa -Operations Research, Yesdee Publishing House, Chennai (2017)
- Hillier, F.S. and G.J. Lieberman - Introduction to Operations Research, 9th Ed., Tata McGrawHill, Singapore, 2009.
- Hamdy A. Taha, - Operations Research, An Introduction, 8th Ed., Prentice – Hall India, 2006.
- Hadley .G. - Linear Programming, Narosa Publishing House, New Delhi, 2002

III Semester – மூன்றாம் பருவம்
முதன்மைப் பாடம்
Core - VI
சங்க இலக்கியம்

நோக்கம் :- சங்க இலக்கியங்கள் மூலம் தமிழர்தம் வாழ்வியலை அறியச் செய்தல்.
மாட்சிமை மிக்க பண்பாட்டுடன் வாழ்தல்.

அலகு 1

பத்துப்பாட்டு - பட்டினப்பாலை

அலகு 2

அ. நற்றிணை 5 பாடல்கள்

பாடல் எண் . 32 குறிஞ்சி - மாயோன் அன்ன ...

பாடல் எண் 81 முல்லை - இருநிலம் குறையக்...

பாடல் எண் 3 பாலை - ஈன் பருந்துஉயவும் ...

பாடல் எண். 60 மருதம் - மலைகண்டன்ன....

பாடல் எண் 4 நெய்தல் - கானல் அம்சிறுகுடி

ஆ. குறுந்தொகை 5 பாடல்கள்

பாடல் எண் 18 குறிஞ்சி - வேரல் வேலி ...

பாடல் எண் 65 முல்லை - வன்பரந் தெள்அறல்...

பாடல் எண் 11 பாலை - கோடு ஈர் இலங்கு

பாடல் எண் 31 மருதம் - மள்ளர் குழீஇய...

பாடல் எண் 6 நெய்தல் - நளளென்றன்றே...

இ. ஐங்குறுநூறு நெய்தல் -அம்முவனார்- தாய்க்குரைத்த பத்து முழுவதும்.

அலகு 3

அ. கலித்தொகை - பாலைக்கலி - 3 பாடல்கள்

பாடல் எண் 5 பாஅல் அம்செவி எனத்தொடங்கும் ...

பாடல் எண் 6 மரையா மரல்கவர எனத்தொடங்கும்

பாடல் எண் 11 அரிதாய அறன் எய்தி எனத்தொடங்கும் ...

ஆ. அகநானூறு 5 பாடல்கள்

பாடல் எண் 178 குறிஞ்சி – வயிரத்தன்ன ...

பாடல் எண் 194 முல்லை - பேர் உரை தலைஇய ...

பாடல் எண் 151 பாலை - தம்நயந்து உரைவோர்....

பாடல் எண் 216 மருதம் - நான்கொள்நுண்

பாடல் எண் 170 நெய்தல் - கானலும் கழறாது

அலகு 4

அ. பதிற்றுப்பத்து – ஏழாம்பத்து – முதல் 5 பாடல்கள்

ஆ. புறநானூறு – பாடாண்திணை – 5 பாடல்கள்

பாடல் எண் 2 மண்திணிந்த நிலனும் ... முரஞ்சியூர்முடிநாகனார்

பாடல் எண் 204 “ஈயென இரத்தல்” ... கழைதின்யானையார்

பாடல் எண் 206 வாயி லோயே ... ஓளவையார்

பாடல் எண் 208 “குன்றும் மலையும்” ... பெருஞ்சித்தரனார்

பாடல் எண் 216 “கேட்டல் மாத்திரை”... கோப்பெருஞ்சோழன்

அலகு 5

பரிபாடல் - திருமால் “தொல்முறை இயற்கையின் ... எனத்தொடங்கும் பாடல் கீரந்தையார் பாடியது.

செவ்வேள் - மண்மிசை அவிர்ந்துளாய் ... எனத்தொடங்கும் பாடல் - நல்லந்துவனார் பாடியது..

வையை – “மலைவரை **மாலை** ... எனத்தொடங்கும் பாடல் - கரும்பிள்ளைப்பூதனார் பாடியது.

III Semester – மூன்றாம் பருவம்
துணைமைப் பாடம்
Allied Subject - III
பெண்ணியம்

நோக்கம் :- சமுதாயத்தில் பெண்கள் பெற்றிருந்த நிலையையும், அதனை மாற்ற முனைந்த செயற்பாடுகளையும், மாற்றங்களையும் அறியச்செய்தல். பெண்ணியத்தின் இருப்பு நிலை அறிந்து, பயனுற வழிவகுக்கும்

அலகு 1

பெண்ணியம் விளக்கம்

அலகு 2

பெண்ணியம் தோன்றக் காரணங்கள் - பெண்களுக்கு வாக்குரிமை – பெண்ணியத்தின் தேக்க நிலை

myF 3

மேலை நாடுகளில் பெண்ணியத்தின் தோற்றமும் வளர்ச்சியும் - பெண் விடுதலை இயக்கம் - பெண்ணியத்தின் வளர்ச்சி – பெண்ணியக் கோட்பாடுகள் - பழமைவாதக் குடும்பம் சார்ந்த பெண்ணியம்

அலகு 4

இந்தியாவில் பெண்ணியத்தின் தோற்றமும் வளர்ச்சியும் - இந்தியப் பெண்ணியம் அறிமுகம் - இந்தியப் பெண்களின் சமூக நிலை (1947-ம் ஆண்டு வரை) – முன் முயற்சிகளும் சமூக மாற்றங்களும்.

அலகு 5

பெண்களும் சட்டங்களும் - பெண்கள் முன்னேற்றத்தில் அரசின் கொள்கைகள் - மகளிர் தற்சார்பு அமைப்புகள்

பாடநூல் : முனைவர் ச. முத்துச்சிதம்பரம்,
பெண்ணியம் தோற்றமும் வளர்ச்சியும்,
முத்துப் பதிப்பகம்,
திருநெல்வேலி - 627002,
விலை ரூ.110.-

III Semester – மூன்றாம் பருவம்
திறன் வளர் பாடம்
Skill based – Core I
கல்வெட்டியல்

நோக்கம்: தமிழ் இலக்கியம் பயிலும் மாணவர்கள் இரண்டாயிரம் ஆண்டுகட்கும் முற்பட்ட நீண்ட நெடிய பாரம்பரியமுடைய தமிழர்களின் பாரம்பரியத்தை பண்டைய இலக்கியங்கள் மூலம் அறிந்து வருகின்றனர். சங்க இலக்கிய நூல்கள் பற்றிய குறிப்புகளும், சங்க இலக்கியங்களில் காணப்படும் பாடல் வரிகளும் கல்வெட்டுகளில் பல இடங்களில் எடுத்தாளப்பட்டுள்ளன. எனவே மாணவர்கள் கல்வெட்டுகள் மூலமாகவும் தமிழக வரலாற்றை அறிந்து கொள்ள வேண்டும் என்ற நோக்கத்துடன் இப்பாடம் அமைக்கப்பட்டுள்ளது.

அலகு 1

எழுத்துக்கள் பதிவு செய்யப்பட்ட பொருட்கள் - நடுகற்கள் - தூண்கள், தனிகற்கள் - கோவில்கள் - செப்புத்தகடுகள்

அலகு 2

கல்வெட்டுகளில் தமிழ் எழுத்து வளர்ச்சி, சங்ககாலம்- பல்லவர் காலம்- பாண்டியர் காலம் - சோழர் காலம்

அலகு 3

கல்வெட்டு அமைப்பு- இயல்பும் நோக்கும் - கல்வெட்டுக்களில் தமிழ் எழுத்து வளர்ச்சி, பிராமி எழுத்து - வட்டெழுத்து - தமிழ் எழுத்து முறை - வரி வடிவ மாற்றங்கள்.

அலகு 4

தமிழ் இலக்கியங்களில் கல்வெட்டியல் கூறுகள்- செப்பேடுகள் பாகுபாடு- போர் விளக்க கல்வெட்டுக்கள் - சோழ, பல்லவ, பாண்டிய மன்னர்களின் கல்வெட்டுகளின் தனித்தன்மைகள்

அலகு-5

கல்வெட்டுக்கள் உணர்த்தும் அரிய செய்திகள் - கல்வெட்டு எழுத்துகளைப் (பின்னிணைப்பில் உள்ளன) படித்தல்.

நான்காம் பருவம் - IV Semester
முதன்மைப் பாடம் - Core VII
இலக்கணம் - அணியிலக்கணம்

நோக்கம்: அணி இலக்கண நூலான தண்டியலங்காரம் வழி அணி வகைகளை அறிதல். தன்மையணி முதல் பாவிக அணி வரையுள்ள 35 அணிகளுக்குரிய வரையறைகளை அறிதல்.

அலகு 1 :- பொதுவணியியல் - செய்யுள் வகை – செய்யுள் நெறி.

அலகு 2 :- பொருளணியியல் - தன்மையணி முதல் ஒட்டணி வரை.

அலகு 3 :- அதிசயவணி முதல் சுவையணி வரை.

அலகு 4 :- தன்மேம்பாட்டுரையணி முதல் விரோதவணி வரை.

அலகு 5 :- மாறுபடுபுகழ்நிலையணி முதல் பாவிகவணி வரை.

பாடநூல் - தண்டியலங்காரம் - தண்டியாசிரியர்.

சுப்பிரமணியதேசிகர் உரை

திருநெல்வேலித் தென்னிந்திய சைவசித்தாந்த நூற்பதிப்புக் கழகம்,
லிமிடெட். சென்னை - 108

நான்காம் பருவம் - IV Semester
முதன்மைப் பாடம் - Core VIII

அற இலக்கியம்

நோக்கம்:- அற நூல்கள் கூறுகின்ற அறகருத்துகளை விவரித்தல். அறகருத்துகளை அறிந்து செயற்படுதல்.

அலகு 1

திருக்குறள் - 40-49 அதிகாரங்கள் (10 அதிகாரங்கள்)

அலகு 2

நாலடியார் - ஈகை (10 பாடல்கள்)

நான்மணிக்கடிகை - 61 -70 பாடல்கள்

திரிகடுகம் - 41 - 50 பாடல்கள்

அலகு 3

இனியவை நாற்பது -21 - 30 பாடல்கள்

இன்னா நாற்பது - 26 - 35 பாடல்கள்

ஏலாதி - 11 - 20 பாடல்கள்

நீதிநெறிவிளக்கம் - 1 - 10 பாடல்கள்

அலகு 4

பழமொழி நானூறு - கல்வி - 1 -10 பாடல்கள்

சிறுபஞ்சமூலம் - 31, 32, 33, 34, 35, 37, 38, 41, 43, 45, 47 (11 பாடல்கள்)

ஆசாரக்கோவை - 3, 4, 28, 36, 50, 54, 55, 74, 83, 85 (10 பாடல்கள்)

அலகு 5

நல்வழி - 11 - 20 பாடல்கள்

மூதுரை முழுமையும்

நான்காம் பருவம் - IV Semester
Allied Subject IV

தலித்தியம்

நோக்கம்: தலித்தியம் பற்றி விளக்கி, தலித் இலக்கியங்களையும், பல்வேறு பார்வைகளையும் எடுத்துக்கூறல்.

அலகு 1

தலித் சிந்தனையும் தலித் இலக்கியமும்

அலகு 2

மார்க்சிய திராவிட சிந்தனைப் பார்வையில் தலித்தியம் - அரசியல் சூழலில் தலித்தியம்

அலகு 3

தலித் பெண்ணிலை வாதம் - தலித் விடுதலையில் தலித் பெண்ணியம்

அலகு 4

தலித் படைப்புகளும் படைப்பாளிகளும் - தலித்திய பெண்ணியத்தின் புரட்சிப் போக்குகள்

அலகு 5

நாட்டுப்புறப் பாடலுள் தலித் இலக்கியப் போக்கு - சிவகாமியின் ஆனந்தாயி - பண்பாட்டுத்தளத்தில் பாலினப் பாகுபாடு - தகனம் புதினத்தில் தலித்திய தத்துவம்

பாடநூல்

1. முனைவர் அ.சஜன்,
தலித்தியம் :
இயக்கமும் இலக்கியமும்
காலசகம் பதிப்பகம்,
மருதங்கோடு
குமாரி மாவட்டம்
டிசம்பர் 2013

திறன்சார் பாடம்
Skill Based – Core II
கோயில் கலை

- நோக்கம்: 1. கோயில்கலை வரலாறு அறிமுகம் செய்தல்
2. கோயில் அமைப்பு
3. கோயில் கட்டட அமைப்பினை விளக்குதல்

அலகு.1

திருக்கோயில்களின் துவக்கக் காலம் – கோயில் விளக்கம் – கோயில் வகைகள் குடைவரைக் கோயில்கள் – பிள்ளையார்பட்டி குடைவரை – மலையடிக்குறிச்சிக் குடைவரை – யானைமலை நரசிம்மர் குடைவரை – லாடன் கோயில் – திருப்பரங்குன்றம் – உமையாண்டார் கோயில் – திருச்சி குடைவரை

அலகு. 2

அதியர் குடைவரைகள் – ஒற்றைக்கல் கோயில்கள் – கழுகுமலை வெட்டுவான் கோயில் – மகாபலிபுரம் பஞ்சபாண்டவர் ரதங்கள் – கணேச ரதம் – பிடாரி ரதம் – வலயன் குட்டை ரதம் – கற்றளிகள் – கோயில் அங்கங்கள் – அதிட்டான உறுப்புகள் – கூரை – விமான தளங்கள் – கோபுரம்

அலகு.3

பல்லவர் கோயில்கள் – இராசசிம்மன் கோயில்கள் –கடற்கரைக் கோயில்கள் –பனைமலைக்கோயில் –உத்தர மேரூர்– நார்த்தாமலை கோயில் – கொடும்பாளூர் மூவர் கோயில் – ஆதித்தன் காலக் கோயில்கள் – பராந்தகன் காலக் கோயில்கள் – செம்பியன் மாதேவியின் கோயில் பணி

அலகு.4

முதலாம் இராசராசன் காலக் கோயில்கள் - முதலாம் இராசேந்திரன் காலக்கோயில்கள்-முதலாம் குலோத்துங்கனின் பாணி- இரண்டாம் குலோத்துங்கனின் காலம் - மூன்றாம் குலோத்துங்கன் காலக் கோயில்கள்

அலகு.5

பிற்காலப் பாண்டியர் கோயில்கள் - விஜயநகர கலைபாணிகள் - கோயில் இடத்தேர்வு - நீர் உறிஞ்சும் தன்மை - மண் மணம் அறிதல் - பதவின்யாசம் - கல்தேர்வு செய்தல் - ஆயாதிப் பொருத்தம் - கட்டடக் கலைஞர்கள் - கட்டடக்கலை அளவைமுறை

பாடநூல்

கோயில்கலை

பொ. இராசேந்திரன்

சொ. சாந்தலிங்கம்

நியூ செஞ்சுரி புக் ஹவுஸ்

சென்னை

பார்வை நூல்கள்

1. வெங்கட்ராமன்.ஆர்

இந்தியக்கோயில் கட்டடக்கலை வரலாறு

என்.எஸ்.பப்ளிகேஷன் மதுரை 1985

2. நாகசாமி. இரா & சுந்தரமூர்த்தி.மா

தமிழகக் கோயில்கலைகள்

தமிழ்நாடு அரசு, தொல்பொருள் ஆய்வுத்துறை, 1973

3. இராசமாணிக்கம்

தமிழகக் குடைவரைக் கோயில்கள்

சைவ சித்தாந்த நூற்பதிப்புக் கழகம்

சென்னை, 1984

ஐந்தாம் பருவம் -V Semester
முதன்மைப் பாடம் - Core IX
இலக்கணம் - அகப்பொருள்

நோக்கம் : பண்டைத் தமிழரின் அகவாழ்வினை நாற்கவிராசநம்பி எழுதிய அகப்பொருள் இலக்கணம் வாயிலாகத் தெரிந்து கொள்ளுதல்.

அலகு - 1:

அகத்திணையியல் - அகப்பொருள் வகை - அகப்பொருள் கூற்றுமுறை - அகப்பொருள் விளக்கம் - ஐந்திணைப்பெயர் - ஐந்திணைக்குரிய முதல்,கரு, உரிப்பொருட்கள்-களவுப் புணர்ச்சி வகை - கைக்கிளை வரைவு - அறத்தொடு நின்றல்.

அலகு - 2:

அகத்திணையியல் - கற்பின் வகை - பிரிவின் வகை - ஊடல் தவிர்க்கும் வாயில்கள் - பிரிவுக் காலங்கள்.

அலகு - 3:

களவியல் - இயற்கைப் புணர்ச்சி - வன்புறை வகை - தெளிவின் வகை - பிரிவுழி மகிழ்ச்சி - பிரிவுழிக் கலங்கல் - இடந்தலைப்பாடு - பாங்கற்கூட்டம் - பாங்கி மதி உடன்பாடு - பாங்கியற்கூட்டம் - பகற்குறி வகை - இரவுக்குறி இடையீடு - வரைதல் வேட்கை - வரைவு கடாவுதல் - ஒரு வழித் தணத்தல் - வரைவிடை வைத்துப் பொருள் வயிற்பிரிவு.

அலகு - 4:

வரைவியல் - வரைவு மறுத்தல் - அறத்தொடு நின்றல் - உடன்போக்கு - தலைவி பிரிவால் கலங்கல் - மீட்சிவகை - தன் மனை வரைதல் - உடன்போக்கு இடையீடு

அலகு - 5:

கற்பியல் - இல்வாழ்க்கை - இல்லத்தால் மகிழ்வு - பரத்தையற்பிரிவு - பிரிவு வகை - வாயில் வேண்டல், மறுத்தல், வாயில் நேர்வித்தல் - வாயில் நேர்தல்-பிரிவு அறிவுறுத்தல் - பிரிவு உடன்பாமை - பிரிவு உடன்படுதல் பிரிவுழிக்கலங்கல் - வன்புறை - வன்பொறை - வருவழிக்கலங்கல் - வந்துழி மகிழ்வு

ஐந்தாம் பருவம் -V Semester
முதன்மைப் பாடம் - Core X
காப்பிய இலக்கியம்

நோக்கம் : காப்பியங்களின் பாடுபொருட்களை அறிந்து கொள்ளுதல்.
காப்பிய நயங்களை உணர்தல்

அலகு - 1

சிலப்பதிகாரம் - புகார் காண்டம்

இந்திர விழவுரெடுத்த காதை (240)

அலகு - 2

மணிமேகலை

ஆபுத்திரன் திறன் அறிவித்தகாதை - 115

பாத்திர மரபு கூறிய காதை - 104

வளையாபதி - 1-10 பாடல்கள்

குண்டலகேசி - 1-10 பாடல்கள்

அலகு - 3

சீவகசிந்தாமணி

கோவிந்தையார் இலம்பகம் (முழுவதும் - 83 பாடல்கள்)

அலகு - 4

கம்பராமாயணம்

குகப்படலம் - முழுவதும் 43 பாடல்

பெரியபுராணம்

மெய்ப்பொருள் நாயனார் புராணம் - 23 பாடல்கள்

அலகு - 5

சீறாப்புராணம்

உடும்பு பேசிய படலம் - 40 பாடல்கள்

தேம்பாவணி

வளன் சனித்த படலம் - 61 பாடல்கள்

ஐந்தாம் பருவம் -V Semester
முதன்மைப் பாடம் - Core XI
இலக்கிய வரலாறு – I

நோக்கம் : மொழியின் சிறப்பினை அறிந்து , அது உருவாக்கிய இலக்கியத்தினை வகைப்படுத்தல்.

அலகு:- 1

மொழி எவ்வாறு தோன்றியது? – திராவிட மொழி இனம் - தமிழ் - தமிழின் தொன்மை – தமிழ்மொழியின் தனிச்சிறப்புகள் - செம்மொழிச்சிறப்பு.

அலகு:- 2

தமிழ்ச் சங்கங்கள் - சங்க இலக்கியங்கள் - சங்க இலக்கியத்தின் தனிச்சிறப்புகள்.

அலகு:- 3

இரட்டைக்காப்பியங்கள் - பதினென் கீழ்க்கணக்கு நூல்கள்.

அலகு:- 4

சைவ, வைணவ சமய இலக்கியங்கள்.

அலகு:- 5

ஐம்பெருங்காப்பியங்கள் - ஐஞ்சிறுகாப்பியங்கள் - சமணர்கள், பௌத்தர்கள் தமிழ்ப்பணி - கம்பராமாயணம் - பெரியபுராணம் - கந்தபுராணம் - திருவிளையாடற்புராணம் - அரிச்சந்திரபுராணம் - வில்லிபாரதம் - நளவெண்பா – சேதுபுராணம்.

பாடநூல்.

தமிழ் இலக்கிய வரலாறு
முனைவர்.சிற்பி.பாலசுப்பிரமணியம்,
முனைவர்.சேதுபதி.
கவிதா பப்ளிகேஷன்,
8, மாசிலாமணி தெரு, பாண்டி பஜார்,
தி நகர், சென்னை – 600 017.

ஐந்தாம் பருவம் -V Semester
முதன்மைப் பாடம் - Core XII
தமிழக வரலாறும் பண்பாடும் I

நோக்கம் : தமிழகத்தின் வரலாறும், பண்பாடும் ஒன்றையொன்று சார்ந்தவை என்பதை ஆதாரங்களுடன் அறிந்து கொள்ளல். பண்பாட்டு அடிப்படையில் வரலாற்றை உருவாக்குதல்

அலகு:- 1

தமிழகத்துத் தொல் பழங்கால வரலாறு – பண்டையத் தமிழகத்துக்கும் சிந்துவெளி நாகரிகத்துக்குமிடையே இருந்த தொடர்பு – வரலாற்றிடைப்பட்ட காலம் - சங்ககாலத்து நாடும் அரசர் குடிவழிகளும் - கி.மு 320 முதல் கி.மு 278 வரை தமிழகத்துக்கும் நந்த மோரியர்களுக்கும் உள்ள உறவு.

அலகு:- 2

சங்க காலத்து வாழ்க்கை : அரசியல் - போர் - சமூகம் - கல்வி – சடங்குகளும் திருவிழாக்களும் - கலைகள் - சமயம் - பொருளாதாரம்.

அலகு:- 3

சங்கம் மருவிய காலம் - களப்பாளர் காலம் - தமிழகத்தில் நிகம வழிபாட்டு முறையின் வருகையும் சமற்கிருதமய மாக்கப்படுத்தலும் - முற்காலச் சித்தர்கள்.

அலகு:- 4

பல்லவர்கள் யார்? – பல்லவச் சிற்றரசர்கள் - பல்லவர்-சாளுக்கியப் போட்டி – பல்லவர்-இராட்டிரகூடர் உறவு - இடைக்காலப் பாண்டியர்களின் முதல் பேரரசும் பல்லவர்-பாண்டியர் உறவும்.

அலகு:- 5

அரசியல் வளர்ச்சி – சமூகப் பொருளாதார நிலை – பல்லவர் கலைத் தொண்டு – சமயநிலை – பக்தி இலக்கியம் - கல்வியும் இலக்கியமும்.

பாடநூல்.

தமிழக வரலாறும் பண்பாடும்

வே.தி.செல்லம்.

மணிவாசகர் பதிப்பகம்,

சென்னை 600 108.

MSU/2017-18/UG-Colleges/Part-III (B.A. Tamil) Semester-V/Core III/Major Elective I (Optional)

ஐந்தாம் பருவம் - V Semester
முதன்மை விருப்பப் பாடம்
Major Elective; I
தொல்லியல்

நோக்கம் : தொல்லியலின் சிறப்பினையும், வளர்ச்சியினையும், ஆய்வுகளையும் எடுத்துக்கூறுதல்.
வரலாறு, பண்பாடு ஆகியவற்றை மீட்டெடுத்தல்.

அலகு - 1

தொல்பொருளியல் - பொருள் விளக்கமும் நோக்க எல்லையும் - தொல்பொருளியலும் பிற துறைகளும் - புதிய தொல் பொருளியல் - தொல்லியலின் வகைகள் (பொருளாதார, இனவியல் தொல்லியல்) - தொல்லியல் வல்லுநர்களின் தலையாய கடமைகள் - தொல்பொருளியலின் பயன்பாடுகள்

அலகு - 2

தொல்பொருளியலின் வரலாறு - மண்ணியல் புரட்சி - பத்தொன்பதாம் நூற்றாண்டின் புரட்சிகரக் கண்டுபிடிப்புகள் - பத்தொன்பதாம் நூற்றாண்டின் புகழ்பெற்ற தொல்பொருளியல் முன்னோடிகள் - சிந்துச் சமவெளி அகழ்வாய்வு

அலகு - 3

இந்தியாவில் தொல்லியல் வளர்ச்சி - மேற்பரப்பு ஆய்வு நோக்கங்களும் நெறிமுறைகளும் - இட ஆராய்ச்சி முறைகள் - அகழ்வாய்வுக் கொள்கைகளும் நெறிமுறைகளும் - அகழ்வாய்வுக் கொள்கைகளும் வகைகளும் - அகழ்வாய்வுக் களத்திற்குக் தேவையான கருவிகளும் பொருட்களும் - அகழ்வாய்வு வல்லுநர்கள் பணியாளர்கள்

அலகு - 4

மட்பாண்டங்கள் பற்றிய ஆய்வு - பெருங்கற்காலம் - நடுகற்கள் - தொல்பொருளியல் காலக் கணிப்பு முறைகள் - பழம் பொருட்களைப் பாதுகாத்தல் - வரலாற்றுக்கு முற்பட்ட காலம்

அலகு - 5

கல்வெட்டியல் - உருவ அமைதி - இந்தியச் சிற்பக்கலை - கோயிற்கலை வளர்ச்சி - அருட்காட்சியகவியல் - நாணயவியல்

பாடநூல்

1. தொல்லியல் - முனைவர் தி. மனோன்மணி, முனைவர் தி.செல்வநாயகி. நியூ செஞ்சுரி புக்ஹவுஸ் சென்னை - 98

**ஆறாம் பருவம் -VI Semester
முதன்மைப் பாடம் - Core XIII
இலக்கணம் - புறப்பொருள்**

நோக்கம் : பண்டைத் தமிழரின் போர் ஒழுகலாறுகளை புறப்பொருள் வெண்பாமாலை மூலம் அறிந்து கொள்ளல். புறச்செயல்களை நெறிப்படுத்தல்.

அலகு 1 :

வெட்சித்திணை - துறைகள்: வெட்சி - வெட்சி அரவம் - விரிச்சி - வேய் - புறத்திறை - ஊர்கொலை - பாதீடு - உண்டாட்டு -புலனறி சிறப்பு - பிள்ளை வழக்கு - கொற்றவை நிலை - வெறியாட்டு

கரந்தைத் திணை - துறைகள்: கரந்தை - புண்ணொடு வருதல், போர்க்களத்து ஒழிதல் - ஆளெறிபிள்ளை - பிள்ளைத் தெளிவு பிள்ளையாட்டு- கையறுநிலை- நெடுமொழி கூறல் - மிகுகுடிநிலை.

அலகு 2 :

வஞ்சித் திணை- துறைகள்: வஞ்சி - மாராய வஞ்சி - மழபுலவஞ்சி - தமிழஞ்சி - பெருஞ்சோற்றுநிலை நல்லிசை வஞ்சி

காஞ்சித் திணை - துறைகள்: காஞ்சி- காஞ்சி எதிர்வு - வஞ்சினக் காஞ்சி - பூக்கோள் நிலை - பேய்க்காஞ்சி - மகட்பாற் காஞ்சி

அலகு 3 :

நொச்சித்திணை - துறைகள்: நொச்சி - மறனுடைப்பாசி - ஊர்ச்செரு- செருவிடை வீழ்தல் - குதிரைமறம் - எயிற்போர் - எயில்தனை அழித்தல் -அழிபடை தாங்கல் - மகள் மறுத்து மொழிதல்.

உழிஞைத் திணை - துறைகள்: உழிஞை - கந்தழி - முற்றுழிஞை - காந்தள் - புறத்திறை - மண்ணுமங்கலம் - மகட்பால் இகல் - அடிப்பட இருத்தல் - தொகை நிலை

அலகு 4 :

தும்பைத்திணை - துறைகள்: தும்பை - இருவரும் தபுநிலை - நூழில் -
நூழில் ஆட்டு - களிற்றுடனிலை - ஒள்வாள் அமலை

வாகைத் திணை - துறைகள்: வாகை - வாகை அரவம் - மறக்களவழி -
முதின்முல்லை - ஏறாண்முல்லை - வல்லாண்முல்லை- பொருளொடுபுகல் -
அருளொடு நீங்கல்

அலகு 5 :

பாடாண் திணை - துறைகள்: பாடாண்பாட்டு - பூவை நிலை - பரிசில்
துறை - இயல்மொழி வாழ்த்து - குடுமிகளைந்த புகழ்சாற்று நிலை - வாயுறை
வாழ்த்து - செவியறிவுறாவு - ஓம்படை - கொடிநிலை - கந்தழி - வள்ளி -
கைக்கிளை - பெருந்திணை

பாணாற்றுப்படை - கூத்தராற்றுப்படை - பொருநர் ஆற்றுப்படை
விறலியாற்றுப்படை - புலவராற்றுப்படை - குழவிக்கண் தோன்றிய காமப்பகுதி -
ஊரின் கண் தோன்றிய காமப்பகுதி

பாடநூல்

புறப்பொருள் வெண்பாமாலை (வெட்சி முதல் பாடாண் படலம் வரை)
ஐயனாரிதனார் கழகவெளியீடு ,சென்னை.

பார்வை நூல்

புறப்பொருள் வெண்பாமாலை - ச. திருஞானசம்பந்தம் உரை.

ஆறாம் பருவம் - VI Semester
முதன்மைப் பாடம் - Core XIV
சமய இலக்கியம்

நோக்கம் : சைவ, வைணவ, இசுலாமிய, கிறித்துவ சமய இலக்கியங்களைக் கற்றல். சமய கருத்துக்களை இலக்கியங்களில் புகுத்துதல்.

அலகு -1 :

நாச்சியார் திருமொழி – ஆண்டாள் -50 பாடல்கள்

அலகு -2 :

தேவாரம் - திருஞானசம்பந்தர் சீகாழியை நினைத்து மதுரையில் பாடியது
(மண்ணில் நல்லவண்ணம்) – நமசிவாய பத்து – கோளறு பதிகம்

அலகு -3 :

திருவாசகம் அச்சோப்பத்து,

கோவில் பத்து,

அறிவுறுத்தல் பத்து பாடல்கள்

அலகு -4 :

சீறாப்புராணம் (நகரப் படலம் - 22பாடல்கள்)

அலகு -5 :

தேம்பாவணி – வளன் சனித்த படலம்

ஆறாம் பருவம் - VI Semester
முதன்மைப் பாடம் - Core XV
இலக்கிய வரலாறு II

நோக்கம் : மொழியின் சிறப்பினை அறிந்து , அது உருவாக்கிய இலக்கியத்தினை வகைப்படுத்தல்.

அலகு:- 1

தமிழ் இலக்கண நூல்கள் அகத்தியம் - தொல்காப்பியம் - இசுலாமியர்களின் தமிழ்ப்பணி கிறித்தவர்களின் தமிழ்ப்பணி.

அலகு:- 2

சிற்றிலக்கியங்கள் - தனிப்பாடல்கள்.

அலகு:- 3

சித்தர் இலக்கியங்கள் - பிற்காலப்புலவர்கள்.

அலகு:- 4

இருபதாம் நூற்றாண்டு இலக்கியங்கள் - ஊடகத்தமிழ்.

அலகு:- 5

இலக்கியங்கள் வளர்த்த தமிழ் - தமிழுக்கு ஆக்கம் சேர்த்து வரும் அமைப்புகள்.

பாடநூல்.

தமிழ் இலக்கிய வரலாறு
முனைவர்.சிற்பி.பாலசுப்பிரமணியம்
முனைவர்.சேதுபதி.
கவிதா பப்ளிகேஷன்,
8, மாசிலாமணி தெரு, பாண்டி பஜார்,
தி நகர், சென்னை - 600 017.

ஆறாம் பருவம் - VI Semester
முதன்மைப் பாடம் - Core XVI
தமிழக வரலாறும் பண்பாடும் - II

நோக்கம் : தமிழகத்தின் வரலாறும், பண்பாடும் ஒன்றையொன்று சார்ந்தவை என்பதை ஆதாரங்களுடன் அறிந்து கொள்ளல். பண்பாட்டு அடிப்படையில் வரலாற்றை உருவாக்குதல்

அலகு:- 1

சோழர்காலம் : சோழர்கள் - சாளுக்கியச் சோழர்கள் ஆட்சி - பிற்காலச் சோழர்களின் வீழ்ச்சி - சோழர்களின் ஆட்சிமுறை - சமூகப் பண்பாட்டு நிலை - தமிழகத்தில் அடிமை முறை வரிவாக்கம் - சமயநிலை - கலைகள் - கல்விநிலை - தென்கிழக்காசிய நாடுகளுடன் தொடர்பு.

அலகு:- 2

தமிழகத்தில் அயலார் ஆதிக்கத்தின் தொடக்கம் : தமிழகத்தில் முசுலீம்களின் படையெடுப்புகள் - தமிழகத்தில் விசயநகரத்தின் ஆதிக்கம் - தமிழகத்தில் விசயநகர ஆட்சியின் விளைவு - நாயக்கர்கள் - தஞ்சை மராட்டியர்கள்.

அலகு:- 3

ஐரோப்பியர் வருகை - பாளையக்காரர்களின் எழுச்சி - தென்னிந்திய விடுதலைப்புரட்சி - தமிழகத்தில் ஆங்கில கிழக்கிந்திய கம்பெனியின் அதிகார விரிவாக்கம் - மேலைநாட்டுக் கல்வியும் ஆங்கில கம்பெனியார் புகுத்திய கல்வி முறைகளும்.

அலகு:- 4

பத்தொன்பதாம் நூற்றாண்டில் தமிழகச் சமூக நிலை - அடிமை முறை ஒழித்தல் - வெளிநாடுகளுக்குள் குடிபெயர்தல் - சமய சமூக சீர்திருத்த இயக்கங்கள்

அலகு:- 5

தமிழகத்தில் தொழில் முன்னேற்றம்- இருபதாம் நூற்றாண்டில் சமய வாழ்வின் பரிமாணங்கள் - சமய நிறுவனங்களும் அரசாங்கமும் -வரலாற்று இயக்கத்தில் தமிழ் நாட்டின் சமுதாய மாற்றம்.

பாடநூல்.

தமிழக வரலாறும் பண்பாடும்

வே.தி.செல்லம்.

மணிவாசகர் பதிப்பகம், சென்னை 600 108.

ஆறாம் பருவம் - VI Semester
முதன்மைப் பாடம் - Core XVII
இலக்கியத்திறனாய்வு

நோக்கம் : இலக்கியத் திறனாய்வு பற்றிய அடிப்படை அறிவைப் புகட்டுதல். இலக்கியத்தை திறனாய்வுக் கண்ணோட்டத்துடன் அணுகும் ஆற்றலை வளர்த்தல்.

அலகு - 1 :

இலக்கியம் அறிமுகம் - இலக்கியம் ஒரு வரையறை - இலக்கியத்தின் இயல்புகள் - இலக்கிய வகை - கலை பற்றிய இரு சிந்தனைகள் (கலைகலைக்காக கலை வாழ்க்கைக்காக) - திறனாய்வு விளக்கம் - திறனாய்வாளனின் தகுதிகள் - திறனாய்வின் பயன்.

அலகு - 2 :

திறனாய்வு வகைகள் விளக்கமுறை - ஒப்பீட்டு முறை - மதிப்பீட்டு முறை - இரசனை முறை - பாராட்டு முறை - முடிவு முறை - விதிமுறை - பகுப்புமுறை.

அலகு - 3 :

திறனாய்வு அணுகுமுறைகள் சமூகவியல் அணுகுமுறை - வரலாற்றியல் அணுகுமுறை - உளவியல் அணுகுமுறை - அமைப்பியல் அணுகுமுறை - அறநெறி அணுகுமுறை - மார்க்சிய அணுகுமுறை - அழகியல் அணுகுமுறை.

அலகு - 4 :

கவிதை - நாடகம் - நாவல் - சிறுகதை - கட்டுரை ஆகிய இலக்கிய வகைகளின் அமைப்பு.

அலகு - 5 :

திறனாய்வு அணுகுமுறைகளைப் பயன்படுத்தி இலக்கியவகைகளைத் திறனாய்வு செய்வதைக் கற்றல்

பாடநூல்கள்

1. இலக்கியக்கலை - அ.ச.ஞானசம்பந்தன் , சைவ சித்தாந்த நூற்பதிப்புக் கழகம், 154, டி.டி.கே.சாலை, சென்னை -18.
 2. திறனாய்வுக் கலை - தி.சு. நடராசன், நியூ செஞ்சரி புக் ஹவுஸ் (பி) லிட், 41.பி, சிட்கோ இண்டஸ்ட்ரியல் எஸ்டேட், சென்னை -600 098.
- குறிப்பு :** இரு நூல்களிலிருந்தும் பாடப்பகுதியோடு தொடர்புடைய பகுதிகள் மட்டும்.

ஆறாம் பருவம் - VI Semester
முதன்மை விருப்பப் பாடம்
Major Elective: II
தன் வரலாற்றியல்
டாக்டர் உ.வே.சாவின சரித்திரம்

நோக்கம்

பலகாலமாகப் புதைந்து கிடந்த தமிழ் நூல்களைத் துலக்கி தமிழுலகம் கண்டு கற்று இன்புறச் செய்தப் புலமையும் ஆராய்ச்சியும் பதிப்பாற்றலும் நேர்மையும் உடைய பெரும்புலவரான டாக்டர் - உ.வே.சாமிநாதையார் அவர்களின் வாழ்நாள் வரலாற்றின் சில நினைவுகள் தமிழ் இலக்கிய மாணவர்கள் படித்து இன்புறுதல்.

அறிவு நுட்பமும் நுண்மான் நுழைபுலமும் கடின உழைப்பும் இணைந்தால் தான் பெரிய காரியங்களைச் சாதிக்க முடியும் என்பதை இலக்கிய மாணவர்கள் உணருவதற்கும் இலக்கிய ஆர்வத்தைத் துண்டுவதற்கும் உ.வே.சாவின சுய சரித்திரம் வழிவகுக்கும்.

அலகு 1

பிறப்பும் இளமையும் எங்கள் ஊர் - என்முன்னோர்கள் - என்பாட்டனார் - எனது பிறப்பு - குழந்தைப்பருவம் - இளமைக்கல்வி தமிழும் சங்கீதமும் - சடகோபையங்கரிடம் கற்றது - என்கல்யாணம் - நான் பெற்ற பட்டம்

அலகு II

பயணமும் அனுபமும் செங்கணத்தில் வாசம் - மாயூரப்பிரயாண பிள்ளையவர்கள் முன் முதல் நாள் - பாடம் கேட்கத் தொடங்கிய தமிழே துணை - புலமையும் வறுமையும் - எல்லாம் புதுமை - யான் பெற்ற நல்லுரை.

அலகு III

பணியும் ஆராய்ச்சியும் - திருவிளையாடல் பிரசங்கம் - நான் இயற்றியப் பாடல்கள் - பாடும் பணி - புதிய வாழ்வு - காலேஜில் முதல் நாள் அனுபவம் - அன்பர் பழக்கமும் ஆராய்ச்சியும் சிந்தாமணி ஆராய்ச்சி - சிலப்பதிகார ஆராய்ச்சி - புறநானூற்று ஆராய்ச்சி - மணிமேகலை ஆராய்ச்சி.

அலகு IV

பதிப்பத்திலில் சிக்கல்கள் சிறு பிராயணங்கள் - இடையே வந்த கலக்கம் - பலவகைக்கவலைகள் - மகிழ்ச்சியும் வருத்தமும் - திருநெல்வேலிப் பயணம் - கண்டனப்புயல் - பயனற்ற பிரயாணம் - பல ஊர்ப்பிரயாணங்கள் - மூன்று துக்கச் செய்திகள்.

அலகு V

பதிப்பும் வெளியீடும் நான் பதித்த முதல் புஸ்தகம் - சிந்தாமணிப் பதிப்பு ஆரம்பம் - பத்துப்பாட்டுப்பதிப்பு - சிலப்பதிகாரப்பதிப்பு - சிலப்பதிகார வெளியீடு - புறநானூற்றுப்பதிப்பு - மணிமேகலைப் பதிப்பு ஆரம்பம்

பாடநூல்

என் சரித்திரம்
டாக்டர் உ.வே.சாமிநாதையரவர்கள்,
உ.வே.சா.நூல் நிலையம்,
2, அருண்டேல் கடற்கரைச் சாலை,
பெசன்ட் நகர், சென்னை -600 090.
தொலைபேசி - 044-24916697

பார்வை நூல்கள்

1. டாக்டர் உ.வே.சாவின் என் சரித்திரம்
விகடன் பிரசுரம்,
757, அண்ணா சாலை,
சென்னை - 2
2. என் சரித்திரம்
(சுருக்கம் - கி.வ. ஜெகநாதன்)
டாக்டர் உ.வே.சாமிநாதையர்
தியாகராஜ விலாசம்
நேஷனல் ஆர்ட் பிரஸ், தேனாம்பேட்டை, சென்னை - 18.

- skills in the various disciplines of management.
3. To prepare students to exploit opportunities being newly created in the Management Profession.
 4. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
 5. Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience- moral, ethical and environmental values.

MSU/2021-22/UG-Colleges/Part-III (B.B.A.)/ Semester-I / Ppr.no.4/ Core-2
PRINCIPLES OF MANAGEMENT

L	T	P	C
3	2	0	4

Course Objectives:

1. To provide an insight in to the basic managerial functions.
2. To describe the various forms of structure available to an organization
3. To discuss contemporary management issues and challenges

Course Outcomes:

1. Develop an understanding of the functions of management and contributions made by management theorists to the field of scientific and modern management.
2. Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues by applying the concepts of planning and decision making
3. Identify the factors influencing the design of organizational structure and the right span of control for effective functioning of an organization.
4. Identify and incorporate best staffing practices and apply principles of directing for hiring and managing employees.
5. Control and coordinate the work force in a systematic approach

UNIT I INTRODUCTION TO MANAGEMENT

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, GIlberth and Mcgregor) - Levels and Functions of Management.

UNIT II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization —Span of Management-Job design- Recruitment, selection, Training and Compensation.

UNIT IV DIRECTING

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication.

UNIT V CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TEXTBOOKS:

1. C.B Gupta, Business Management, Ninth edition, Sultan Chand Sons, New Delhi.
2. L.M.Prasad, Principles and practice of Management, Sultan chand&sons, New Delhi.
3. Koontz O' Donell, Essentials of Management, Tata McGraw Hill.
4. M Prakash and Parag Diwan, Management principles and practices, Excel books, New Delhi.

REFERENCE BOOKS:

1. Appannaiah&Dinakar, Managing organizations, Himalaya publishing house, Mumbai
2. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, Pearson, Noida.
3. NeeruVasishth, Principles of Management text and cases, Taxmann publications private limited,

Web RESOURCES:

1. file:///C:/Users/bmlab34/Downloads/116_Sample_Chapter.pdf
2. <http://www.civicus.org/view/media/Overview%20of%20Planning.pdf>
3. <https://www.managementstudyhq.com/advantages-and-disadvantages-of-mbo.html>
4. <http://egyankosh.ac.in/bitstream/123456789/13299/1/Unit-7.pdf>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
4	2	0	4

Course Objectives:

To enable students to

1. Understand the concepts of statistics in the context of business.
2. Apply the statistical tools in decision-making.
3. Utilize statistical analysis in Research

Course Outcomes:

1. Apply descriptive statistics in effective business decision making
2. Ascertain cause and effect relationship between business factors and predict direction of business
3. Analyse time series data to identify trend and seasonal variations to forecast and take business decisions
4. Construct and compare index numbers to analyse business and economic activities
5. Utilize statistical analysis in business projects to arrive at solutions

UNIT I MEASURE OF CENTRAL TENDENCY

Measures of Central value- characteristics of an ideal measure- Measures of Central tendency –mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual framework only)

UNIT II CORRELATION ANALYSIS

Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient.

UNIT III REGRESSION ANALYSIS

Regression Analysis – Regression Vs Correlation, Linear Regression, Regression lines, Standard error of estimates.

UNIT IV TIME SERIES ANALYSIS

Time Series-Meaning and significance – utility, components of Time series- Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend.

UNIT V INDEX NUMBERS

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers

(Marks: Theory 40% and Problems 60%)

TEXTBOOKS:

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
2. N.Arora,S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi
3. R.S.N. Pillai and Bhagavatyhi, Statistical Methods, S.Chand and Company Ltd.; New Delhi
4. Wilson, Statistics for Commerce and Management, Himalaya Publishing house, Mumbai

REFERENCE BOOKS:

1. P.R.Vittal, Business Mathematics and Statistics, Margham publications, Chennai.
2. J.K.Sharma, Business Statistics, Pearson education, New Delhi,
3. Richard.I.Levin, David.S.Rubin; Statistics for Management; Pearson Education; New Delhi
4. Divya Saxena; Business Statistics; Vayu Education of India; New

WEB RESOURCES:

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
4. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1071>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
3	2	0	4

COURSE OBJECTIVES:

1. To be acquainted with the basic concepts of economics.
2. To identify the applications and limitations of economic laws in decision-making and problem solving.
3. To provide knowledge on different types of markets.

COURSE OUTCOMES:

1. Exhibit the role of a manager by making strategic business decisions considering economic environment.
2. Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
3. Assess technically the possible ways of increasing the level of production.
4. Develop knowledge on different market structures and make the price and output decisions.
5. Develop an understanding of the role of government and taxes in controlling inflation and deflation.

Unit – I – Demand Analysis

Meaning, Nature and Scope of Managerial Economics- Demand – Law of Demand –Exceptions to the law of demand- Determinants of Demand-Elasticity of demand – Supply – Law of Supply – Elasticity of Supply. Demand Forecasting: Meaning Significance, methods of demand forecasting

Unit- II- Cost Analysis and Production Analysis

Cost Concept- Types of cost – Cost Curves – Cost- Output Relationship in the short run and long run, LAC curve. Production function with one variable input – Law of variable Proportions. Production function with two variable inputs and Law of returns to scale, Indifference curves, Iso-Quants and Iso-cost line, Least cost combination factor, Economies of scale.

Unit III- Market structure and Pricing Practice

Perfect Competition, Features, Determination of price under perfect competition. Monopoly- features, Pricing under monopoly, Price Discrimination. Monopolistic Competition- Features, pricing under monopolistic competition, product differentiation. Oligopoly- features, Kinked demand curve, cartels, Price leadership.

Unit IV – Money

Money- meaning – types- functions – Foreign Exchange – Meaning – Exchange Rate- Spot rate and forward rate- Types of forex market- Inflation – Meaning – Types- causes and effects. Inflation Vs Deflation. Corrective mechanism (Monetary and fiscal measures).

Unit V- National Income and Business Cycle

National Income- Meaning – Concepts (GDP, GNP, NNP, NDP, Private Income, Personal Income, Disposable Income and Per Capita Income) – Methods of Measurement (Product method, Income Method and Expenditure Method)- Difficulties in Measuring National Income. Business Cycle – Meaning-phases and effects.

L	T	P	C
4	2	0	4

Course Objectives:

1. To develop mathematical continuity for learning.
2. To apply mathematical concepts in finding solutions to business problems.
3. To familiarize students with the application of mathematical techniques in business decision process.

Course Outcomes:

1. Apply the concept of geometry in the field of business
2. Draw and use Venn diagrams to solve real problems in business.
3. Use derivatives in marginal analysis
4. Application of differential calculus to find the maxima and minima of a function.
5. Perform elementary matrix operation and use matrices in business decision making.

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to business using marginal concept

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

L	T	P	C
4	0	0	4

Course Objective:

To enable students to

1. Understand the significance of accounting concepts and conventions in the preparation and presentation of financial reports.
2. Prepare financial statements of the company.
3. Analyze and interpret financial statements of a company.

COURSE OUTCOMES:

CO1: Apply accounting concepts and accounting standards in practical situations

CO2: To be familiar with the rules governing accounting transactions.

CO3: Prepare Final accounts to ascertain profit or loss of the business and its financial position

CO4: Critically analyze financial statements of the enterprise , vertically and horizontally for business decision making

CO5: Identify the methods of calculating depreciation charges.

UNIT – I:INTRODUCTION

Meaning and Scope of Accounting – Need for Accounting – Nature and Objectives of Accounting – Developing of Accounting – Book Keeping and Accounting. Accounting Concepts and Conventions – Accounting Standard in India- IFRS.

UNIT – II: BOOKS OF ACCOUNTS

Double Entry System of Book-Keeping – Journal –Rules of Debit and Credit – Ledger Posting – Rules Regarding Posting – Relationship Between Journal and Ledger – Trial Balance.

UNIT – III: SUBSIDIARY BOOKS

Benefits- Basic Documents-Preparation of Purchase Book, Sales Book-Purchase Return Book-Sales Return Book-Cash Book-Single, Double and Triple Column Cash Book-Petty Cash Book.

UNIT – IV: FINAL ACCOUNTS

Manufacturing Account–Trading Accounts – Profit and Loss A/C - Balance Sheet – Adjustment entries.

UNIT – V:DEPRECIATION ACCOUNTING

Meaning – Causes – Objectives – Methods of Depreciation – Reserves and Provisions.

(Marks:Theory40%andProblems60%)

TEXT BOOKS:

1. Gupta, R.L. and Radhaswamy M., Financial Accounting,– Sultan and Chand Sons – New Delhi.
2. Maheswari, S.N and Maheshwary, S.K., Fundamental of Accounting, Vikas Publications.

REFERENCE BOOKS:

- i. T.S.Reddy&Y.Hariprasad Reddy, Financial & Management Accounting, Margham Publications, Chennai
- ii. M.C.Shukla, T.S.Grewal&S.C.Gupta, Advanced Accounts, S.Chand, New Delhi
- iii. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
- iv. R.S.N.Pillai&Bagavathi, Management accounting, S.Chand, New Delhi
- v. P. C. Tulsian, Financial Accounting – Pearson Edcation, New Delhi

ORGANIZATIONAL BEHAVIOR

L	T	P	C
4	0	0	4

Course Objective:

- 1.To give an insight into how individual behavior can be made meaningful to increase organizational effectiveness.
- 2.To understand group behavior in the organization
- 3.To understand the concepts of organizational behavior and its systems.

COURSE OUTCOMES:

- CO1:Apply theories and concepts of organisationalbehaviour in workplace to create an effective organisational environment
- CO2: Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
- CO3: Determine the influence of perception, personality and emotions on workplace behaviour in order to exhibit positive behaviour and to create solutions in a challenging context
- CO 4: Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
- CO 5:Identify forces of change and manage a planned organizational change

UNIT-I:INTRODUCTION

Definition, Nature and Scope of organizational behavior – Need for studying organizationalBehavior- Disciplines that contribute to OB- OB models – Challenges and Opportunities ofOB (12hrs)

UNIT-II:INDIVIDUALBEHAVIOR

Perception:meaning – process-improvingperception, Personality development determinants of personality-personality traits. Learning theoriesandprinciplesof Learning.Motivation:meaningandImportance – TheoriesofMotivation (12hrs)

UNIT-III: GROUPBEHAVIOR

Groups – definition – types – Groupdevelopment;-Groupsnorms–Groupcohesiveness–Group decision making – Conflict- Individual Conflict – Interpersonal conflict- group conflict – Resolvingconflict. (12hrs)

UNIT-IV:ORGANIZATIONALCULTURE

Organisational Culture - Meaning - definition - concept - characteristics - types of culture - functions of culture - creating and sustaining culture - learning culture - measuring culture – communicatingculture. (12hrs)

UNIT-V:ORGANIZATIONALCHANGEANDORGANIZATIONALDEVELOPMENT

Forces of change; Planned change; Resistance; Approaches (Lewin’s model, Organization development);Organizationaldevelopment –ODinterventions. (12hrs)

TEXT BOOKS:

1. L.M.Prasad, Organizational behaviour-Sultan Chand, New Delhi
2. J. Jayashankar, Organizational Behavior- Margham publications, Chennai

BUSINESS LAW

L	T	P	C
2	2	0	3

CourseObjective:

1. To impartation in-depth knowledge of the law of contracts,
2. To provide a basic knowledge of the agency has to be operated.
3. To provide an insight into the application of commercial laws to business operations

COURSE OUTCOMES:

CO 1: Understand the meaning and nature of contract and various essentials of contract.

CO 2: Understand Discharge of contract and remedies for breach of contract

CO 3: Analyze and differentiate between bailment, Pledge and Agency.

CO 4: Understand the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties

CO 5: Interpret critical issues of partnership business and can recognize rights and duties of partners.

UNIT –I: INDIAN CONTRACT ACT 1872

The Indian Contract Act 1872-I Meaning & Nature of contract, Types of Agreement, Difference between agreement and contract, Essentials of a valid contract- offer, Acceptance, capacity to contract, Free consent, consideration, Possibility of performance, Writing and Registration etc.

UNIT II: -THE INDIAN CONTRACT ACT 1872- II

Agreements expressly declared void, Quasi Contracts, Performance of contract, Discharge of contract & Remedies for breach of contract

UNIT III:-SPECIAL CONTRACT

Contract of Bailment- Rights & duties of bailor & Bailee, Contract of Pledge. Rights & duties of Pawner & Pawnee, Contracts of Agency-Formation & Termination of Agency.

UNIT IV:- THE SALE OF GOODS ACT 1930

Definition of Sale & Goods, Essentials of valid contract of Sale of Goods, Conditions & warranties, passing of property, Rule of caveat emptor & its exceptions, Rights of unpaid seller, Remedies for breach of contract.

UNIT: V-THE INDIAN PARTNERSHIP ACT 1932

Meaning & Nature of partnership, Types of Partners, Rights & Duties of Partners, Registration of Partnership firm & Dissolution of Partnership firm..

TEXT BOOKS:

1. N.D. Kapoor -Elements of Mercantile Law - Sultan Chand & Co., New Delhi
2. M.C.Kucchal - Business Law/Mercantile Law, Vikas Publishing. House (P) Ltd.

REFERENCE BOOKS

1. Shukla M.C, Mercantile Law- S.Chand & co Ltd, New Delhi
3. G.K.Kapoor, Business & corporate laws- Sultan Chand & sons, New Delhi
4. P C Tulsian - Business Law - Tata McGraw - Hill Education.
5. R.S.N.Pillai & Bagavathi, Business law - S.Chand Publishing, New delhi

L	T	P	C
2	0	0	2

COURSE OBJECTIVES:

- 1.To enable the students to study the evolution of advertising
- 2.To study the functions of advertising agencies
3. to explain the process of advertisement making and launching

COURSE OUTCOMES:

- CO 1: Understand the origin and growth of advertising sector
CO 2: Explain types of advertising
CO 3: describe about the functions of advertising agencies
CO 4: To identify and make decisions regarding the most feasible advertising appeal and media mix
CO 5: To conduct pre-testing and post testing of advertisement to determine their effectiveness

UNIT-I:INTRODUCTION TO ADVERTISING

Advertising – Meaning- Origin and Development- Objectives- Importance- Functions of advertising- Classification and Types of advertisements – merits and demerits

UNIT –II:ADVERTISING AGENCIES

Type and functions of advertising agencies-Advertisement campaign- Social, economic and legal aspects of advertisements - Misleading advertisements- Advertisement Standards council of India- Regulation of advertising in India

UNIT-III:DRAFTING ADVERTISEMENT COPY

Advertisement copy- Requisites of an effective advertisement copy-Types of copy- Elements of copy- Layout- functions of layout – Elements of layout – Principles of design and layout- Copy writing- Qualities of good Copy Writer-Copy testing and Advantages

UNIT-IV:ADVERTISING MEDIA

Media Planning and Strategy -Importance of media planning and selection- Problems in media planning- Internet as an advertisement medium-Objects of Internet advertisement – Advantages and disadvantages of internet advertising

UNIT-V:MEASURING THE EFFECTIVENESS OF ADVERTISING

Need and importance for measuring the effectiveness of advertising- Methods of Measurement: Pretesting, Concurrent testing, Post testing-DAGMAR Model

Text Books:

1. Manendra Mohan – Advertising Management – Concepts and Cases, Tata McGraw Hill
2. Sherlekar, Victor &Nirmala Prasad – Advertising Management – Himalaya Publishing House

REFERENCE BOOKS:

1. C.L. Tyagi, Arun Kumar- Advertising Management- Atlantic Publishers and Distributors
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education
3. Ruchi Gupta, Advertising – Scholar Tech Press
4. Rajeev Patra and John G. Myers, Advertising Management -Pearson India, New Delhi

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-IV/Ppr.no.23/Core-7
COST ACCOUNTING

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

- 1.To provide basic knowledge on cost concepts
2. To impart knowledge on accounting techniques useful in managerial functions.
- 3.To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activities planned

COURSE OUTCOMES:

CO1: Prepare cost sheet to ascertain total cost and cost/ unit in order to prepare quotation

CO2: To differentiate methods of calculating material consumption

CO 3: Apply various labor control Techniques for cost reduction and smooth functioning of business.

CO4: Explain meaning of Overheads. Classify, Allocate, Apportion and Reapportion various overheads to calculate cost.

CO 5: Apply costing methods and costing techniques appropriately

UNIT-1:INTRODUCTION TO COST ACCOUNTING

Cost Accounting -Meaning of Cost, Costing and Cost Accounting. Comparison between Financial Accounts and Cost Accounts-Application of Cost Accounting-Cost Concepts -Cost Unit-Cost Centre-Elements of Costs-Preparation of Cost Sheet.

UNIT-2: MATERIAL COSTING

Classification of Materials-Material Control-Purchasing Procedure-Store Keeping-Techniques of Inventory Control-Setting of Stock Levels- EOQ Method of Pricing- Materials Issues - LIFO-FIFO - Weighted Average Method- Simple Average Method.

UNIT-3: LABOUR COSTING

Control of Labour Cost -Labour Turnover – Method of wage payments-Remuneration and Incentives-Time Rate System-Piece Rate System-Premium and Bonus Plans. O

UNIT-4: OVERHEAD COST CONTROL

Meaning- Classification-Procedure - Allocation and Apportionment- Principles of Apportionment -Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.

UNIT-5: TECHNIQUES OF COSTING

Unit costing, Job Batch costing, Contract costing, Process Costing-excluding inter process profits.

(Marks:Theory40%andProblems60%)

TEXT BOOKS:

1. Jain, S.P. & Narang, Cost Accounting: Principles & Methods - K.L.-Kalyani Publishers
2. M.N. Arora , A Text Book of Cost Accountancy - Vikas Publishing Pvt. Ltd.

REFERENCE BOOKS:

1. R.S.N.Pillai&Bagavathi, Management accounting- S.Chand, New Delhi.
2. N.P.Srinivasan&M.SakthivelMurugan, Accounting For Management- S.Chand, New Delhi
3. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
4. S.N. Maheshwari, Studies in Cost Management- Sultan Chand & Sons

MARKETINGMANAGEMENT

L	T	P	C
4	0	0	4

Course Objective:

1. To understand the nature and significance of the Marketing Function and the Marketing management process.
2. To gain knowledge about the key aspects of the Buying Behavior of consumers and develop an understanding of the STP Process.
3. To explain the factors affecting various product, pricing, channel management and Marketing communication decisions

COURSE OUTCOMES:

- CO1: Identify the marketing functions, environment and segmentation for effective positioning of the products.
- CO 2: Assess the factors influencing consumer behavior and apply recent marketing trends in business
- CO 3: Develop new products and services that are consistent with evolving marketing needs.
- CO 4: Formulate effective pricing policy and select an appropriate channel of distribution
- CO 5: Summarize the nature and functions of the elements of Promotion mix

UNIT-I:INTRODUCTION

Nature, Scope and importance of marketing – Functions – Marketing environment- Factors influencing Marketing Environment– Market Segmentation – Need and basis of market segmentation Targeting and Positioning

UNIT-II:CONSUMER BEHAVIOUR

Factors influencing consumer behaviour - general consumers, industrial consumers, online consumers-Recent concepts in marketing – Green marketing, Digital marketing, Relationship marketing

UNIT-III:PRODUCT

Product –definition – levels of product- classification of products – Product Mix: Levels,Hierarchy,Classifications,Mix.Productlifecycle:TheConceptanditsStrategicImplications ,Significanceof branding, NewProductdevelopmentProcess.

UNIT-IV:PRICINGANDPHYSICALDISTRIBUTION

Price – Pricing objectives – Pricing policies – Methods of pricing – Distribution channel (levels, advantages and disadvantages) – Factors to be considered in selecting a channel – Channel conflicts (causes and overcoming conflicts).

UNIT-V:PROMOTION

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events& Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, WordofMouthMarketingand PersonalSelling.Factorsaffectingthepromotionmix.

TEXT BOOKS:

1. Dr. C B Gupta, Dr. N. Rajan Nair, Marketing Management - Sultan Chand & Sons, New Delhi
2. Philip Kotler, Marketing Management - Prentice Hall of India Pvt Ltd., New Delhi

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-III/Ppr.no.25/Allied-4
HUMANRESOURCEMANAGEMENT

L	T	P	C
2	2	0	3

CourseObjective:

1. To equip the students with knowledge, skills and competencies required to manage people.
2. To acquaint the students with various functions and processes related to human resource management.
3. To provide conceptual framework required for human resource planning and development.

COURSE OUTCOMES:

- CO 1: Develop an understanding of the human resource functions and environment to manage human resource effectively.
- CO 2: Identify the human resource requirement and select suitable work force.
- CO 3: Evaluate the performance of human resource and develop suitable training, development and career planning programs
- CO 4: Frame sound compensation policy for high employee retention
- CO 5: Develop an effective grievance handling procedure

UNIT- I:INTRODUCTION

HRM-meaning, nature, objectives and scope– Importance –Functions of HRM – Environment of HRM - Strategic HRM – Meaning- Objectives- Personnel Management Vs Human Resources Management - Difference between Traditional HRM and Strategic HRM.

UNIT –II: HUMANRESOURCE PLANNING

Meaning and Importance - Job Analysis, Job Description and Job Specification - Recruitment: Meaning and Sources of recruitment. Selection - Meaning and Methods of selection– Interview - Kinds of interview – Steps in interview Procedure – Tests - Kinds and Importance of Tests- Induction – Placement.

UNIT-III: TRAININGANDDEVELOPMENT

Meaning and Importance – Methods of Performance Appraisal. Training – Importance- Benefits - Methods of Training - Executive Development - Meaning and Methods - Career Planning - Meaning and Objectives

UNIT-IV: COMPENSATIONMANAGEMENT

Wage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option PlansWage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option Plans(ESOP).

UNIT-V:GRIEVANCEHANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process – approaches – punishment – exit interview-Legislative Framework– Trade Unions - Collective Bargaining - Labour participation in management and worker empowerment.

TEXT BOOKS:

1. Dr. C B. Gupta, Human Resource Management-Sultan Chand & Sons, New Delhi
2. K. Aswathappa, Human Resource Management - Mc Graw Hill, India Pvt Ltd.,

SU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-IV/Ppr.no.26/Skillbased subject-II
COMPUTER APPLICATIONS IN BUSINESS-II
(PRACTICALSUBJECT)

L	T	P	C
0	0	4	2

Course Objective:

1. To impart knowledge regarding concepts of Financial Accounting.
2. To make students capable to create company, enter accounting voucher entries including advance voucher entries, and also print financial statements.
3. To make students ready with required skill for employability in the job market.

Course Outcomes:

CO1: To help students to work with well- known accounting software i.e. Tally ERP.9.

CO2: Students will learn to create company, enter accounting voucher entries including advance voucher entries

CO3: Demonstrate an understanding of various predefined inventory vouchers to suit the various business requirements and flexibility to create unlimited stock items.

CO 4: Demonstrate an understanding of how to maintain a payroll register .

CO5: To prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST, VAT, TDS, TCS etc

SOFTWARE: Tally

1. To Create, Alter and Delete a Company owned by you.
2. Do the voucher entry for the transactions
 1. Mr. Girish started business with Rs. 1,00,000
 2. Bought furniture for Rs.1,000
 3. Goods purchased for Rs.1,500
 4. Goods sold for Rs.2,500
 5. Goods purchased from Selva & Co for credit worth Rs.7,500
 6. Goods sold from Cheenu& Co for credit worth Rs.10,000

3. Alter the following vouchers:

Entry No	Date	Party Name	Alternations
4	7.4.2019	Britannia Industries	Order No. SO 118-due on 7.4.2019
6	9.4.2019	Britannia Industries	Order No. SO 156-due on 10.4.2019 for both items
33	3.5.2019	Beauty Care Centre	Order No .So 1189-due on 5.5.2019
41	5.5.2019	Beauty Care Centre	Order No. SO 2369-due on 15.5.2019

4. Enter the following transactions of the company in Tally and show various reports

January 1	Commenced business with a capital of 80,000
January 3	Purchased machinery 10,000
January 5	Withdrawn from bank for office use 10,000
January 7	Purchased goods from Siana on credit 9,000
January 8	Paid cash to Siana 8,800 Discount received 200
January 11	Sold goods to Kima 5,000
January 16	Received cash from Kima 4,900 Discount allowed 100
January 18	Purchased goods from Siana from cash 6,000
January 20	Paid wages 3,000
January 22	Rent received 5,000

MSU/2021-221/UG-Colleges/Part-III(B.B.A.)/Semester-IV /Ppr.no.27/NME-II
CONSUMER BEHAVIOUR

L	T	P	C
2	0	0	2

Course objective:

1. To explain the elements constituting Human Behaviour and their relevance towards consumption and purchase
2. To describe the marketing programs and strategies while keeping in mind factors that may influence consumer behaviour
3. To identify consumer decision making models and trends.

COURSE OUTCOMES:

- CO 1: understand concept of Consumer Behaviour, types of Consumers, Diversity of Consumers.
- CO 2: Acquire basic knowledge about issues and dimensions of Consumer Behaviour.
- CO 3: Analyzing consumer information and using it to create consumer oriented marketing strategies.
- CO 4: Understand the formulation of marketing strategies based on consumer behaviour
- CO 5: Describe the innovation diffusion process

UNIT- I: INTRODUCTION TO CONSUMER BEHAVIOUR

Nature, scope & application and Characteristics of consumer Behaviour– Importance of Consumer behaviour in marketing decisions.

UNIT- II: FACTORS AFFECTING CONSUMER BEHAVIOUR

External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family - Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

UNIT -III: CONSUMER DECISION MAKING PROCESS

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, -Decision Making Models – Black Box Model - Economic model - Howard &Sheth model.

UNIT- IV: CONSUMER BEHAVIOR ANALYSIS AND MARKETING STRATEGY

Consumer Behaviour and Product Strategy - Consumer Behaviour and Pricing Strategy - Consumer Behaviour and Distribution Strategy - Consumer Behaviour and Promotion Strategy

UNIT- V:DIFFUSION OF INNOVATION

Definition of innovation, product characteristics, influencing diffusion, resistance to innovation, adoption process. Buying pattern in the new digital era.

TEXT BOOKS:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. Leon G Shiffman& Leslie LazerKanuk, Consumer Behaviour –. Pearson Education publishers, Singapore

REFERENCE BOOKS:

1. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
2. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
3. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
4. Consumer Behaviour in Indian Perspective –Suja R. Nair, Himalaya Publishing House,

MANAGEMENT ACCOUNTING

L	T	P	C
4	0	0	4

Course Objectives:

- 1.To develop an understanding about the scope of financial accounting with understanding the concept of profit maximization in changing and complex business world
2. To provide an understanding, importance of different cost control Technique.
3. To give knowledge about the analysis of changes in financial position of corporate entity and develop capabilities in solving complex managerial problems as a business manager

COURSE OUTCOMES:

CO 1: Understand concepts of Management accounting and differentiate between various types of Accounting.

CO 2:Compare common size and comparative financial statements of different periods

CO 3: Discuss importance and limitation of Fund flow and Cash Flow statements and create them for accounting purpose.

CO 4:Apply Standard costing technique for controlling cost.

CO 5: Describe and Analyze relationships between cost, volume and profit for achieving breakeven point and profit maximization.

UNIT-1: INTRODUCTION TO MANAGEMENT ACCOUNTING

Meaning, Nature, Scope. Comparison with Financial accounting and cost accounting. Advantages and Limitations of Management accounting , Role of Management Accountant.

UNIT-II:FINANCIAL STATEMENT ANALYSIS

Meaning, Objectives, Significance & Limitations of Financial Analysis, Comparative financial Statements, Common size financial statements .

Ratio Analysis-Solvency Ratios, Long term Solvency ratios, Turnover Ratios, Investment Analysis ratios

UNIT-III: PREPARATION OF FUND FLOW STATEMENT & CASH FLOW STATEMENT

Meaning, Significance, Limitations of Fund Flow Analysis & Cash flow Analysis. Preparation of Fund flows statement and Cash flow Statements.

UNIT-IV: BUDGETING

Meaning , Nature, & Objectives of budgeting - Advantages & Limitations of budgeting. Essentials of effective budget - Methods of Preparation of Master budget, cash budget, flexible budget , Sales budget , production budget and zero based budgeting

UNIT-VMARGINAL COSTING AND STANDARD COSTING

Meaning, Objective Advantages & Limitations of Cost Volume Profit Analysis, Methods, Break-even Chart. Introduction of Standard Costing, Cost Variance analysis- Material & Labour variances

(Marks:Theory40%andProblems60%)

TEXT BOOKS:

1. R. S.N. Pillai &Bhagavati- S, Management Accounting-. S.Chand& Co
2. Dr. S.P. Gupta, Dr .K.L. Gupta, Management Accounting- - Sahitya Bhawan Publications.

PRODUCTION AND OPERATIONS MANAGEMENT

L	T	P	C
4	0	0	4

Course Objective:

1. To understand the basic concepts and theories of the production management
2. To comprehend the operations management situations with greater confidence.
3. To expand individual knowledge of operations management principles and practices.

COURSE OUTCOMES:

CO 1: Develop an understanding of the role of production manager and also select a suitable production system.

CO 2: Analyse and decide a good location for the plant and its layout.

CO 3: Demonstrate efficient planning and control of production activities

CO 4: Analyze and apply skills in operations function to improve plant maintenance.

CO 5: Develop strategies to ensure high quality products are manufactured and distributed.

UNIT- I: INTRODUCTION TO OPERATIONS MANAGEMENT

Definition, Objectives and Functions – Relationship between operations, Production and other Functions: Production Vs Productivity –Production System-Continuous-Intermittent-Job-Batch(Meaning, Advantages and Disadvantages)- Recent trends in Production Management – Green Production – Importance of green production.

UNIT- II: FACILITY LOCATION AND LAYOUT

Objectives – Importance – Factors influencing Plant Location– Advantages and disadvantages of Urban, Sub-Urban and Rural locations. Plant Layout: Objectives – Factors influencing Plant Layout – Types of Plant Layout-Product, Process and Stationary layout.

UNIT- III: PRODUCTION PLANNING AND CONTROL

Objectives – Functions – Stages – Routing and Scheduling – Dispatching and Follow Up. Maintenance Management: Objectives – Breakdown Maintenance: Objectives – Disadvantages – Suitability – Preventive Maintenance: Objectives –Types – Advantages – Limitations.

UNIT- IV: QUALITY CONTROL

Inspection: Objectives – Functions – Centralized and Decentralized Inspection – Quality Control: Objectives – Advantages – SQC [Statistical Quality Control]: Techniques – Benefits – Control Charts – X Chart – R Chart – C Chart – P Chart – Quality Circle – Characteristics – Advantages – TQM – Meaning- Objectives-Importance

UNIT- V:- WORK STUDY

Objectives – Importance – Procedure – Benefits - Method Study: Objectives – Procedure Involved in Method Study - Work Measurement: Objectives – Techniques – Procedure for work measurement – Steps for Conducting Time Study.

TEXT BOOKS

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham publications, Chennai, 2006.
2. K.Shridhara Bhat; Production Management; Himalaya Publishing House; Nagpur 2005

REFERENCE BOOKS

BANKING AND INSURANCE

L	T	P	C
4	0	0	4

OBJECTIVES:

- 1.To understand the functions of commercial banks in modern banking environment including diverse areas of Indian Banking
2. To develop knowledge about country's central banking system with special reference to Reserve Bank of India and to understand the banker customer relationship in India
- 3.To gain knowledge of concept and role of insurance in economic development of the country

COURSE OUTCOMES:

- CO 1: Understand the concept of indian banking system and its recent trends
- CO 2: Understand the functioning of Reserve Bank of India and overall working of commercial banking of India.
- CO 3: Utilize effectively the recent trends in banking to run business successfully.
- CO 4: understand various principle provision that govern the Life insurance Contracts understand various principles, provision that govern the Life General Insurance Contracts.
- CO 5: Distinguish between life insurance and general insurance.

UNIT- I: INTRODUCTION TO BANKING

Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India - Banks and economic development - Functions of commercial banks (conventional and innovative functions) - Central bank -RBI - Functions - Emerging trends in banking.

UNIT- II: NEGOTIABLE INSTRUMENTS

Definition - Characteristics - Types - Parties to negotiable instruments -Cheques - Types of cheques - Crossing of cheques - Drafts - Cheque vs. Draft - Endorsement -Significance - Regularity of endorsement - Liability of endorser -Electronic payments.

UNIT- III: ELECTRONIC BANKING

E-Banking-centralized online real time electronic banking (CORE)-Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)—National Electronic Fund transfer(NEFT)-society for worldwide interbank financial telecommunication(SWIFT) - E-cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card - Internet banking - mobile banking (12 Hours,)

UNIT- IV:INTRODUCTION TO INSURANCE

Insurance- Concept - need of insurance-insurance as a social security tool - insurance and economic development-principles of insurance - various kinds of insurance - life and general insurance (fire, marine, medical, personal accident, property and motor vehicle insurance) – features.

UNIT- V:LIFE INSURANCE VS. GENERAL INSURANCE.

Life insurance-law relating to life insurance-general principles of life insurance contract, proposal and policy—Assignment and nomination - title and claims - General insurance - law relating to general Insurance - IRDA - powers and functions - insurance business in India. (12 Hours)

Text Books:

1. Mithani& Gordon: Financial Services: Banking and Insurance, Himalaya Publishing House,Delhi
2. Vasant Desai, Jain: Financial Services: Banking and Insurance, Himalaya Publishing House,Delhi

Reference Books:

- 1.Varshney and Sundaram, Banking Theory Law & Practices, Sultan Chand & Sons, New Delhi
2. Shekhar K C and Lekshmy Shekhar, Banking Theory & Practice, Vikas Publishing House, New Delhi

Course Objectives:

1. To give an overview of the conceptual aspects of retail marketing management.
2. to foster the development of the students critical and creative thinking skills
3. To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies

COURSE OUTCOMES:

CO 1: Clarify the concept and related terms in retailing.

CO 2: Comprehend the ways retailers use marketing tools and techniques to interact with their customers.

CO 3: Understand various formats of retail in the industry.

CO 4: Recognize and understand the operations-oriented policies, methods, and procedures

CO 5: Understand how to create a shopping experience that builds customer

UNIT-I: Introduction

Retailing: - Introduction - scope - Functions of retailing - Retail industry in India - types of Retailing format – Segments of organized retailing in India- Retail as a career.

UNIT-II: Retail planning

Retail planning and location: - Introduction – Strategic retail planning process - Location - Types of locations – Steps – Site selection Analysis.

UNIT-III: Retail store Design and Pricing

Store design, layout and Visual merchandising: Concepts and principles – elements – Visual merchandising and atmospheric – tools used for visual merchandising - pricing.

UNIT-IV: Retail Supply Chain Management

Supply chain management and Retail logistics: - Evolution of supply chain management – Need CPFR – Retail logistics – concepts – Importance of information in supply chain management.

UNIT-V: Retail Promotion

Retail promotion: - Retail store sales promotion - Retail promotion mix strategy – Emerging trends in retailing – Online retailing.

TEXT BOOKS:

1. Michall Levy , Barton.A Weitz, Dhruv Grewal, Retailing management – Mc Graw Hill
2. Gibson G. Vedamani – Retail management – functional principles and Practice, Jaico Publishing House, New Delhi

REFERENCE BOOKS:

1. Swapna Pradhan, Retail Management, McGraw Hill Education
2. Harjit Singh: Retail Management, S. Chand Publication.
3. Chetan Bajaj , Nidhi.V Srinivasa and Rajneesh Tuli, Retail management – Oxford Higher Education
4. S.K. Baral, A Hand Book of Retail management- AITBS Publishers, India

WEB RESOURCES:

1. <https://classcentral.com>
2. <https://www.skillscommons.org>
3. <https://www.benzinga.com>
4. <https://www.mindluster.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong M – Medium L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-V/Ppr.no.35/Major Elective-1B
SERVICES MARKETING

L	T	P	C
4	0	0	4

Course Objective:

1. To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.
2. It emphasises the distinctive aspects of Services Marketing.
3. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

COURSE OUTCOMES:

- CO 1: Understand the Concept of Services and intangible products
- CO 2: Discuss the relevance of the services Industry to Industry
- CO 3: Examine the characteristics of the services industry and the modus operandi
- CO 4: Analyse the role and relevance of Quality in Services
- CO 5: Visualise the strategies in the Services sector.

UNIT- I: INTRODUCTION

Introduction–Definition–Evolution and growth of services sector–Nature and Scope of Services– Difference between services and tangible products–Unique characteristics of services– Challenges and issues in Services Marketing. (12 hrs)

UNIT –II: STPOF SERVICES MARKETING

Classification of services – Expanded marketing mix –Service marketing – Environment and trends–Assessing Service Market potential-Service market segmentation, targeting and positioning. (12hrs)

UNIT–III: SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle–New service development–Service Blue Printing–GAP model of service quality– Measuring service quality–SERVQUAL–Service Quality function development. (12 hrs)

UNIT-IV:SERVICEDELIVERYANDPROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods– Servicemarketingtriangle– Managingdemand,Managingsupply,managingDemandandSupplyofService– IntegratedServicemarketingcommunication.

(12 hrs)

UNIT-V:SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility InformationtechniqueServices.

(12hrs)

COURSE OUTCOMES:

CO 1: To appreciate the challenges faced by services marketing in comparison with the traditional commercial marketing, e-marketing and non commercial environments •

CO 2:To appreciate the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;

CO 3: Recognise the challenges faced in services delivery as outlined in the services gap model.

TEXT BOOKS:

1. Lovelock, C.H , Service Marketing : Prentice Hall, London
2. Jha S.M, Service Marketing : Himalaya Publishing House, New Delhi.
3. R. Srinivasan , Service Marketing : The Indian Context, third edition, (PHI).

WEB RESOURCES:

1. [https:// www.mooc-list.com](https://www.mooc-list.com)
2. <https://onlinecourses.nptel.ac.in>
3. <https://ebs.online.hw.ac.uk>
4. <https://www.classcentral.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

FINANCIALMANAGEMENT

L	T	P	C
4	0	0	4

CourseObjective:Toacquaintstudentswiththetechniquesoffinancialmanagementandtheirapplic-
ations for businessdecision making.

COURSE OUTCOMES:

CO 1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

CO 2: Develop knowledge on leverage and cost of capital enabling to arrange funds at minimum cost.

CO 3: Determine and maintain optimal working capital.

CO 4: Apply modern techniques in capital budgeting analysis.

CO 5: Assess the capital structure of the organization and evaluate the profitability condition

Unit-I:INTRODUCTION

Financial Management: Meaning, Nature and Scope of financial Management-Traditional andModern Approach; Profit Maximization, Wealth Maximization - Finance Function – ConceptofTimeValueof Money, presentvalue, futurevalue,and annuity.

UNIT-II: WORKING CAPITAL MANAGEMENT AND COST OFCAPITAL

WorkingCapital – concept – Types – Operatingandcashcycle – Importance – Determinantsofworking capital-Sources of working capital-Estimation of working capital-Cash management-ReceivableManagement – Inventorymanagement.
Conceptof Costof Capital- Significanceof Costof capital – Measurementofspecificcostsofcapital – Costofdebt – CostofEquityShare – CostofPreferenceShare- Cost of Retained Earning- Measurement of overall cost of capital based on HistoricalandMarketvalueweights.

UNIT-III:DIVIDENDDECISION

Dividenddecisions – Dividendpolicy – Determinantsofdividend – Conservativevs.liberalpolicy – Payoutratio – Retentionratio – Dividendtheories – Waltersmodel – Gordonmodel – MMhypothesispolicy – Bonusshares – Stockplits.

UNIT -IV: CAPITAL STRUCTURE DECISIONS

Capitalstructure-Meaning-CapitalstructureVsfinancialstructure-Optimal capital structure-Factors determining capital structure-Capital structure theories – Netincome approach-Net-operating income approach-Modigliani and Miller Approach-Arbitrageprocess-Traditionalapproach.

UNIT-V:CAPITALBUDGETING

Capital Budgeting –Nature and meaning of capital budgeting- Cash flow-Capital budgetingtechniques–Paybackperiod- AccountingRateofReturn,NetPresentValue,InternalRateofReturn – ProfitablyIndexMethod.

(Marks:Theory40%andProblems60%)

TEXTBOOKS:

1. Khan, M. Y. and Jain P. K,Financial Management, Text, Problems & Cases - Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N,Financial Management – Principles & Practice- Sultan Chand & Sons, New Delhi.

ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
4	0	0	4

Course Objective:

1. To simulate the real life activities of entrepreneurs in the startup age of a new venture.
2. To provide the skills to start and build enterprise, implement it successfully
3. To inculcate skills to manage the transition of a start up to a full fledged business entity.

COURSE OUTCOMES:

- CO 1: List the characteristics of an entrepreneur, entrepreneur as well their role in the economic development of the country
- CO 2: Explain the entrepreneurial environmental factors
- CO 3: Design business plan
- CO4: Raise funds and avail assistance through various funding and support agencies for their finance
- CO 5: Identify the factors influencing rise of small and medium enterprises.

UNIT -I:INTRODUCTION

Definition of Entrepreneurship – Concept of Entrepreneurship –Role of entrepreneurs in economic development-Entrepreneur Vs. Intrapreneur - Characteristics of a successful Entrepreneur – Functions of an entrepreneur -Types of entrepreneurs –Factors influencing entrepreneurial growth- Entrepreneurial challenges – E-entrepreneurship.

UNIT - II: ENTREPRENEURALENVIRONMENT

EDP in India – Phases of Entrepreneurial programs – Industrial Estates – Industrial clusters – Incentives and subsidies – Advantages – Needs & Problems – Promotional agencies – NMCC, SIDO, NSIC, NAYE, TCO, SISI's – Khadi & Village Commission – STEP – NIESBUD – SIDCO – TIIC- MSME & DICs- Business Incubators & Start-ups.

UNIT-III:BUSINESSPLANPREPARATION

Defining Business Idea – Idea generating techniques- Identification of business opportunities- Business plan- Perspectives in business plan preparation- Elements of business plan Business plan failures.

UNIT-IV:FINANCING OFSMALL BUSINESS

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness, Causes-Remedies-
An overview on the role of institutions/schemes in entrepreneurial development-Commercial banks, IDBI, ICICI, SIDBI, SFCs - Role of Central Government and State Government in promoting Entrepreneurship - Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Micro Small and Medium Enterprises (MSME), National Entrepreneurship Development Board (NEDB), Entrepreneurship development institute of India (EDII), National Institute for Entrepreneurship and Small Business Development (NIESBUD)

UNIT-V:MANAGEMENTOFSMALLBUSINESS

Small Scale Industries – introduction – types – objectives – Role of small business enterprises – establishing a small scale enterprise – Organization structure for small scale industries – ownership pattern – the start-up process-growth -problems – success stories.

MSU/2021-221/UG-Colleges/Part-III(B.B.A.)/Semester-VI/Ppr.no.41/MajorElective-IIIA
TRAINING AND DEVELOPMENT

L	T	P	C
4	0	0	4

Course Objectives: To understand the concepts, tools and techniques of management training and development.

COURSE OUTCOMES:

CO1: To develop an understanding of the evolution of training & development from a tactical to a strategic function.

CO2: To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training

CO3: To understand the concept of training audit & training evaluation

CO4: To learn how design a training module and execute it

CO5: To understand the need for and concept of Performance Management

UNIT-I: LEARNING

Concept, principles of learning, methods of learning, importance of teaching techniques, instructional technology, instructor behaviour, attention versus involvement.

UNIT-II: TRAINING

Training: Concept, Importance & Objectives of Training, Process and Significance of Training, Identification of Training Needs, Evaluation of Training Effectiveness.

UNIT-III: METHODS OF TRAINING

On the job training, Off the job training, choosing optimum method, the lecture, field trips, panel discussion, behavior modeling, interactive demonstrations, brain storming, case studies, action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis.

UNIT-

IV: DESIGNING AND CONDUCTING TRAINING AND DEVELOPMENT PROGRAMMES

Concept - process of designing and conducting Training and development. Designing A Training Unit (Cross Cultural, Leadership, Training the Trainer, Change), Budgeting of Training.

UNIT-V: EVALUATION OF TRAINING AND DEVELOPMENT PROGRAMME

Concept-Definition of Training Evaluation-Types of Evaluation-Evaluation design issues, Induction versus Orientation – Evaluating Training and development-objectives, process, purpose, Effectiveness of training.

TEXT BOOKS:

1. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi.
2. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot
3. Buckley, R., & Caple, J The theory and practice of Training (5th ed.) London and Sterling,

WEB RESOURCES:

L	T	P	C
4	0	0	4

Course Objectives:

1. To familiarize the students with the financial services industry as the growing phenomenon of Liberalization, Privatizations and Globalizations.
2. To impart knowledge about Indian financial system and Indian financial market and its assets.
3. To develop knowledge about new and innovative financial services introduced in recent years.

COURSE OUTCOMES:

CO 1: Understand the functioning of the financial system & Financial services

CO 2 Apply critical, analytical and integrative thinking while understanding the functioning for the Leasing

CO 3: Utilise factoring, forfaiting and leasing services for their enterprises.

CO 4: Assess and make wise investments in mutual funds and also get their credit worthiness evaluated for obtaining borrowings/investments.

CO 5: Develop a critical, analytical and integrative thinking of the role played by the regulators in the smooth functioning of the markets.

UNIT-1:INTRODUCTION

FinancialServices–meaning and types–Fund based financial services and fee based financial services–Introduction to Merchant Banking Services in India–Role and functions of Merchant Bankers.

UNIT-II:VENTURE CAPITAL AND MUTUAL FUNDS

Features and types of Venture Capital – Various stages of Venture Capital €Financing - Venture Capital Exit Strategies – Venture capital firms in India – Mutual Funds – Types-structure- NAV- Mutual funds in India

UNIT-III:LEASING AND FACTORING

Leasing essentials - Operating and Financial Lease – Advantages and Limitations of Leasing – Leasing Vs hire purchase -Factoring – Parties involved and process of factoring-Functions of a Factor -Different forms of factoring services - Factoring Vs Bills discounting – Forfaiting-Mechanism of Forfaiting – Factoring VS Forfaiting.

UNIT-IV:CREDIT RATING

Meaning, types of credit Rating and Need for credit rating- Factors affecting credit Rating- Advantages and Limitations of credit rating- Rating Process and methodology - Credit Rating Agencies in India.

UNIT- V: MERGERSANDACQUISITIONS

Expansion of business firms- Internal and External expansion. Forms of combinations merger, acquisition and takeover-Reasons for merger -Types of merger-Merger VS Take over -Types of Takeover –Defense strategy against hostile takeover Mergers in India – Recent trends in financial services – Shadow banking-Angel funds- hedge funds.

OBJECT ORIENTED PROGRAMMING WITH C++

UNIT I

Principles of Object-oriented Programming: Software Evolution – A look at Procedure-Oriented Programming – Object-Oriented Programming Paradigm – Basic concepts of object-Oriented Programming – Benefits of OOP – Object-Oriented Languages- Applications of OOP

Beginning with C++ : What is C++? – Applications of C++ - A simple C++ Program – More C++ statements – An example with Class- Structure of C++ Program – Reference Variables – Operators in C++ - Scope Resolution Operator – Member De referencing Operators – Memory Management Operators – Manipulators – Type Cast Operators

UNIT II

Functions in C++: Introduction – The Main Function – Function prototyping – Call by Reference – Return by reference – Inline Functions - Default Arguments – const Arguments – Function Overloading – Math Library Functions

Classes and Objects: Introduction - C Structure Revisited – Specifying a Class – Defining Member Function-A C++ Program with Class -Making an outside Function Inline –Nesting of Member Function – Private member functions- Arrays with in a class – Memory allocation for objects – Static Data Members – Static Member Functions, Arrays of objects – Objects as Function arguments – Friendly Functions – Returning Objects - Pointers to Members – Local Classes

UNIT III

Constructors and Destructors : Introduction – Constructors – Parameterized constructors – multiple constructors in a class – Constructors with Default arguments – Dynamic Initialization of Objects- Copy Constructors – Dynamic Constructors – Constructing two dimensional Arrays – Destructors

Operator Overloading and Type Conversion:

Introduction – Defining Operator Overloading – Overloading unary operators – Overloading Binary Operators – Overloading binary operators using Friends – Manipulation of strings using operators – Rules for overloading operators – Type conversions

UNIT IV

Inheritance : Extending Classes : Introduction – Defining Derived Classes – Single inheritance – Making a Private Member Inheritable – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Virtual Base Classes -Abstract Classes – Constructors in Derived Classes – Member Classes –Nesting of Classes

Unit V

Managing Console I/O Operations: Introduction - C++ Streams – C++ Stream Classes – Unformatted I/O Operations – Formatted Console I/O Operation – Managing output with Manipulators

Working with Files: Introduction – Classes for File Stream Operators – Opening and closing a File – Detecting end-of-file _ File Pointers and their Manipulators – Sequential Input and Output Operations – Error Handling during File Operations – Command –Line Arguments.

TOTAL: 60 HOURS

Text Book:

Object Oriented Programming C++ Third Edition – E Balagurusamy, Tata McGraw-Hill Publishing Company Limited

Reference Book:

1. Complete Reference C++ - Herbert Schildt, Fourth Edition, Tata McGraw-Hill Publishing Company Limited
2. Object Oriented Programming with ANSI and Turbo C++ - Ashok N. Kamthane, Pearson Edition
3. C++ How to Program – Deitel, Fifth Edition Prentice Hall of India
4. Programming with C++ - D.Ravichandran, Second Edition , Tata McGraw-Hill Publishing Company Limited

OBJECT ORIENTED PROGRAMMING C++ PRACTICAL LIST

1. Finding the Volume of any three geometric figures using function Overloading
2. Exchange values between two class objects using friend functions
3. Define a class to represent a bank account

Data Members:

1. Name of the Depositor
2. Account Name
3. Type of Account
4. Balance amount in the Bank

Member Functions

1. To Assign initial values
2. To withdraw an amount
3. To Deposit an amount
4. To display name and balance

Write a main Program to test the program

4. Find the minimum of two objects using friend function
5. Using Dynamic Constructors , concatenate two strings
6. Overload unary minus operator to change the sign of given vectors (3 elements)
7. Overload Binary + Operator to add two complex numbers
8. Add two vector objects . Use >> and << overloading
9. Process student Mark List using multilevel inheritance
10. Using Hierarchical inheritance process employee details

MATHEMATICAL FOUNDATION FOR COMPUTER SCIENCE

UNIT I

Set Theory : Basic Concepts of Set Theory - Inclusion and Equality of Sets – Power Set – Operations on Sets – Cartesian Products – Relations – Equivalence Relations

UNIT II

Functions: Definition – Examples – One and Onto Functions – Bijective Functions – Identify Functions - Composition of Functions – Inverse Functions

Unit III

Mathematical Logic : Statements and Notation – Connectives – Negation, Conjunction, Disjunction – Statement Formulas and Truth Tables – Conditional and Bi conditional – well formed Formulas – Tautology – Equivalence of Formulas – Duality Law – Principle Disjunctive Normal Forms – Principal conjunctive Normal Forms

Unit IV

Graph: Definition – Examples – Sub graphs – Finite and Infinite Graph – Degree of a Vertex – Isolated and Pendent Vertices – Types of Graphs – Examples

Unit V

Paths and Circuits: Walk, Path and Circuits – Connected and Disconnected Graphs – Euler Graphs – Operations on Graphs – Trees – Properties of Trees – Rooted and Binary Trees .

Text Book:

Mathematical Foundations for Computer Science – Part I - D Glory Ratna Mary, Y.S.Irine Viola, Veda Publications

Reference Books:

1. Modern Algebra – Arumugam and Isaac, SciTech Publications
2. Graph Theory - Arumugam and Isaac
3. Discrete Mathematics for Computer Science – Hary Haggard, John Schlipf and Sue Whitesides, Thomson Publications.

TOTAL: 45 HOURS

Office Automation Lab – II

MS - ACCESS

1. Mark List creation
2. Salary List Preparation
3. Electricity Bill Generation
4. Report Generation
5. Creation of Mailing Labels

MS - POWER POINT

1. Creating a Presentation from Scratch
2. Creating Presentation using Design Template
3. Creating an animated Presentation with sound effect
4. Creating a presentation about your personality

VISUAL BASIC

UNIT- I

Getting started with Visual Basic 6.0: Introduction to Visual Basic, Visual Basic 6.0 Programming Environment, Working with Forms, Developing an Application, Variables, Data types and Modules, Procedure and Control Structures, Array in Visual Basic, Additional examples.

Working with Controls: Introduction, Creating and Using Controls, Working with Control Arrays, Additional examples.

UNIT- II

Menus, Mouse Events and Dialog Boxes: Introduction, Mouse Events, Dialog Boxes, Additional examples. Graphics, MDI and Flex Grid: Introduction, Graphics for Applications, Multiple Document Interface (MDI), using the flex Grid Control, Additional examples.

UNIT- III

ODBC and Data Access Objects: Evolution of Computer Architecture, Data Options, Additional examples. ODBC Using Data Access Objects and Remote Data objects: Open Database Connectivity (ODBC), Remote Data objects, Additional examples.

UNIT- IV

Data Environment and Data Report: Introduction, Data Environment Designer, Data Report, Additional examples.

Object Linking and Embedding: Introduction, OLE Fundamentals, Using OLE Container Controls, Using OLE Automation Objects, OLE Drag and Drop, Additional examples.

UNIT- V

Built – in Active X Controls: Working with Built – In Active X Controls, Additional examples. Working with Active X Data objects; An Overview of ADO and OLE DB, ADO Object Model, Additional examples.

Files and File System Controls: Introduction, File System Controls, Accessing Files, Interface with Windows, Additional examples.

Text Book:

Visual Basic 6.0 Programming – Content Development Group – Tata McGraw hill Publishing Company Limited, New Delhi.

Reference Books:

1. Microsoft Visual Basic 6.0 Professionals, Michael Halvorson – PHI
2. Visual Basic 6 in Record Time by Steve Brown, BPB Publications.
3. Visual Basic 6 from the Ground UP – Gary Cornell - Tata McGraw hill

VISUAL BASIC

1. Design of an Analog Clock.
2. Design of a Desktop Calculator.
3. Design of a Color Mixer using basic colors.
4. Create an application to format text inside a text box.
5. Create an application using File controls and use two option buttons to show and hide a picture in the picture box.
6. Create an Application to do Matrix Addition using Flex Grid Control.
7. Create an Editor with File and Edit menus using Menu Editor Tool.
8. Create an MDI application with tile and cascade child forms.
9. Create an Application to implement OLE Drag and Drop
10. Create a mailing address database in Access and view the records using Data Control
11. Create a student database Application using ADO
12. Create a student database in Access and prepare a Report using Data Report Control

RESOURCE MANAGEMENT TECHNIQUES

UNIT- I

Linear Programming I: Introduction – Advantages and disadvantages of LP – Basic characteristics of LP – General linear Programming problem – Algebraic solution of a LP(Simplex Method), Linear Programming II: Duality in LPP – Dual Simplex method.

UNIT -II

Assignment Problem: Introduction – Definition and Mathematical formulation – Methods of solutions – Application area of AP – Comparison between AP and TP – Basic theorems – Hungarian method – Exceptional cases of AP – AP with restrictions – Multiple optimal solution of an AP.

UNIT -III

Job sequencing problems: Introduction, Basic terms and Notations used in Sequencing – Priority sequencing rules – Gantt Chart – Types of Job sequencing problems.

Network models: Introduction – Basic features of Network models – Main advantages of Network models – Network models – Minimum spanning tree algorithm – Shortest route problem – Maximum flow and minimum cost flow problems – Travelling salesman problem as a network model – Unifying model: Minimum cost flow network – Linear programming approach to a network model.

UNIT-IV

Project management: Introduction – Basic concepts – Project planning techniques – CPM & PERT techniques – Critical path method – The PERT approach – Expected length of a project – Probability of project completion by due date – cost consideration in project scheduling – similarities and differences in CPM & PERT.

UNIT -V

Game theory: Introduction – Definitions and Terminology – Basic game theory models – Fundamental Principles of game theory – Assumptions underlying game theory – Pure strategies: Games with saddle point – The rules of Dominance – mixed strategies: Games without saddle point – Solution of $2 \times n$ and $m \times 2$ Games(graphical approach) – Linear programming solutions of Games.

Inventory control: Fundamentals of Inventory theory – Basic terminology – Advantages & disadvantages of Inventory – formula for the quantity to order and lead time – EOQ with price-breaks.

Text Book:

Operations Research Models & Methods – Chandrasekhar Salimath, Bhupender parashar – Universities press 2014.

Reference Books:

1. *Operations Research – Nita H.Shah , Ravi M. Gor, Hardik Soni – PHI Learning Private Limited, New Delhi, 2009*
2. *Operations Research – P.K.Gupta*
3. *Operations Research - Taha*

DATA STRUCTURES LAB

1. Write a C++ program to implement sequential search and Binary search in array.
2. Write a C++ program to implement linked list and perform the following operations
 - c) Add a node as first node.
 - d) Add a node as last node.
3. Write a C++ program to implement linked list and implement the following Objects.
 - c) Delete the first node.
 - d) Delete the last node.
4. a. Write a C++ program to implement a stack linear list perform the push and pop Operations.
 - b. Write a C++ program to implement a queue using circular list and implement add and delete operations.
5. Write a C++ program to implement binary tree using Linked and perform the following traversal
 - d. In order traversal
 - e. Pre order traversal
 - f. Post order traversal
6. Write a C++ program to implement graph using Adjacency matrix and perform the following operations
 - a. Depth first search
 - b. Breath first search
7. Write a C++ program to implement merge sort.
8. Write a C++ program to implement quick sort.

INTRODUCTION TO INTERNET WITH HTML

UNIT- I

Introduction to Internet: Computer is business-networking-internet- e-mail-gopher-world wide web, Internet Technologies – Internet Browsers.

UNIT- II

Introduction to HTML: History of HTML - HTML generation and Documents – Tags and Links – Head and Body Section.

UNIT-III

Designing Body Section – Ordered and Unordered List – Table Handling

UNIT- IV

Introduction to DHTML: Features of DHTML – Defining styles – Working with Colors – Text and Fonts with Style.

UNIT- V

Frames – Frame set Definition – Nested frames – A web design project – forms.

Text Book:

World Wide Design with HTML by C.XAVIER – TMH Publications.

Reference Book:

Fundamental of the internet and the World Wide Web by Greenlaw and Hepp. TMH Publications.

MS WORD

UNIT- I

Introduction to Microsoft Word 2003

UNIT- II

Creating a document in Microsoft Word 2003

UNIT -III

Working with tables, Charts and Graphics – MAILMERGE.

UNIT- IV

Additional Commands of Microsoft Word 2003

UNIT- V

Menu Commands of Microsoft Word 2003

Text Book:

Straight to the Point Microsoft Word 2003, Firewall Media

Reference Books:

1. Gini Courter & Annette Marquls – *Microsoft Office 2000 No Experience required, BPB Publications.*
2. Stephen L. Nelson - *Office 2000: The complete reference, Tata McGraw Hill Publishing Company Limited.*

OPERATING SYSTEM

UNIT- I

Introduction: What is an Operating System: Mainframe Systems – Desktop Systems – Multiprocessor Systems - Distributed Systems – Clustered Systems – Real – time Systems – Handheld Systems?

UNIT- II

Process: Process Concept – Process Scheduling – Operations on Process – Co-operating processes – InterProcesses - Inter Process communication.

CPU Scheduling: Basic Concepts – Scheduling Criteria - Scheduling algorithms – Multi processor Scheduling - Real time Scheduling – Algorithms evaluation

UNIT- III

Process Synchronization: Background – the critical section problem – Synchronization hardware – Semaphores – Classical problems of Synchronization – critical regions – Monitors – Atomic transactions **Deadlocks:** System model – Deadlock Characterization – methods for handling Deadlocks – Deadlock prevention – Deadlock Avoidance – Deadlock detection – recovery from Deadlock

UNIT- IV

Memory management: Background – Swapping – Contiguous memory allocation – paging – segmentation – segmentation with paging.

Virtual Memory: Background – Demand paging – Page replacement – Allocation of frames.

UNIT -V

File System Interface: File concept – Access methods – File system structure – File system implementation – Directories structure - Directory implementation – Allocation methods – Free space management – Efficiency and performance – Recovery.

Mass Storage Structure: Disk Structure – Disk Scheduling – Disk management – Swap space management – RAID structure – Disk attachment – Stable Storage.

Text Book:

Operating System Concepts – Abraham Silverschatz and Peter Baer Galvin Addition Wesley publishing company – sixth Edition

Reference Books:

1. *Operating System: Intel and Design Principles – Fifth Edition, William Stallings, PHI*
2. *Understanding Operating System, Ida M.Flynn, Ann Mclver Mchoes*
3. *Operating Systems – Second Edition, Achyut s.Godbole, TMH*

COMPUTER NETWORKS

UNIT-I

Network Hardware: LAN – WAN – MAN – Wireless – Home Networks. Network Software: Protocol Hierarchies – Design Issues for the Layers – connection-oriented and connectionless services – Service Primitives – The Relationship of services to Protocols. Reference Models: OSI Reference Model – TCP/IP reference Model – Comparison of OSI and TCP/IP – Critique of OSI and protocols – Critique of the TCP/IP Reference model.

UNIT-II

Physical Layer - Guided Transmission Media: Magnetic Media – Twisted Pair – Coaxial Cable Fiber Optics. Wireless Transmission: Electromagnetic Spectrum – Radio Transmission – Microwave Transmission – Infrared and Millimeter Waves – Light Waves. Communication Satellites: Geostationary, Medium-Earth Orbit, Low Earth-orbit Satellites – Satellites versus Fiber.

UNIT-III

Data-Link Layer: Error Detection and correction – Elementary Data-link Protocols – Sliding Window Protocols. Medium-Access Control SUB LAYER: Multiple Access Protocols – Ethernet – Wireless LANs – Broadband Wireless – Bluetooth.

UNIT-IV

Network Layer: Routing algorithms – Congestion Control Algorithms. Transport Layer: Elements of Transport Protocols – Internet Transport Protocols: TCP.

UNIT-V

Application Layer: DNS – E-mail. Network Security: Cryptography – Symmetric Key Algorithms – Public Key Algorithms – Digital Signatures.

Textbooks:

Computer Networks – Andrew S. Tanenbaum, 4th edition, PHI.(UNIT-

Reference Books:

1. Computer Networks – Bhushan Trivedi, Oxford University Press.
2. Data Communication And Networks – Achyut Godbole, 2007, TMH.
3. Computer Networks Protocols, Standards, and Interfaces – Uyles Black, 2nd ed, PHI.

COMPUTER GRAPHICS AND MULTIMEDIA

UNIT- I

Introduction: Application and Operations of Computer Graphics - Graphics Packages – Requirements of a Graphical System – GUI

Input Output Devices: Common Input Devices – Graphical output Devices – Raster Scan Video Principle - Raster Scan CRT Monitors – Color Raster Scan System – Plasma Display – LCD – Hard copy Raster Devices

- Raster Scan System – Memory Tube Displays – Plotters – Graphics Accelerators – Coprocessors

UNIT- II

Scan Conversion – Methods – Polynomial Method – DDA algorithms for line drawing Algorithm, Circle, Ellipse, Parabola – Bresenham's Line Drawing Algorithm - Bresenham's Circle Drawing Algorithm – Problem of Dcan Conversion – Solid Areas – Odd Even Methods – Winding Number Method - Solid Area Filling – Algorithms – Boundary, Flood Fill Algorithm

UNIT-III

Two Dimension Transformations – Translation – Scaling – Rotation – Transformations of Points and Objects – Homogenous Coordinate System and Transformations – Reflection – Shearing – Three Dimension Transformations - Translation – Scaling – Rotation – Reflection – Shearing

UNIT- IV

2D Viewing and Clipping – Windows and View Ports – Viewing Transformations – Clipping of lines in 2D – Cohen Sutherland Clipping Algorithms – Visibility – Midpoint subdivision method – parametric Clipping – Polygon Clipping – Sutherland Hodgeman Algorithm – Clipping against Concave windows – Hidden Surface Elimination – Black Face Removable Algorithm Z buffer Algorithm

UNIT- V

Concept of Multimedia – types, Data Steams – Applications – Authoring digital Audio – MIDI – Image Compression – Video Compression – Graphic File Formals – BMP – GIF – JPEG- TIFF – PNG

Text Book:

Computer Graphics Multimedia and Animation – Malay K.Pakira – PHI Learning 2008

Reference Books:

1. *Computer Graphics – Apurva Desai – PHI – 2008*
2. *Prabhat Andleigh, Kiran Thakrar – Multimedia system and Design – Prentice Hall 2000*

SOFTWARE PROJECT MANAGEMENT

UNIT- I

Conventional Software Management – Waterfall Model - Conventional Software Management Performance – Evolution of Software economics - Software economics – Pragmatic software cost estimation – Improving software economics – Reducing software product size – Improving software process – Team effectiveness – Automation through software environments.

UNIT- II

Lift cycle phases – Engineering and Production stages – Inception, Elaboration, Construction and Transition Phases – Artifacts of the process – The artifact sets – Management, Engineering and Pragmatic artifacts – Model based software Architectures.

UNIT -III

Workflows of the process – Software process Workflows – Iteration Workflows - – Iterative process planning – work breakdown structures – Planning guidelines – cost & schedule estimation process – iteration planning process – pragmatic planning – Project Organizations & responsibilities.

UNIT- IV

Process automation – Tools – The project environment – Project control and Process Instrumentation – The seven core metrics – Management indicators – Quality indicators – Life cycle expectations – Pragmatic software metrics – Metrics automation –Tailoring the Process – Process discriminates.

UNIT-V

Modern Project Profile – Continuous Integration – Early risk resolution – Evolutionary requirements – software management Principles Next generation software economics – Modern Process transitions.

Text Books:

1. *Software Project Management – Walker Royce – Pearson Education 2012*
2. *Software Project Management, Bob Hughes and Mike Cotterell- Tata McGraw Hill, 2011.*
3. *Software Project Management in practice, Pankaj Jalote, Pearson Education 2012*

II B. COM (III SEMESTER) – UNDER CBCS
PART III – MAJOR CORE -6
BUSINESS STATISTICS

L	T	P	C
5	0	0	4

Objectives

1. To provide the basic knowledge of statistical techniques as are applicable to business.
2. To enable the students to apply statistical techniques for quantification of data in business.

Unit I: Introduction- Definition of statistics – Importance – Application – Limitations - Statistical survey – Planning and design of survey – Collection of Data – Sources - Primary and secondary data – Techniques – Census method and sampling method–Methods of sampling. Classification and tabulation of data –Diagrammatic and graphic presentation of data. **(6 hours)**

Unit II: Measures of Central Tendency – Mean – Median – Mode – Geometric Mean - Harmonic Mean. **(25 hours)**

Unit III: Measures of Dispersion-Range – Quartile Deviation – Mean Deviation - Standard Deviation – Co-efficient of Variation. Skewness - methods of studying Skewness - Karl Pearson's Co-efficient of Skewness – Bowley's co-efficient of Skewness. **(14 hours)**

Unit IV: Correlation – meaning – types-scatter diagram – Karl Pearson's Co-efficient of Correlation- Rank correlation – Concurrent deviation method. Regression analysis – uses- Regression line – Regression equations – least square method - deviations taken from actual mean and assumed mean method. **(10 hours)**

Unit V: Index numbers – meaning – types – its problems – Methods of constructing index numbers – unweighted and weighted indices – Index number tests – Consumer price index numbers. Analysis of time series – Meaning – Importance – Components of time series – Secular trend, seasonal, cyclical and irregular variations – Measurement of trend - Graphic method-Semi average method – Moving average method – Method of least square. **(20 hours)**

(75 hours)

(75 hours)

Text Books

1. Dr. M. Manoharan, Statistical Methods, Palani Paramount Publications, Palani.
2. R.S.N. Pillai & Bhagavathi, Statistics-Theory and Practice, S.S. Chand & Co.

Reference Books

1. Dr. S.P. Gupta, Statistical Method, Sultan Chand & Sons, New Delhi.
2. M. Wilson, Business Statistics, Himalaya Publishing House, Mumbai.

II B. COM (III SEMESTER) – UNDER CBCS
PART III – MAJOR CORE -7
BANKING

L	T	P	C
5	0	0	4

Objectives

1. To create an idea of modern banking
2. To familiarise the students with the banking activities

Unit I: Banker and Customer- Relationship between banker and customer – General & Special relationship – Rights of the banker – Negotiable instruments – Promissory note, Bill of exchange & Cheque (Meaning & Features) – Proper Drawing of the cheque – Crossing (Definition & Types) – Endorsement (Definition & Kinds) – Material alteration. **(20 hours)**

Unit II: Banking System- Indigenous Bankers – Commercial Banks – Co-Operative Banks – Land development Banks – Industrial Development Banks - NABARD- EXIM Banks – Foreign Exchange Banks. **(10 hours)**

Unit III: Traditional Banking- Receiving Deposits – General Precautions – Kinds of deposits – Fixed – Current – Saving – Recurring & Others. Lending Loans & Advances – Principles of sound lending – forms of advances – loan , cash credit , over draft & purchasing and discounting of bills. Mode of charging security – lien , pledge , mortgage , assignment & hypothecation. **(20hours)**

Unit IV: Modernised Banking- Core banking – Home banking – Retail banking – Internet banking – Online banking and Offline banking – Mobile banking –Electronic Funds Transfer – ATM and Debit Card – Smart Card – Credit Card – E-Cash – Swift – RTGS. **(10 hours)**

Unit V: Reserve Bank of India- Functions of Reserve Bank of India – Methods of Credit Control. **(15 hours)**
(75 hours)

Text Books

1. K.C.Sherlekar, Banking Theory Law and Practice, Himalaya Publishing House.
2. E.Gordon and K.Natarajan, Banking Theory Law and Practice, Himalaya Publishing House.

Reference Books

1. S.N.Lal, Banking Theory Law and Practice.
2. M.C.Tannen , Banking Theory Law and Practice. Lexix Nexix Vutterworth, Nagpoor.
3. S.S.Gulshan and Gulshan K.Kapoor, Banking Theory Law and Practice.
4. S. Guruswamy, Banking Theory Law and Practice –3rd Edition, Vijay Nicole Imprints Private Limited, Chennai.

**II B. COM (III SEMESTER) – UNDER CBCS
PART III – MAJOR CORE -8
HUMAN RESOURCE MANAGEMENT**

L	T	P	C
5	0	0	4

Objectives

1. To study about the importance of human resource.
2. To study the techniques of performance appraisal of employees.
3. To know the methods to redress the grievances of employees.

Unit I: Introduction- Concept – objectives – characteristics – functions – principles.

(8 hours)

Unit II: Man power planning – definition – need – process job analysis – job description – specification – job evaluation – recruitment and selection process.

(15 hours)

Unit III: Employee's training – needs – importance – principles – training methods – promotion types – demotion – labour turnover - performance appraisal methods.

(22 hours)

Unit IV: Industrial relations – significance – causes of poor industrial relations – suggestions – labour disputes and settlement.

(18 hours)

Unit V: Workers participation in management – collective bargaining and industrial relations – employee's grievances.

(12 hours)

(75 hours)

Text Books

1. J. Jaya Sankar, Human Resource Management, Margham Publications, Chennai.
2. G.D. Maheshwari, Human Resource Management, Sultan Chand Publications.
3. T.S.Reddy & A.Murthy, Human Resource Management, Margham Publications, Chennai.

Reference Books

1. Wreather and Davis, Human Resource Management. Pearson Education.
2. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi.
3. Biswajeet Patttanayak, Human Resource Management, PHI Learning.
4. Khurana Ashok, Human Resource Management, V.K. Publications.
5. Sankalp Gaurav, Human Resource Management, Sahitya Bhawan Publications.

II B. COM (III SEMESTER) – UNDER CBCS
PART III – ALLIED III
COMPANY ORGANISATION

L	T	P	C
3	0	0	3

Objectives

1. To provide a fundamental exposure to students on the basic concepts of a company.
2. To enable the students to learn about the functioning of a company.

Unit I: Formation of Companies – Promotion – Incorporation – Capital Subscription – Commencement. (5 hours)

Unit II: Company Management – Share Holders – Directors – Managing Directors – Manager – Their appointments – Duties - Rights & Liabilities. (7 hours)

Unit III: Essentials of valid Meeting – Notice – Quorum – Agenda - Chairman – Powers & Duties - Motion – Sense of the Meeting (Voting & Poll) - Proxy - Resolution – Adjournment of Meeting - Minutes. (13 hours)

Unit IV: Kinds of Meeting – Meeting of Share holders – Statutory Meeting – Statutory Report – Annual General Meeting – Extra-Ordinary General Meeting - Class Meeting. (15 hours)

Unit V: Meeting of Directors – Meeting of Debenture holders – Meeting of Creditors (5 hours)
***As per the Companies Act 2013 (45 hours)**

Text Books

1. N.D.Kapoor, Company Law & Secretarial Practice, Sulthan Chand & Sons, New Delhi.
2. M.C.Kuchhal, Secretarial Practice, Vikas Publishing House, Calcutta.

Reference Books

1. Prashanta K.Ghosh, Company Secretarial Practice, Sulthan Chand & Sons, New Delhi.
2. V.K.Acharya & P.B.Govakar, Company Law & Secretarial Practice, Himalaya Publishing House, Bombay.

II B. COM (III SEMESTER) – UNDER CBCS
PART IV – NON- MAJOR ELECTIVE -1 (ANY ONE) (ONE COURSE) - 1
INTRODUCTION TO ACCOUNTANCY

L	T	P	C
2	0	0	2

Objectives

1. To enable the students to prepare and provide accounting information to the interested parties.
2. To enhance their knowledge of the fundamental and technical concepts of accounting.

Unit I: Accounting – Definition – Functions – Advantages – Limitations – Book Keeping – Difference between Accounting and Book- Keeping – Users of Accounting Information - Accounting Principles – Concepts and Conventions – classification of Accounts – Double entry system – Merits – Rules of Debit and Credit – Accounting Equation (5 hours)

Unit II: Journal – Procedure of journalizing - Compound Journal Entry - Subsidiary books – Purchase book – Sales book – Purchase Return book – Sales return book – Single Column Cash book (10 hours)

Unit III: Ledger – Features of Ledger Accounts – Difference between Journal and Ledger – Ledger Posting – Balancing of Ledger Accounts- Preparation of Ledger Accounts (4 hours)

Unit IV: Trial Balance – Features– objectives – Preparation of Trial Balance (4 hours)

Unit V: Final Accounts – Simple problems with Closing Stock, Outstanding and Prepaid adjustments only. (7 hours)

(30 hours)

Text Books

1. T.S.Reddy & A.Murthy, Advanced Accountancy, Margham Publications, Chennai.
2. S.P.Jain & K.L.Narang, Advanced Accountancy, Kalyani Publishers, New Delhi.

Reference Books

1. M.C.Shukla and T.S.Grewal, Advanced Accountancy, Sultan Chand &Co, New Delhi.
2. Dr.M.A.Arulanandam&K.S.Raman, Advanced Accountancy, Himalaya Publishing House, Mumbai.
3. P.C.Tulsian, Accountancy, Tata McGraw, Hill edition.

II B. COM (III SEMESTER) – UNDER CBCS
PART IV-NON- MAJOR ELECTIVE -I (ANY ONE) (ONE COURSE) - 2
CONSUMER AWARENESS

L	T	P	C
2	0	0	2

Objectives

1. To create awareness regarding the intellectual property rights and consumer protection.
2. To explain the students about a better quality of living as consumers.

Unit I: Consumer-Consumerism-Types of consumers (age, sex, behaviour , place of residence, income) – objectives -Goods and services-types-evolution and growth of consumer movement in India and Tamil Nadu. (5 hours)

Unit II: Exploitation of consumer-Pricing, adulteration, information and labeling, duplication , artificial demand , Spurious goods , late deliveries , advertising , poor after sales service , warranty and services , fitness , not honouring terms and conditions , for sale and services , financial frauds , credit card frauds and product risks. (8 hours)

Unit III: Consumer Rights-Meaning and sources-Six rights of the consumers under Consumer Protection Act-Right to Safety-Information-Choice, be heard, Redressal and consumer education-Consumer Responsibility. (7 hours)

Unit IV: Consumer protection-Meaning-Need for consumer protection-How to protect consumers-Legal measures-Consumer Protection Act 1986– objectives -Special features of the Act-Three tier features of the Act-Three tier Redressal Agencies-District level , State level and National level. Consumer Protection (Amendment) Act 2003. (8 hours)

Unit V: Model form of complaints-with reference to goods and services-Consumer related cases. (2 hours)
(30 hours)

Text Books

1. M.J.Antony , Consumer Rights, Clarion book.
2. Shri Ram Khanna , Saivta Hanunspal Sheetal Kapoor , H.K.Awasthi, Consumer affairs, University Press .

Reference Books

1. R.S.N.Pillai and Bhagavathi, Mordern Marketing Principles and Practices, S.Chand and Company.
2. S.A.Sherlekar, Marketing Management , Himalaya Publication House.
3. Mohine Setr and P.Seetharaman, Consumerism A Growing Concept , Phoenix Publishers, New Delhi.
4. Gulshan & Reddy, Consumer Protection.

II B. COM (III SEMESTER) – UNDER CBCS
PART III – SKILL BASED I - CORE
BUSINESS COMMUNICATION

L	T	P	C
4	0	0	4

Objectives

1. To equip the students effectively to acquire skills in reading, writing, comprehension and communication
2. To make them use electronic media for business communication

Unit I: Introduction: Nature and Importance of communication – Types of communication (Verbal & Non Verbal) – Forms of communication – Barriers to communication. **(10 hours)**

Unit II: Business Correspondence: Letter Writing -- Principles of Letter Writing -- Quotations - Orders - Tenders - Sales Letters - Claims and Adjustment Letters – Credit and Collection Letters. **(20hours)**

Unit III: Job Related Communication: Letter of application - Drafting the Application - Elements of Structure of Application - Resume Preparation. **(15hours)**

Unit IV: Attending the Interviews: Types of Interviews - Preparation for Attending the Interview - Before and During the Interview - Interview Process – Tips for Successful Interview. **(5 hours)**

Unit V: Technology and Business Communication: Role and Effectiveness of Technology in Business Communication – Email, Text Messaging, Instant Messaging – Modern Techniques like Video Conferencing, Social Networking – Strategic Importance of E-Communication. **(10 hours)**
(60hours)

Text Books

1. Ragurathan & Santharam, Business Communication, Margham Publication.
2. Ashakaul, Effective Business Communication, Prentice Hall.

Reference Books

1. R.C. Sharma & Krishnamohan, Business Correspondence and Report Writing, Third edition, Tata McGraw Hill.
2. Penrosemesberry, Advanced Business Communication, Myers Thomson South Western.
3. Marry Ellan, Guffey, Thomson, Business Communication, South Western.
4. P.N. Ghose Rajendra Paul, J.S.Korlahalli, Business Correspondence and Office Management, Sultan Chand and Sons.
5. R.S.N. Pillai, Bagavathi, Office Management, S. Chand & Co.

II B. COM (IV SEMESTER) – UNDER CBCS
PART III – MAJOR CORE -10
BUSINESS MATHEMATICS

L	T	P	C
5	0	0	4

Objectives

1. To provide basic knowledge of mathematical techniques as are applicable to business.
2. To provide logical idea to find out practical solutions for the managerial problems.

Unit I: Number systems and equations- Numbers-natural-whole – rational-irrational – real. Equations – linear-quadratic – solutions of simultaneous linear equations with two or three unknowns – solutions of quadratic equations - nature of the roots – forming quadratic equation. **(15 hours)**

Unit II: Indices – Definition – Positive indices – Laws of indices – Negative indices – Zero and unity indices – Fractional indices. Logarithms – Definition –Properties of logarithms-Laws of logarithms-Common logarithm. **(15 hours)**

Unit III: Analytical geometry- Distance between two points in a plane-slope of a straight line – equation of straight line – point of intersection of two lines – applications (1) demand and supply (2) cost-output (3) break-even analysis. **(15 hours)**

Unit IV: Matrices – meaning – types – algebra of matrices – addition and subtraction – scalar multiplication – Multiplication of matrices-transpose of a matrix –Determinant – minors and co-factors –inverse of a matrix – solving simultaneous linear equations using matrix method **(17 hours)**

Unit V: Commercial arithmetic – Simple interest – Compound interest – Depreciation. Discount – true discount – Discounting a Bill of exchange - Banker's discount – Banker's Gain. **(13 hours)**
(75 hours)

Text Books

1. D.S. Sancheti & V.K. Kapoor, Business Mathematics Sultan Chand and Sons, New Delhi.
2. M. Manoharan & C. Elango, Business Mathematics, Palani Paramount Publications, Palani.

Reference Books

1. G.K. Ranganath, Text book of Business Mathematics, Himalaya Publishing House, Delhi.
2. D.C. Sanchetti & B.M. Agarwal, Business Mathematics, Sultan Chand and Sons, New Delhi.

II B. COM (IV SEMESTER) – UNDER CBCS
PART III –MAJOR CORE -11
CAPITAL MARKET

L	T	P	C
5	0	0	4

Objectives

1. To understand the meaning and importance of Financial and Capital markets
2. To create an interest among students towards stock market investment

Unit I: Capital market in India: Financial market – structure, capital market – meaning, classification – primary and secondary – Indian securities market – government securities market **(20 hours)**

Unit II : Primary market: Methods of flotation of capital , public issue – IPO –FPO – Procedure of public issue – Book building process – Role of intermediaries – Private placement. **(15 hours)**

Unit III : Secondary market: Functions of stock exchange – Dematerialisation of securities – Depositories – Major stock exchanges in India – BSE – NSE – Listing – Online trading – Clearance and settlement – Rolling settlement – Investment Vs Speculation **(15 hours)**

Unit IV: Derivatives : Meaning – types of derivatives – Commodity Vs Financial Derivatives – Forwards – Futures – Options – Trading mechanism – Commodity exchanges **(15 hours)**

Unit V: Regulatory Framework of stock exchanges: Securities contract (Regulation) Act (basics only) – Role and functions of SEBI –regulatory functions – development functions – Investor protection fund – purpose – operation. **(10 hours)**
(75 hours)

Text Books

1. Kevin.S, Security Analysis and Portfolio Management , PHI, New Delhi.
2. Nair KGC, Dileep A S ,Priya. S, Systematic Approach to Capital Market, Chand Publications, Thiruvananthapuram.

Reference Books

1. Preethi Singh, Dynamics of Indian Financial System and Markets,Tata Mc Graw – Hill Publishing Co. Ltd., New Delhi.
2. Sojikumar. K and Alex Mathew ,Indian Financial System and Markets,Tata Mc Graw – Hill Publishing Co. Ltd., New Delhi.
3. Bharathi. V Pathak, Indian Financial System, Pearson Education, Noida.

II B. COM (IV SEMESTER) – UNDER CBCS
PART III – MAJOR CORE-12
IMPORT & EXPORT PROCEDURES

L	T	P	C
5	0	0	4

Objectives

1. To identify the procedures regarding import and export business
2. To motivate the students to involve in business activities

Unit I: Internal and International trade - Difference between Internal and International Trade-Features of International Trade-Advantages and disadvantages of giving protection.

(10 hours)

Unit II : Balance of Trade – Meaning - Balance of Trade Vs Balance of Payments – Components of Balance of payments – Equilibrium and disequilibrium in the balance of payments – causes for disequilibrium – measures for correcting disequilibrium exchange control – meaning – objectives – methods of exchange control.

(25 hours)

Unit III: Export procedure – preliminary steps in exporting – export documents – documents related to goods – certificates related to shipment – documents related to payment.

(10 hours)

Unit IV: Import procedure – Import of capital goods – EPCG scheme – import under duty exemption scheme – procedure for customs clearance – levy of customs duty kinds of customs duty – imports by export oriented units – export processing zone.

(15 hours)

Unit V: Export promotion – objectives – organizational set up – Incentives – marketing assistance – import facilities for exports – major problems of India's export sector.

(15 hours)

(75 hours)

Text Book

Francis Cherunilam, International Trade and Export Management, Himalaya Publishing House, New Delhi.

Reference Book

D.K. Jhurara, Export Management, Galgotia Publishing Company, New Delhi.

II B. COM (IV SEMESTER) – UNDER CBCS
PART IV - NON – MAJOR ELECTIVE -II (ANY ONE) (ONE COURSE) - 2
HUMAN RIGHTS

L	T	P	C
2	0	0	2

Objectives

1. To understand the basic concepts of human rights
2. To have an understanding of the relationship between individual, group, and national rights

Unit I: Human Rights- Definition of Human Rights - Characteristics of human rights - kinds of Human Rights - Civil and political – social, economic and cultural rights **(5 hours)**

Unit II: Violation of human rights - Patterns of violations and abuses - Action against violation of human rights as per Indian law **(7 hours)**

Unit III: Rights of the Disabled Persons - Declaration on the rights of disabled persons 1975 - International year of disabled persons 1981 **(5 hours)**

Unit IV: Bonded labour - Concepts and definitions - Constitutional and legal provisions - Salient features of bonded labour system (abolition) Act 1976 - Role of the national human rights commission **(10 hours)**

Unit V: Minorities Rights commission & its functions - Definitions - National commission for minorities - Functions of the commissions **(3 hours)**
(30 hours)

Text Books

1. Paras Diwan, Peerushi Dewan, Human Rights and Law.
2. Dr. Giriraj Shah, IPS & K.N. Gupta, Human Rights, IPS.
3. Jagannath Mohany, Teaching of Human Rights.

Reference Books

1. C. Nirmala Devi, Human Rights.
2. Concepts, Theories and Practice of Human Rights, Praveen Vadkar, Neha Publishers.
3. Baradat Sergio and Swaranjali Ghosh, Teaching of Human Rights, Dominant Publishers and Distributors, New Delhi, 2009.
4. Roy.A.N., Human Rights Tasks, Duties and Functions: Aavishakar Publications and Distributors, Jaipur.
5. Asish Kumar Das and Prasant Kumar Mohanty, Human Rights in India: Sarup and Sons, New Delhi.

**II B. COM (IV SEMESTER) – UNDER CBCS
PART III - SKILL BASED II - CORE
ENTREPRENEURSHIP DEVELOPMENT**

L	T	P	C
4	0	0	4

Objectives

1. To develop and strengthen the entrepreneurial quality among the students
2. To know the sources of help and support available for starting a small-scale Industry.

Unit I: Entrepreneurship Essentials- Evolution – Characteristics –Type. Functions of Entrepreneurs – Qualities of Successful Entrepreneurs – Entrepreneur Vs Entrepreneurship – Entrepreneur Vs Intrapreneur – Growth of Entrepreneurship in India. **(15 hours)**

Unit II: Entrepreneurship Dimensions– Entrepreneurial Culture – Entrepreneurial Society – Entrepreneurship Development – Training and other Support Organisational Services - Women Entrepreneurship and Rural Entrepreneurship. **(15 hours)**

Unit III: Project Appraisal- Introduction – Meaning and Methods of Project Appraisal – Economic Appraisal –Financial –Market –Technological Appraisal –Managerial Competence. **(10 hours)**

Unit IV: Launching of New Business- Step by Step Approach for searching New Business – Pre-Launch –Launch –Post-Launch – Entrepreneur to Enterprise –Stage of Start Up and Scale Up –List of Organisations to be Contacted. **(10 hours)**

Unit V: Management of Small Business- Monitoring and Evaluation of Business – Preventing Sickness and Rehabilitation of Business units –Effective Management of Small Business. **(10 hours)**
(60 hours)

Text Books

1. Khanka S.S., Entrepreneurial Development, S. Chand Publishing Company, New Delhi, 1999.
2. Gupta C.B., and Srinivasan N.P., Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2015.

Reference Books

1. Robert D. Hisrich, Michael P.Peters, Tata McGraw- Hill Publishing Company, New Delhi, 2002.
2. Vasant Desai., Dynamics of Entrepreneurial Development & Management, Himalaya Publishing House, Fifth Edition (2012), New D

III B. COM (V SEMESTER) – UNDER CBCS
PART III – MAJOR CORE -15
BUSINESS LAW

L	T	P	C
5	0	0	4

Objectives

1. To understand the definition of business law
2. To study the scope and boundaries of business law.

Unit I: Indian Contract Act, 1872 – Fundamental essentials of a valid contract – classification of contracts – offer – acceptance – consideration – capacity – free consent – legality of object – contingent contracts. **(13 hours)**

Unit II: Performance of contract – discharge of contract - breach of contract – remedies – quasi contracts. **(12 hours)**

Unit III: Special contracts – indemnity – guarantee. **(20 hours)**

Unit IV: Bailment – Pledge – contract of agency. **(15 hours)**

Unit V: Sale of goods Act – differences between sale and agreement to sell – sale and hire purchase agreement – classification of goods – documents of title to goods – rights and duties of buyers and sellers – rights of unpaid seller. **(15 hours)**

(75 hours)

Text Books

1. N.D . Kapoor, Elements of Mercantile Law, Sultan Chand & Sons.
2. S.M.Sundaram , Business Law / Commercial and Industrial Law, Sree Meenakshi Publication, Karaikudi.

Reference Books

1. N.D . Kapoor, Business Law , Sultan Chand & Sons.
2. P.C. Tulsian , Business Law , Tata Mc Graw Hill Companies.
3. R.S.N. Pillai , Bagavathy, Business Law, S.Chand & Co., New Delhi.
4. M.C.Kuchhal, Business Law , Vikas Publishing House, Pvt. Ltd.
5. Dr.H.K. Saharay & N.K.Saha, Elements of Business Law, New Central Book Agency.

III B. COM (V SEMESTER) – UNDER CBCS
PART III – MAJOR ELECTIVE -1 (ANY ONE) (ONE COURSE) - 1
INCOME TAX LAW & PRACTICE I

L	T	P	C
4	0	0	4

Objectives

1. To understand the basic concepts of income tax
2. To study the provisions regarding computation of first three heads of income i.e., salary, house property and business income.

Unit I: Basic Concept – Person, Assesses, previous and assessment year, total income, gross total income – concept of income – Agricultural Income. **(8 hours)**

Unit II: Income exempted from tax – Residential status –incidence of taxation - problems. **(12 hours)**

Unit III: Income from Salary – different forms of salary and allowance – perquisites – problems in computation of salary income. **(15 hours)**

Unit IV: Income from House property – Annual value – Standard deduction – Unrealized rent – problems in computation of house property income. **(10 hours)**

Unit V: Income under the Head Business or profession – allowable expenses – Expressly disallowed expenses – computations – problems in computation of business or professional income. **(15 hours)**
(60 hours)

Text Books

1. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income tax Law and Accounts, Sahitya Bhawan Publications, Agra.
2. V.P. Gaur, D.B. Narang, Pooja Ghai and Rajeev Puri, Income tax Law and Practice, Kalyani Publishers, New Delhi.

Reference Books

1. A.Murthy, Income Tax Law and Practice Assessment Tear - 3rd Edition, Vijay Nicole Imprints Private Limited.
2. B.B. Lal, Income Tax, Darling Kindersley Pvt. Ltd, Noida.

III B. COM (V SEMESTER) – UNDER CBCS
PART III –MAJOR ELECTIVE - I (ANY ONE) (ONE COURSE) - 2
APPLICATION OF TALLY IN ACCOUNTING

L	T	P	C
2	0	2	4

Objectives

1. To impart practical knowledge regarding the concepts of Financial Accounting.
2. To get placement for students in different offices as well as Companies.

Unit I: Fundamentals of Tally.ERP 9-Introduction –salient features of Tally. ERP 9, Getting functional with Tally ERP 9, start up, Quitting Tally. ERP 9 – Create a Company, select a Company, Alter a Company, Shut a Company –Company Features –Configurations.

Unit II: Create Accounting Masters in Tally. ERP 9 –Groups- Pre-defined Groups of Accounts, Creating Single Group, Creating Multiple Groups, Displaying Groups, Altering Group-Ledgers-Creating single ledger, Creating Multiple Ledger, Displaying Ledger, Altering Ledger.

Unit III: Creating Inventory of masters in Tally. ERP 9- Stock Groups-Creating Single, Multiple Stock Group, Displaying and Altering Stock Groups. Stock Categories –Creating Single, Multiple Stock Categories, Displaying and Altering Stock Category- Units of Measure,Godowns- Creating Single Multiple Godowns, Displaying and Altering Godowns- Stock Items- Creating Single, Multiple Stock Items, Displaying and Altering Stock Items.

Unit IV: Voucher Entry in Tally. ERP 9- Voucher Types- Predefined vouchers in Tally. ERP 9, Creating Voucher Type, Displaying voucher Type, Altering Voucher Types – Financial Statements –Balance Sheet, Profit&loss A/c, Trial balance.

Unit V: Accounting Books &Reports ERP 9- Cash book, Bank Book, Purchase Register, Sales Register, Journal Register, Debit Note Register, Credit Note Register, Day Book, Statistics, Bank Reconciliation Statement.

Text&Reference Books

1. Using Tally ERP 9, Ramesh.Bangia,Khanna Book Publishing Ltd.2010
2. Mastyering Tally ERP 9, Asok K.Nadhani,BPB Publication.
3. Tally ERP 9 Training Guide,Kitabmahal.

Tally Practicals

1. Preparation of Trial balance
2. Balance Sheet
3. Final A/c with Simple Adjustment
4. Subsidiary Books
5. Petty Cash Book
6. Creation of Stock Item, Stock Groups and Stock Categories
7. Sales Invoice
8. Bank Reconciliation Statement Preparation

***Theory - 2 hrs and Practicals -2 hrs**

***Internal 25 marks for theory and external 75 marks for practicals**

***There is no external examination for theory**

III B. COM (V SEMESTER) – UNDER CBCS
PART III – MAJOR ELECTIVE - I (ANY ONE) (ONE COURSE) - 3
LOGISTIC MANAGEMENT

L	T	P	C
4	0	0	4

Objectives

1. To understand the role of logistic management in growth of business
2. To understand the functional areas in logistics

Unit I: Logistics - Meaning - Importance - Logistical Competency - Logistical Mission - Service - Total Cost - Logistical Renaissance - Technological Advancement - Regulatory Change - IT Revolution. **(8 hours)**

Unit II: Work of Logistics - Network design - information - Transportation and Inventory - Warehousing - material handling - packaging - integrated Logistics. **(10 hours)**

Unit III: Operating - Rapid response - minimum variance - minimum inventory - movement consideration - quality - Life cycle support - barriers to internal integration in organizational structure - measurement system. **(12 hours)**

Unit IV: Information functionality and inventory functionality - principles of logistics information - Information Architecture - planning - operations - Logistics Information flow - application of new information technologies - electronic data interchange standards - inventory determining order point - lot size. **(15 hours)**

Unit V: Transportation infrastructure - transport functionality - principles - modal classification transportation formats - suppliers of transportation service - storage functionality principles - concept of strategic storage - developing warehouse resource - warehouse strategy. **(15 hours)**
(60 hours)

Text Books

1. Satish C. Ailawadi and Rakesh P. Singh, Logistics Management, PHI Learning Pvt. Ltd., New Delhi.
2. S. K. Bhattacharya, Logistics Management, S.Chand Publishing, New Delhi.

Reference Books

1. Agarwal D K, Textbook of Logistics And Supply Chain Management.
2. Donald J Bowersox, David J. Closs ,Logistical Management (Integrated supply chain Process), Tata McGraw-Hill Companies.
3. Donald J. Bowersox, David J. Closs, and M. Bixby Cooper, Supply chain Logistics Management, Tata McGraw-Hill Companies.
4. Prof. Martin Christopher, Logistics & Supply Chain Management.

III B. COM (VI SEMESTER) – UNDER CBCS
PART III – CORE -18
MANAGEMENT ACCOUNTING

L	T	P	C
4	0	0	4

Objectives

- To familiarise the students with the basic management accounting concepts and their applications in managerial decision- making

Unit I: Management accounting – Meaning – Definition – Nature and Scope – Utility and Limitations – Management accounting Principles – Functions of Management accounting – Tools of Management accounting - Management accounting and Financial accounting – Cost accounting and Management accounting. **(5 hours)**

Unit II: Ratio Analysis – Meaning of Ratios – Classification of Ratios – Analysis and Interpretation of different Ratios – Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – Uses and Limitations of Ratio Analysis. **(15 hours)**

Unit III: Fund Flow Analysis – Meaning of Fund Flow Statement – Uses of Fund Flow Statement – Parties interested in Fund Flow Statement – Preparation of Fund Flow Statement – Treatment of provision for Taxation, Proposed Dividend and Depreciation – Statement of Changes in Financial position. **(15 hours)**

Unit IV: Cash Flow Analysis – Meaning of Cash Flow Statement – Preparation of Cash Flow Statement (Simple problems only) – Utility and Limitations of Cash Flow Analysis. **(10hours)**

Unit V: Capital Budgeting – Concepts of Capital Budgeting – Importance of Capital Budgeting – Capital Budgeting Process –Traditional methods – Pay- back period method – Net Present Value method -(Simple problems only). **(15 hours)**

(60 hours)

Text Books

1. R.S.N.Pillai & Bagavathi, Management Accounting, S.Chand &Company, New Delhi.
2. T.S.Reddy & Y.Hariprasad Reddy, Management Accounting, Margham Publications, Chennai.

Reference Books

1. Dr.S.N.Maheswari, Principles of Management Accounting, Sultanchand&Sons, NewDelhi.
2. S.P.Jain&K.L.Narang, Cost and Management Accounting, Kalyani Publishers, Ludhiana.
3. S.P.Iyenger, Cost and Management Accounting, Sultanchand&Sons, NewDelhi.
4. A. Murthy, S. Guruswamy, Management Accounting-Theory & Practice, Vijay Nicole Imprints Private Limited , Chennai.

III B. COM (VI SEMESTER) – UNDER CBCS
PART III – MAJOR CORE -19
INDUSTRIAL LAW

L	T	P	C
5	0	0	4

Objectives

1. To acquaint knowledge on industrial relations framework in our country
2. To study various rights and benefits available to the workmen under the legislations.

Unit I : The Factories Act, 1948- definitions - approval, licensing and registration of factories - duties of occupier - inspecting staff - certifying surgeons - provisions for health – safety – welfare - working hours and holidays- employment of young persons and women – annual leave with wages- penalties and procedure. **(18 hours)**

Unit II : Workmen’s compensation Act 1923 - Scope and coverage - definitions – rules - personal injury by accident - occupational diseases arising out of and in the course of employment - theory of national extension - amount of compensation- distribution of the compensation- notice and claim. **(16 hours)**

Unit III: Industrial Disputes Act 1947- object - definitions- conciliation - machinery- adjudication machinery- powers and duties of authorities - procedures - voluntary reference to arbitration – award - strike – and lock outs – lay off – retrenchment – transfer and closing down of their undertaking – penalties. **(21 hours)**

Unit IV: The Trade Unions Act, 1926 – Consumer Act 1986 **(10 hours)**

Unit V: The Employees’ State Insurance Act 1948 – The payment of Gratuity Act 1972. **(10 hours)**

(75 hours)

Text Books

1. N.D . Kapoor, Elements of Mercantile Law, Sultan Chand & Sons.
2. S.M.Sundaram , Business Law / Commercial and Industrial Law, Sree Meenakshi Publication, Karaikudi.

Reference Books

1. Sahanay, H.K, Commercial and Industrial Law, New Central Book Agency.
2. Goswami, V.G , Labour and Industrial Laws, Central Law Agency.
3. Sengupte , Commercial and Industrial Law, New Central Book Agency.
4. S.N. Mithra, Industrial Law.

**III B. COM (VI SEMESTER) – UNDER CBCS
PART III –CORE - 20**

AUDITING

L	T	P	C
4	0	0	4

Objectives

1. To know the importance of audit in commercial and non-commercial organizations.
2. To understand the procedures to be followed while auditing the business organizations.

Unit I: Introduction – meaning- objectives – difference between accountancy and Auditing – advantages – limitations – audit programme – audit working papers – preliminaries before audit . **(10 hours)**

Unit II: Internal check – meaning- objectives – difference between internal control and internal audit – advantages and disadvantages of internal check. **(15 hours)**

Unit III: Vouching – meaning – objects – importance of vouchers – precautions to be taken by the auditors while examining vouchers – vouching of various transactions. **(15 hours)**

Unit IV: Verification and valuation of assets and liabilities – classification of assets – verification of different types of assets – valuation of investment, stock -in -trade and book debts. **(10 hours)**

Unit V: Company auditor - appointment – qualification and disqualification – removal of an auditor – status – rights – duties and liabilities – auditor’s report. **(10 hours)**
(60 hours)

Text Books

1. Saxana, Reddy and Appannaiah, Text Book of Auditing, Himalaya Publishing House.
2. Dr.T.R. Sharma, Auditing, Sahitya Publication, Agra.

Reference Books

1. B. N. Tandon, Auditing, S. Chand & Co., New Delhi.
2. Dinkar Pagare, Principles and Practice of Auditing, Sultan Chand & Sons, New Delhi.

III B. COM (VI SEMESTER) – UNDER CBCS
PART III – MAJOR ELECTIVE – II (ANY ONE) (ONE COURSE) -1
INCOME TAX LAW & PRACTICE II

L	T	P	C
4	0	0	4

Objectives

1. To know the procedure for assessment and types of assessment.
2. To understand the computation of tax liability of individuals

Unit I: Income from capital gain – Types – Exemptions – Computation – problems in computation of capital gain. (10 hours)

Unit II: Income under the head other sources – Computation – Problems. (12 hours)

Unit III: Set off and carry forward of losses - Problems. (11 hours)

Unit IV: Deduction from Gross total Income- Problems - Procedures for Assessment – Returns – Types of returns – Types of Assessment – Tax Deducted at source. (15 hours)

Unit V: Assessment of Individual – Problems including computation of tax. (12 hours)
(60 hours)

Text Books

1. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income tax Law and Accounts, Sahitya Bhawan Publications, Agra.
2. V.P. Gaur, D.B. Narang, Pooja Ghai and Rajeev Puri, Income tax Law and Practice, Kalyani Publishers, New Delhi.

Reference Books

1. A.Murthy, Income Tax Law and Practice Assessment Tear - 3rd Edition, Vijay Nicole Imprints Private Limited, 2015-16.
2. B.B. Lal, Income Tax, Darling Kindersley Pvt. Ltd, Noida.

III B. COM (VI SEMESTER) – UNDER CBCS
PART III – MAJOR ELECTIVE -II (ANY ONE) (ONE COURSE) - 2
RETAIL MANAGEMENT

L	T	P	C
4	0	0	4

Objectives

1. To explore the functionalities in the retail management
2. To understand the retail management concepts

Unit I: Introduction to retailing - nature and importance of retailing - contemporary retailing in India and marketing challenges facing retailers - Strategic planning in retailing - owning or managing business - retailing life cycle. **(15 hours)**

Unit II: Types of retailing institutions - retailing institutions by ownership - retailing institutions by store based and non-store based - vertical marketing system - traditional retailing. **(10 hours)**

Unit III: Strategic planning in retailing - understanding retailing environment - identifying and understanding customers, information gathering. **(10 hours)**

Unit IV: Location and organizational decisions - Trading area analysis site selection - organizational pattern in retailing - operational management - financial decisions - use of technology. **(10 hours)**

Unit V: Merchandise Management - Buying and handling - product assortment decision - Inventory Management - Merchandise pricing - Merchandise Labelling and packing - Role of atmosphere - retail promotion mix strategy - retail store sales promotion schemes. **(15 hours)**
(60 hours)

Text Books

1. Gibson G. Vedamani, Retail Management: Functional Principles & Practices, Jaico Books.
2. Swapna Pradhan, Retailing Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Reference Books

1. Michael Levy and Barton A Weot, Retail Management, McGraw-Hill Irwin.
2. Cox, Roger and Paul Brittain, Retail Management, Prentice Hall, Harlow.
3. Michael Levy, Barton A Weitz, Ajay Pandit, Retailing Management, McGraw-Hill Company.
4. Berman Barry, Evans Joel R., Retail Management: A Strategic Approach, Pentice Hall of India.

III B. COM (VI SEMESTER) – UNDER CBCS
PART III – MAJOR ELECTIVE -II (ANY ONE) (ONE COURSE) - 3
VALUES & ETHICS FOR BUSINESS

L	T	P	C
4	0	0	4

Objectives

1. To understand values in business
2. To inculcate the ethical practices in business among the students

Unit I: Introduction to Values - Values in the society, politics, inter-personal relations, economics and business- Morals - Value and Vision statements in organizations - Focusing on Innovation, Reliability, Customer satisfaction, Quality assurance, Profitability, Utility, Productivity etc. and the continuous improvement in their standards. **(15 hours)**

Unit II: Ethics as the art of choosing between right and wrong – Interpreting the consequences and choosing the right- Ideas of freedom of choice, equality, justice, fairness in dealing with customers, society, environment . Application of Values and ethics in business - Examples from Business. **(10 hours)**

Unit III: Government interactions: Use and Misuse of government incentives, subsidies and licenses - Tax evasions. Ethics in Human Resources employment in Business: in hiring, compensating, work assignments - discrimination; Marketing: ethics in Pricing policies and strategies, misleading advertisements; Policies relating to exchange and return of goods sold. **(15 hours)**

Unit IV: Ethics in Production: Poor quality, risky products, defective/untested products, unauthorized copies/imitations, Quality Policy: Zero defect and quality of ingredients, components, ISI, AG Marks, Hall Mark, Patents, Copy rights, post-sales services. **(10 hours)**

Unit V: Legal and self imposed norms- for doing good business and earning goodwill. Handling customer complaints, Problems- examples from consumer goods and services oriented industries (Tourism, Travel, Telephones, Edible goods, Health etc.) **(10 hours)**
(60 hours)

Text and Reference books

1. Colin M. Fisher and Alan Lovell, Business Ethics and Values, F.T. Prentice Hall, 2006.
2. G.P. Martin, Glenn Martin, Human Values and Ethics in the Work place, 2010.

Hrs/Week	Credits
4	4

Phonetics and Spoken English

Objectives:

1. To impart proficiency in pronunciation and oral communication.
2. To use appropriate language skills for various communicative functions in different socio-cultural contexts.

Unit - I

Organs of Speech & Vowels,

Unit - II

Consonants, Stress, & Intonation

Unit – III

Transcription of words, sentences and marking of stress

Unit – IV

At a Bank I – At a Bank, II – At a hotel reception Hall, Helping a friend to obtain a flat I, II and III – A discussion between two friends Booking Accommodation at an outstation hotel, Enquiring about flight/Arrivals. Enquiry for information. At the Restaurant, Visiting a Doctor, At the library.

Unit - V

Greeting, Introduction, Information, Invitation, Permission, Request, Offers, Compliments, Sympathy, Apology Complaint, Gratitude, Persuasion, Suggestion, Warning, Opinion, Turn taking, Interview, Group Discussion, Public Speaking.

Texts Prescribed:

1. P. Iyyadurai. *English Phonetics for Beginners*. Jones Publication.
2. Jayashree Balan. *Spoken English* (Vijaya Publication).
3. Saraswathy and Noorjahan. *Spoken English*

Hrs/Week	Credits
2	2

English for Employability

Objectives:

1. To enhance the language skill of the students..
2. To enhance the employability skills of the students.

Unit-I

1. The Verbs
2. Sentence Structure

Unit-II

3. Concord
4. Spotting Errors

Unit-III

5. Letter Writing – Formal
6. Curriculum Vitae

Unit-IV

7. Report Writing
8. Job Interview

Unit-V

9. Functional Communication
10. Group Discussion

Texts Prescribed:

T.M. Farhathullah & D.S.Kesava Rao: *Strengthen Your English for competitive Examinations*. Emerald Publishers, Chennai.

Hrs/Week	Credits
4	4

Journalism and Mass Communication

Objectives:

1. To introduce the students to the challenges of the constantly evolving world of journalism and Mass Communication.
2. To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

Unit-I

1. Journalism and Mass Communication
2. Journalism of Print Media

Unit-II

3. News Agencies
4. News Gathering and Reporting

Unit-III

5. History of Indian Journalism
6. Communication and Mass Communication

Unit-IV

7. Radio Broadcasting in India
8. Television Broadcasting in India

Unit-V

9. Information Technology
10. Web Journalism

Text Prescribed:

Hena Naqvi. *Journalism and Mass Communication*. Upkar Prakashan, Agra–2.

Reference:

Keval J. Kumar. *Mass Communication in India* 4th Ed. Jaico Publishing House. Mumbai-1

Hrs/Week	Credits
4	4

Creative Writing in English

Objectives:

- To introduce the students the basic knowledge and skills in creative writing.
- To develop the creative writing skills latent in the students.

Unit-I: What is Creative Writing?

Defining Creativity, Measuring Creativity, Inspiration and Agency, Creativity and Resistance, Art and Propaganda, Creativity and Madness, What is Creative Writing? Imagination and Writing, Restriction on an Open Field, Can Creative Writing be Taught?, The Importance of Reading.

Unit-II: The Art and Craft of Writing: Troupes and Figures.

- Based on Similarity: Simile, Metaphor, and Homonym
- Based on Association: Metonymy, Synecdoche, Allusion, and Symbol
- Based on Difference: Antithesis, Paradox, and Oxymoron
- Based on Extension of Ideas: Personification, and Hyperbole
- Based on Obliqueness: Irony, Euphemism, Ambiguity, and Pun
- Based on Utterance: Alliteration, Assonance, Consonance, Onomatopoeia, and Homophones
- Based on Work Building: Chiasmus, Acronyms, and Palindrome

Unit-III: Style and Register, Formal and Informal Usage Varieties of English, Language and Gender, Disordered Language, Playing with Words, Grammar and Word Order, Tense and Time, Grammatical Differences.

Unit-IV: Modes of Creative Writing.

Writing to Communicate: The Writer and the Reader, Section-I: Poetry, Writing Poetry, Definition of Poetry: What is Poetry?, The Four Functions of Language, What to Write and How to Start, Poetry and Prose, Shape, Form and Technique.

Unit-V: Section-II: Fiction.

Fiction, Non-Fiction, Fiction and the 20th Century, The Importance of History, Types of Novels, Literary and Popular Fiction, The Short-Story and the Novel, Character, Plot, Point of View (Modes of Narration), Setting (Milieu).

Text Prescribed: Anjana Neira Dev, Anuradha Marwah and Swati Pal. *Creative Writing: A Beginners Manual*. Pearson: Longman. Delhi/Chennai/Chandigarh.

References:

- David Morley. *The Cambridge Introduction to Creative Writing*. Cambridge University Press.
Paul Mills. *The Routledge Creative Writing Course Book*. Routledge. London and New York.

Hrs/Week	Credits
4	4

Writing for Media

Objectives:

1. To teach the fundamentals of good writing
2. To help the students aware of the basic conventions of fiction writing
3. To provide the students the tools for self expression in this medium

Unit I

The Making of a Writer

Writing for Print Media

News and News Writing

Unit II

Freelance Writer

The Art of Interviewing

Editorial Writing

Unit III

Script Writer

Play writing

Script Writing

Unit IV

Copy Writer

Writing for Advertisement

Copy Writing

Unit V

Writing Novels

Writing a Bestseller

Writing effectively

Text Book: *Writing for the Media*. Sunny Thomas, Vision Books Pvt. Ltd., New Delhi.

MANONMANIAM SUNDARANAR UNIVERSITY

TIRUNELVELI -12

COMMON SKILL BASED SUBJECT FOR U.G. PROGRAMME

Personality Development

UNIT -I

PERSONALITY - Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development. **SELF AWARENESS** – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. **SWOT** – Meaning – Importance- Application – Components. **GOAL SETTING** Meaning- Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level.

UNIT – II

SELF MONITORING – Meaning – High self – monitor versus low self monitor – Advantages and Disadvantages self monitor- Self –monitoring and job performance. **PERCEPTION**- Definition- Factor influencing perception- Perception process –Errors in perception – Avoiding perceptual errors. **ATTITUDE** – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes – Barriers to attitude change – Methods to attitude change. **ASSERTIVENESS** - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.

UNIT – III

TEAM BUILDING – Meaning – Types of teams – Importance of Team building- Creating Effective Team. **LEADERSHIP** – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. **NEGOTIATION SKILLS** – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process. **CONFLICT MANAGEMENT** – Definition- Types of Conflict- Levels of Conflict – Conflict Resolution – Conflict management .

UNIT –IV

COMMUNICATION – Definition – Importance of communication – Process of communication - Communication Symbols – Communication network – Barriers in communication – Overcoming Communication Barriers. **TRANSACTIONAL ANALYSIS** – Meaning – EGO States – Types of Transactions – Johari Window- Life Positions. **EMOTIONAL INTELLIGENCE**- Meaning – Components of Emotional Intelligence- Significance of managing Emotional intelligence – How to develop Emotional Quotient. **STRESS MANAGEMENT** – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress

UNIT – V

SOCIAL GRACES – Meaning – Social Grace at Work – Acquiring Social Graces. **TABLE MANNERS** – Meaning – Table Etiquettes in Multicultural Environment- Do's and Don'ts of Table Etiquettes. **DRESS CODE** – Meaning- Dress Code for selected Occasions – Dress Code for an Interview. **GROUP DISCUSSION** – Meaning – Personality traits required for Group Discussion- Process of Group Discussion- Group Discussion Topics. **INTERVIEW** – Definition- Types of skills – Employer Expectations –Planning for the Interview – Interview Questions- Critical Interview Questions.

References :

1. Dr.S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalaphi, V. Vijuresh Nayaham and Herald M.Dhas, **Personality Development**, Publication Division, Manonmaniam Sundaranar University, Tirunelveli
2. Stephan P.Robbins, **Organisational Behaviour**, Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008
3. Jit S. Chandan, **Oragnisational Behaviour**, Third Edition, Vikas Publishing House Private Limited, 2008
4. Dr.K.K. Ramachandran and Dr.K.K. Karthick, **From Campus to Corporate**, Macmillan Publishers India Limited, New Delhi,2010.

MANONMANIAM SUNDARANAR UNIVERSITY TIRUNELVELI

U.G. PART IV - COURSES – AFFILIATED COLLEGES

(Choice Based Credit System)

(For those who joined from 2021- 2022 onwards)

Value Based Education
II Semester

L	T	P	C
2			2

a. Course Code:

b. Course Objectives:

The course will enable the student to:

1. state the meaning of social justice, human rights, Globalization, mass media and new media
2. enumerate the rights of women, children, Dalits, minorities and physically challenged as per Indian constitution
3. comprehend the social realities and issues and challenges in globalization and inculcate an essential value system towards building a healthy society

c. Course Prerequisites:

- a. positive attitude towards social justice and communal harmony
- b. aspiration to create a better world
- c. respect for Indian constitution, humanity, ethics and value

d. Course Outcome (COs):

After completing the course the students will be able to:

- CO1:** Identify the contribution of social reformers and factors that influence social justice
- CO2:** Compare and list the legal rights provided to women, children, Dalits, minorities and physically challenged as per human rights and Indian constitution
- CO3:** Stay as a responsible citizen and raise voice for any violence against women
- CO4:** analyze the prospects and challenges in mass media role of media in
- CO5:** assess the influence of new media on children and youth and use them to inculcate communal harmony and social justice
- CO6:** frame their own personal values based on social ethics to moderate the social issues and lead a secular society

f. Course Outline:

The course inculcates value and ethics in individual for being a responsible citizen and build a nation with social justice and communal harmony.

Unit I: Social Justice

Contact Hours: 7

Social Justice: definition – need – parameters – influencing factors – caste and gender – contributions of social reformers.

Unit II: Human Rights and Marginalized People

Contact Hours: 8

Human Rights: concept – principles – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized people, women, children, dalits, minorities and physically challenged.

Unit III: Social Issues and Communal Harmony

Contact Hours: 8

Social issues: causes and magnitude – alcoholism, drug addiction, poverty, unemployment – Communal harmony: concept – religion and its place in public in public domain – separation of region from politics – secularism role of civil society.

Unit IV: Media Education and Globalized World Scenario

Contact Hours: 7

Mass media: functions, characteristics, need and purpose – effects and influence – youth and children – media power – socio cultural and political consequences – mass mediated culture – consumeristic culture – Globalization – New media: prospects and challenges

Unit V: Values and Ethics

Contact Hours: 6

Personal values – family values – social values – cultural values – Professional values – and overall ethics – duties and responsibilities

Mapping of COs to POs and PSOs

	Course Outcome	PO Addressed	Correlation Level	PSO Addressed	Correlation Level	Cognitive Level
C01		PO1 to PO8	L/M/H	PSO1 to PSO8	L/ M/ H	K ₁ to K ₆
C02						
C03						
C04						
C05						
C06						

(L – Low, M – Medium, H – High; K₁ – Remember, K₂ – Understand, K₃ – Apply, K₄ – Analyze, K₅ – Evaluate, K₆ – Create)

Reference Books:

1. Francis, K. (1993). *Education reform for social justice (Vol. 2)*. Discovery publishing house
2. Satvinder Juss. (2020). *Human rights in India*. Routledge
3. Smarak Swain, S. (2011). *Social issues of India*. New Vishal publications
4. Chakraborty, S. K., Chakraborty, D. (2006). *Human Values and Ethics*. ICFAI University Press
5. David Buckingham. (2013). *Media Education: Literacy, Learning & Contemporary culture*. Wiley Publishers.

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SYLLABUS FOR ENVIRONMENTAL STUDIES FOR

UNDERGRADUATE COURSES –

PART IV-COMPULSORY PAPER

UNIT I: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance Natural resources and associated problems:

- a) Forest resources: Use and over-exploitation, deforestation, timber extraction, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-benefits and problems, water conservation and watershed management.
- c) Mineral resources: Use and exploitation, environmental effects.
- d) Food resources: World food problems, changes, effects of modern agriculture, fertilizer-pesticide problems.
- e) Energy resources: Growing energy needs, renewables and non-renewable energy sources, alternate energy sources.
- f) Land resources: Land as a resource, land degradation, man-induced landslides, soil erosion and desertification.
- g) Role of an individual in conservation of natural resources.
- h) Equitable use of resources for sustainable lifestyles.

UNIT II: ECOSYSTEMS

- a) Forest Ecosystem
- b) Grassland Ecosystem
- c) Desert ecosystem
- d) Aquatic Ecosystem (Ponds rivers, oceans, estuaries) Food Chains, Food Webs and Ecological Pyramids Energy flow in the ecosystem Ecological succession

UNIT III : BIODIVERSITY AND ITS CONSERVATION

Introduction Definition: Genetic, species and ecosystem diversity.

Biogeographical classification of India Values of Biodiversity

Biodiversity at global, national and local levels India as a mega-diversity nation

Hot-Spots of biodiversity

Threats to biodiversity

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT IV: ENVIRONMENTAL POLLUTION

Definition- Causes, effects and control measures of:-

- a) Air Pollution
- b) Water Pollution
- c) Soil Pollution
- d) Marine Pollution
- e) Noise Pollution.
- f) Thermal Pollution

Solid Waste Management

Disaster Management: Floods, earthquake, cyclone and landslides.

UNIT V: SOCIAL ISSUES AND THE ENVIRONMENT

Climatic change, global warming, acid rain, ozone depletion.

Wasteland reclamation

Consumerism and Waste products, use and through plastics

Environment Protection Act

Air (Prevention and Control of Pollution Act

Water (Prevention and Control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Population Explosion — Family Welfare Programme

Human Rights

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2. Agarwal. K. C.2001.Environmental Biology, Nidi Publications Limited, Bikaner.
3. A. K. De.1999. Environmental Chemistry, Wiley Eastern Limited, India.
4. Jadhav, H. and Bhosale,V.M.1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi. pp284.
5. dum, E.P.1971. Fundamentals of Ecology, W.B.Saunders Co.,USA.pp.574.

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