SARASWATHI NARAYANAN COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Reaccredited with Grade 'B' by NAAC)

MADURAI – 625 022.



DEPARTMENT OF BUSINESS ADMINISTRATIONS

Choice Based Credit System (CBCS)

Learning Outcomes-based Curriculum Framework

(LOCF) B.B.A. Programme

(For those who join in June 2022)

PRINCIPAL

Dr. M. Kannan, M.A., M.Phil., PGDTE., Ph.D.,

DEPARTMENT OF BUSINESS ADMINISTRATION

1. Dr. N. Selvaraj M.Com., M.Phil., B.Ed., SET., Ph.D –
Assistant Professor & Head

PROFILE OF THE COLLEGE

Thiru. L.Narayanan Chettiar, a renowned philanthropist founded Saraswathi Narayanan College at Perungudi near Madurai Airport in the year 1966. The college is a prestigious academic powerhouse catering to the educational needs of students hailing from economically weaker and socially oppressed section of our society. It imparts education of the highest quality to students irrespective of caste, creed and religion. The guiding principles of our college are duty, devotion and distinction. The institution has proved an innovative leader and a catalyst in the best educational, cultural and economic interests of students. It is committed to make the students morally upright, intellectually resourceful, socially advantaged and globally competent. It is devoted to teaching, research and extension activities with equal importance.

The college set off its academic journey with Pre-University Courses in the year 1966-67. The Institution started offering UG programmes from the academic year 1968-69. It was upgraded as Post-Graduate Institution in 1979-80 and as Research Institution in 1984-85. The Coeducational system was introduced for M.Phil programmes in the academic year 2001-02 and for PG programmes in the year 2002-03 with the noble objective of promoting higher education among girls in rural areas. Girls have been enrolled in UG programmes also since the academic year 2010-11.

The green campus of 66 acres has a built-up area of 1,70,059 sq.ft. A new library housed at Silver Jubilee building at the cost of Rs.25,00,000/- and it was inaugurated by his excellency Dr.M.Chenna Reddy, the then Governor of Tamilnadu on 04.04.1994. The library was dedicated to the memory of Achi. The major donor of this building was Tmt. Saraswathi Narayanan, the better half of the Founder President Thiru. L. Narayanan Chettiar. Sri Vidhya Ganapathi Temple was built and consecrated on 27.08.2015.

The Departments of Botany, Mathematics, Commerce, English, Economics and Chemistry have been upgraded as university recognized research centres to carry out M.Phil .

and Ph.D research programmes in the college. NAAC accredited the college with grade B+ in the year 2005. UGC accorded the Status of Autonomy of our institution in the year 2007. NAAC re-accredited the college with grade B (CGPA of 2.78) in the year 2016. UGC extended the Status of Autonomy to the institution for another period of five years from the academic year 2016-17.

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – CBCS – LOCF

(For those who join in June 2022) COURSE STRUCTURE

SI.	SEM	0-1	Cub Cada	TITLE OF THE	н	Cr	EX Hr	MARKS		TOTAL
No	SEIN	Category	Sub Code	PAPER	Н	Cr		Int	Ext	100
1.	-	P1TA	LUP1BB11	வணிகக் கடிதங்கள்	6	3	3	25	75	100
2.	- 1	P2EN	LUP2EN11	English	6	3	3	25	75	100
3.	I	CC1	LUBBCT11	Principles of Management	5	4	3	25	75	100
4.	I	CC2	LUBBCT12	Financial Accounting	5	4	3	25	75	100
5.	-	GEC1	LUECGE11	General Economics	6	5	3	25	75	100
6.	I	AEC1	LUP4ES11	Environmental Studies	2	2	2	25	75	100
II - Semester										
7	Ш	P1TA	LUP1BB21	அலுவலக மேலாண்மை	6	3	3	25	75	100
8	Ш	P2EN	LUP2EN21	English	6	3	3	25	75	100
9	П	CC3	LUBBCT21	Business Environment	5	4	3	25	75	100
10	П	CC4	LUBBCT22	Entrepreneurial Development	5	4	3	25	75	100
11	П	GEC2	LUECGE21	Managerial Economics	6	5	3	25	75	100
12	II	AEC 2	LUP4VE21	Value Education	1	1	3	25	75	100
13	Ш	AEC 3	LUP4YA21	Yoga	1	1	3	25	75	100
			LUP5NC21	NCC	-	1	2	40	60	100
14	II	AEC4	LUP5NS21 LUP5LS21 LUP5PE21	NSS Physical Education Library Science	-	1	2	25	75	100
			LUBBSC21	Interview Skills						
15	II	SLC 1	LUBBSC22	Sales and Distribution Management	-	2				100
III - Semester										
16	III	CC 5	LUBBCT31	Business Law	6	4	3	25	75	100
17	Ш	CC6	LUBBCT32	Money and Banking	6	4	3	25	75	100
18	III	CC7	LUBBCT33	Business Policy and Strategy	5	4	3	25	75	100
19	III	CC8	LUBBCT34	Computer Application in Business	5	4	3	25	75	100
20	Ш	GEC3	LUBBGE31	Business Statistics	6	5	3	25	75	100

			1	h						1
21	III	SEC1	LUBBSE31	Life Skill Development			2	25	50	100
		SEC2	LUBBSE32	Fundamentals of Insurance	2 2	2				
22	Ш	SLC 2	LUBBSC31	Quantitative	-	2				
			LUBBSC32	Techniques – I Essentials of						100
				language and						100
23	III	MOOC		commutations L			_	-	_	_
20	IV – Semester									
24	IV	CC9	LUBBCT41	Company Law	6	4	3	25	75	100
25	IV	CC10	LUBBCT42	Marketing Management	6	4	3	25	75	100
26	IV	CC11	LUBBCT43	Organisational Behaviour	5	4	3	25	75	100
27	IV	CC12	LUBBCT44	Data Base Management System	5	4	3	25	75	100
28	IV	GEC4	LUBBGE41	Business Mathematics	6	5	3	25	75	100
29	IV	SEC2	LUBBSE41	Export and Import Documentation	2	2	2	25	50	100
29		SEC3	LUBBSE42	Training and Development						
			LUBBSC41	E-Commerce						
30	IV	SLC3	LUBBSC42	Essentials of Spoken and Presentation Skill - I	-	2				100
31	IV	MOOC	-	_	-	-	-	-	-	-
				V - Semester						
32	V	CC13	LUBBCT51	Production and Materials Management	5	4	3	25	75	100
33	V	CC14	LUBBCT52	Human Resources Management	5	4	3	25	75	100
34	V	CC15	LUBBCT53	Cost Accounting	6	4	3	25	75	100
35	V	CC16	LUBBCT54	Financial Management	6	5	3	25	75	100
36	V		LUBBDS51	Research Methodology						
30			LUBBDS52	Quantitative Techniques - II	4	4	3	25	75	100
37	V	SEC3	LUBBSE51	Body Language	_	_	_			465
	V	SEC3	LUBBSE52	Financial Market Business	2	2	2	25	50	100
38	V	GEC5	LUBBNM51	Management	2	2	2	25	75	100

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			LUBBSC51	Digital Marketing							
39	٧	SLC 4	LUBBSC52	Essentials of Spoken and Presentation Skill - II	-	2				100	
40	V	MOOC	-	-	-	-	-	-	-	-	
VI - Semester											
40	VI	CC17	LUBBCT61	Retail Management	5	4	3	25	75	100	
41	VI	CC18	LUBBCT62	Management Accounting	5	4	3	25	75	100	
42	VI	CC19	LUBBPJ61	PROJECT	5	4	-	50	50	100	
	VI	DSE2	LUBBDS61	Service Marketing	4	4	3	25	75	100	
43		DSE2	LUBBDS62	Advertising and Sales Promotion							
		DSE3	LUBBDS63	Business Trends							
44	VI	DSE3	LUBBDS64	Consumer Behaviour	4	3	3	25	75	100	
45	VI	DSE4	LUBBDS65	Subject for Competitive Examination (TNPSC)	3	3	3	25	75	100	
			DSE4	LUBBDS66	Personality Development						
46	VI	GEC6	LUBBNM61	Human Resources Management	2	2	2	25	75	100	
47	VI	SEC4	LUBBSE61	Leadership and Communication Skills	2	2	2	25	50	100	
		SEC4	LUBBSE62	Employability Skills							

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DEPARTMENT OF BUSINESS ADMINISTRATION – UG – CBCS – LOCF

Title of the Paper: வணிகக் கடிதங்கள் Semester : I Course Code: LUP1BB11 Contact Hours : 6hrs/w Credits : 3

எதிர் பார்க்கப்படும் விளைவுகள்:

இப்பாடத்தை பயின்ற மாணவர்கள்

- தகவல் தொடர்பு மற்றும் வணிகக் கடிதங்களை பற்றி தெரிந்து கொள்கிறார்கள்.
- தாங்களாகவே வணிகக் கடிதங்களை எழுதும் திறனாளிகளாவர்.
- தாங்களாக வேவிண்ணப்பக் கடிதங்களை எழுதி அதன் மூலம் வேலை பெறும் தகுதியுடையவர்களாக ஆகிறார்கள்.
- வங்கிகளுக்கும் காப்பீட்டு நிறுவனத்திற்கும் கடிதங்கள் எழுதும் திறமையுடையவர்களாக திகழ்கிறார்கள்.
- வணிக அறிக்கை தயாரிப்பதில் வல்லுநர்களாக உருவாக்கப்படுகிறூர்கள்.

பாடத்திட்டத்திற்கு தேவையான முன்னறிவு:

- ✓ வணிக தொடர்புகள் பற்றி அறிந்திருத்தல்.
- வணிக கடிதங்கள் பற்றி அறிந்திருத்தல்.
- சய விவரம் பொருள் அறிந்திருத்தல்.

அலகு 1: வணிகத் தொடர்பு பற்றிய அறிமுகம்

வணிகத் தகவல் தொடர்பு - பொருள் - இலக்கணம் - அடிப்படை கூறுகள் - வகைகள் - தடைகள் - வணிகக் கடிதத் தொடர்பு - பொருள் - பணிகள் - முக்கியத்துவம் - கட்டமைப்பு — நவீன செய்தித் தொடர்பு சாதனங்கள் - வணிகக் கடிதத் தொடர்பில் கணிப்பொறியின் பங்கு.

அலகு 2: வணிகக் கடிதங்கள்

வணிக விசாரணைக் கடிதங்கள் - ஆணையுறு கடிதங்கள் - மறுப்புக் கடிதங்கள் - ரத்துக் கடிதங்கள் - புகார் மற்றும் சரிக்கட்டல் கடிதங்கள் - வசூல் கடிதங்கள் - சுற்றுக்கைக் கடிதங்கள்.

அலகு 3: விண்ணப்பக் கடிதங்கள்

பொருள் - வகைகள் - விண்ணப்பக் கடிதத்தின் கட்டமைப்பு— விண்ணப்பக் கடிதத்தில் இருக்க வேண்டிய விண்ணப்ப கடிதத்தில் தவிர்க்க வேண்டியவர்கள் சுய விபரம் தயாரித்தல்.

அலகு 4: வங்கிக் கடிதம் மற்றும் காப்பீட்டுகடிதங்கள்

வங்கிக் கடிதங்கள் - பொருள் - வகைகள் - காப்பீட்டு கடிதங்கள் - பொருள் - காப்பீட்டின் அடிப்படைக் கூறுகள் -வகைகள்.

அலகு 5: வணிக அறிக்கை தயாரித்தல்

வணிக அறிக்கை—பொருள் - அடிப்படைக் கூறுகள் - வகைகள் - நன்மைகள் - நிகழ்ச்சிக் குறிப்பு—தீர்மானங்கள் - கூட்டங்களின் வகைகள்.

செய்முறை பயிற்சி:

கற்பவர்கள் கீழ்க்காணும் பயிற்சியை மேற்கொள்ளவேண்டப்படுகிறது

- வணிகத் தகவல் தொடர்பு முறைகளை அறிந்து, அதில் கணிப பொறியின் பங்கினை ஆய்வு செய்து அறிக்கை சமர்ப்பித்தல்.
- வணிகக் கடிதங்களின் கட்டமைப்பை அறிந்து, ஏதேனும் ஓர வணிக நிறுவனத்தில் உள்ள வணிக கடிதத்தின் மாதிரி படிவத்தை சமர்ப்பித்தல்.
- விண்ணப்பக் கடிதம் ஒன்றை தயார் செய்து, அதனுடன் உனது சுய விவரத்தைஎழுதிசமர்ப்பித்தல்.
- ஏதேனும் வணிக நிறுவனம் சென்று,அங்குள்ள வங்கி மற்றும் காப்பீட்டு நிறுவனத்திற்கு எழுதிய கடிதத்தை அறிந்து, அதன் மாதிரி கடிதம் ஒன்றை தயார் செய்து விளக்குதல்.
- வணிக அறிக்கை தயாரிப்பதை அறிந்து, ஒரு வணிக நிறுவனத்தின் வளர்ச்சிக்கான அறிக்கையை தயார் செய்து சமர்ப்பிக்கல்.

பரிந்துரைக்கப்பட்ட நூல்கள்:

i) பாடநூல்:

ஆ.அன்பழகன், S.ராமா். (2017). அலுவலக முறைகள். மதுரை: பெனிட் இந்தியா பப்ளிகேசன்.

ii)பார்வை நூல்கள்:

- 1. விக்ரம் பிசாண்ட் பிரியா. (2018). வியாபார தகவல் தொடர்பு. புதிய சர்வதேச வெளியீடு.
- 2. R.S.N.பிள்ளைபகவதி. (2016). நவீன வணிக கடித தொடர்பு. புது டில்லி: ளு.சந்த் ரூகம்பெனி பிரைவேட் லிமிடெட்.

- 3. R.K. Chopra. (2016). Office Management. Himalaya Publishing House.
- 4. Rajendra Paul. (2014). Business Communication.

iii) இணைய-ஆதாரங்கள்:

- 1. http://www.ddegjust.ac.in/studymaterial/mba/ep-105.pdf.
- 2. http://www.rapodar.pc.in/pdf/elearn/business\$20Communication%20semester%201%20notes.pdf
- 3. http://cbseacademic.nic.in/webmaterial/curriculum/vocationa/2018/studymaterialXIITypography&Comp.pdf.

DEPARTMENT OF ENGLISH - UG - CBCS-LOCF

Title of the Course: English Language Proficiency – I Semester: I
Course Code: LUP2EN11 Contact hours: 6hrs/w Credits: 3

Course Learning Outcomes:

On completion of the course, the students are able to

- recognize their own ability to improve their own competence in using the language
- > comprehend spoken form
- understand the importance of vocabulary in academic life
- write simple sentences without committing errors of spelling and grammar
- comprehend texts using the techniques such as skimming and scanning

Pre-required Knowledge:

- Skills of reading comprehension and interpretation
- Functional vocabulary
- Functional grammar

Unit I: Prose

- 1.Dand Miller Sadaker and Myra Pollack Sadaker: Multiple Intelligence and Emotional Intelligence
- 2. Swami Vivekananda: India's Message to the World

3. Robert Lynd : The Pleasures of Ignorance

4. Leo Tolstoy : The Three Questions

Unit II: Poetry

Rabindranath Tagore : Upagupta

2. Chinua Achebe : Refugee Mother and Child

3. D.H Lawrence : Don'ts4. Seamus Heaney : Digging

Unit III: Short Stories

Ruskin Bond
 The Eyes are not Here
 H.G. Wells
 The Empire of Ants
 A.A Milne
 Getting Married

Unit IV: Grammar

Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Conjunction, Interjection, Articles

Unit V: Conversation and Writing Skills

Every Day English Part – I

2. Paragraph Writing

Suggested Topics for Presentation:

- Importance of English in the wake of globalization
- Use of English in real life situations
- Objectives of reading short stories
- Presentation of memorable events in life
- Why should we read Prose text?
- Importance of grammar in the use of English
- Demonstration of situational conversation

Suggested Readings:

i)Text Book:

Wealth of English. Ed. Department of English, Saraswathi Narayanan College, Madurai. Harrows Publications, Madurai, 2022.

ii)Reference Books:

- 1. Radhakrisnapillai, G. *English Grammar and Composition*. Chennai: Emerald Publishers, 2002.
- 2. Murphy, Raymond. *Intermediate English Grammar*. New Delhi: Foundation Books, 2005.
- 3. Bose,M.N.K. Ed. *Better Communication in Writing*. Madras: New Century Book House (P) Ltd, 2004.

iii)Web Sources:

http://www.indiabix.com/verbal-ability/questionand-answers/

http://www.waylink-english.co.uk/?

https://www.englishclub.com/vocabulary/

https://biblonia.com/2019/12/28/reading-and-interpretation/

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – CBCS – LOCF

Title of the Paper: Principles of Management Semester: I
Course Code: LUBBCT11 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the concepts related to Management
- > implement planning and decision making
- analyze effective application of PPM knowledge to diagnose and solve organizational problems
- familiar with theories of motivation
- identify the principles of co-ordination

Pre-required knowledge:

- ✓ Division of work
- ✓ Authority and Responsibility
- ✓ Unity of Command

Unit- I: Introduction to Management concepts

Management – Definition – Importance – Nature – Scope and Functions – Principles of Management. Evolution of

Management Thoughts – Contributions of F.W.Taylor – Henry Fayol–Elton Mayo – Hawthorne Experiment.

Unit -II: Planning and Decision Making

Planning – Importance – Advantage – Steps in planning – Types of Plans –Management by Objectives (MBO) – Process – Merits – Limitations - Decision Making – Definition –Types of decision – Process of decision making.

Unit -III: Organisation

Organisation–Need for Organisation–Process–Organisational Structure–Line Functional, Line & Staff Organisation. Span of Management – Delegation – Centralisation and Decentralisation – Staffing – Nature & Purpose of Staffing.

Unit -IV: Directing and Motivation

Directing–Meaning-Importance-Principles–Leadership– Styles of Leadership – Qualities for effective leadership. Motivation – Theories of motivation –Maslow's need hierarchy theory, Herzberg's two factor theory and their comparison

Unit -V: Co-ordinating and Controlling

Co-ordinating – Need – Principles – Approaches to achieve effective Co-ordination. Controlling – Meaning – Elements and significance – Steps in control process – control techniques.

Suggested Topics / Practical Exercises:

The Learners are required to

- √ narrate the responsibilities of managers
- √ brief a business plan in their interested area
- √ analyze and understand the organizational needs
- discuss the traits of a successful leader
- ✓ co-ordinate the seminar conducted by the department
 Suggested Readings:

i) Text Books:

- 1. Gupta, C.B. (2017). Business Organization & Management, Sultan Chand & Sons.
- 2. Prasad.L.M. (2018). Principles of Management. Sultan Chand & Sons.

ii) Reference Books:

- DingarPagare. (2017). Business Management. Sulthan Chand & Sons.
- 2. Tripathi P.C. & P.N.Reddy.P.N. (2013). Principal of Management. TMH.
- 3. BhusanY.K.(2015). Business Organization and Management. Mc Graw Hill.
- 4. Koontzand.Donnel, O. (2015) Essentials of Management, Mc Graw Hill.
- 5. Ramasamy.T. (2017). Principles of Management. Macmillan India Ltd.

iii) Web Sources:

- 1. https://open.umn.edu > open text books > textbooks
- 2.https://books.askvenkat.org > principles-of-management.
- 3.https://www.pinterest.com > pin
- 4. http://www.microlinkcolleges.net > undergraduate

Title of the Paper: Financial Accounting

Semester: I

Course Code: LUBBCT12 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- define book keeping and accounting rules
- draw up a trial balance
- calculate the interest of different methods in hire purchase system
- understand the concept of bills
- ascertain the amount of depreciation by applying different methods

Pre-required knowledge:

- ✓ Need for Accounting system
- ✓ Double Entry System
- ✓ Methods of Payment

Unit -I: Introduction to accounting concepts

Basic accounting concepts and convention – Accounting equations – Meaning of accounting – Groups interested in accounting information – Journal, Ledger, Subsidiary books.

Unit -II: Trial balance

Trial balance – Final Accounts – (Simple Problems Only) – Bank reconciliation statement–Average due date – Account current.

Unit- III: Hire purchase

Hire purchase methods of calculation of interest –Entries in the books of hire purchaser and hire vendor Hire purchase trading account–Installment purchase–Entries in the books of purchaser and seller.

Unit- IV: Bills of Exchange

Bills of Exchange – Meaning – entries in the books of drawer and drawee – Dishonour–noting and protest-Renewal–Accommodation bill.

Unit -V: Depreciation

Depreciation accounting – Meaning - Advantages and disadvantages - Types of depreciation – straight line method - written down value method - sinking fund - annuity method.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ construct an imaginary subsidiary book
- ✓ learn the discrepancies between a pass book and cash book
- understand how installment method of payment differs from full cash settlement method
- ✓ the different types of bills in real life situations.
- ✓ solve a depreciation problem under various methods

Suggested Readings:

i) Text Books:

- 1. Thothadri, S and Nafeesa. S.(2017). Financial Accounting. Chennai: McGraw Hill Education.
- Reddy. T.S. & Dr. Murthy. A. (2017). Advanced Accountancy, Chennai: Margham Publications.

ii) Reference Books:

- 1. Jain, S.P. & Narang, K.L, (2018). Advanced Accountancy. Bangalore: Kalyani Publication.
- 2. Mukerjee and Hanif, (2016). Advanced Accounting Volume I. New Delhi: Tata McGraw Hill Company Ltd.
- Iyengar, S.P. (2016). Advanced Accounting Volume I. New Delhi: S. Chand & Sons
- 4. Shukla, R.L. Grewal, T.S. (2016). Advanced Accounting Vol I, New Delhi: Sultan, Chand & Sons.

iii) Web Sources:

- 1. https://www.freebookcentre.net > Financial-Accounting
- 2. https://corporatefinanceinstitute.com > resources > ebooks
- 3. https://icmai.in > Students > Inter-Paper5-Revised
- 4. https://open.umn.edu open text books > textbooks
- 5. https://www.fullonstudy.com financial-accounting-bo.
- 6. https://www.topfreebooks.org > free-accounting-books

DEPARTMENT OF ECONOMIC -UG-CBCS-LOCF ANCILLARY ECONOMICS FOR B.COM., B.COM.(CA) & BBA

Title of the Course: General Economics Semester: I
Course Code: LUECGE11 Contact Hours: 6hrs/w Credits: 5

Course Learning Outcomes

On completion of the course, the students are able to

- ✓ Gain knowledge on the different concepts of National Income generally appearing in newspaper.
- Understand the business environment in the context of inflation.

- ✓ Demonstrate the role of commercial banks and monetary policy in an economy.
- ✓ Put forth the arguments for and against free international trade and understand the idea of global trade resulting in disequilibrium in BoP's of various countries.
- ✓ Evaluate the working of International financial institutions in providing international finance.

Pre- required Knowledge

- Monetised and non-monetised economy.
- Privatisation: Meaning and its forms.
- Closed economy and open economy.

UNIT I: National Income

National Income: Meaning and various concepts – Methods of measurement of National Income – Difficulties in its measurement – National Income accounting - Uses of national income statistics.

UNIT II: Money

Money: Meaning and functions – Qualities of good money – Currency standard – Methods of note issue – Inflation: Meaning and types (only).

UNIT III: Banking and trade cycle

Commercial bank: Definition and functions – Central bank (Apex bank) – Definition and functions – Monetary policy: Meaning and objectives – Privatisation of commercial bank – Trade cycle: Meaning and its phases.

UNIT IV: Global Trade

Global trade: Meaning – Internal and International trade – Free trade Vs Protection – Balance of trade – Balance of Payments - Causes of disequilibrium – Measures to correct disequilibrium – WTO: Objectives and functions.

UNIT V: Global finance

Global finance: Meaning and objectives – IBRD – IMF – ADB – NDB – Globalisation of financial markets.

Suggested topics for group discussion/ Presentation

- Non- monetization affects the estimation of National Income.
- 2. Money is a medium of exchange.

- 3. Privatisation of commercial banks undermines the idea of social banking.
- 4. Foreign trade is an engine of economic growth.
- 5. SDR is the currency of IMF.

Suggested. Readings

i) Text Books

- 1. Sandeep Grag (2020), Introductory macro economics, Dhanpat Rai publications.
- 2. Jain.T.R (2019), money banking and financial market, VK Global publications pvt.Ltd.
- 3. Anders Grath (2018), international trade and Finance, Kogam, Page publications.

ii) Reference Books

- 1. Glenn Hubbard (2019), money, banking, and the financial system, pearson
- 2. Mithani D.M (2018), Money, banking, international trade and public finance, himalaya publications house, New Delhi.
- 3. William D.Gerdes, (2017), money and banking, Business expert press.
- 4. Gauri Diwan Khare (2016), self study Material for Economics, Notion press.
- 5. Seth M.L (2014), National income analysis, money and banking, Lakshmi narain Agarwal publications.

Web Sources

- https://www.investopedia.com/insights/what-is-money/
- 2. https://en.m.wikipedia.org/wiki/World_Bank
- 3. https://en.m.wikipedia.org/wiki/Business_cycle

PART IV – ENVIRONMENTAL STUDIES – UG – CBCS - LOCF

Title of the Paper: Environmental Studies Semester: I
Course Code: LUP4ES11 Contact hours: 2hrs/w Credit: 2

Learning Objectives:

✓ To study the basic concepts of environmental science.

- ✓ To study plant succession, methods of vegetation analysis, structure and functions of ecosystems.
- To understand the causes and consequences of various pollutions and gives an idea to the control measures.
- To understand the importance of biodiversity and conservation

Unit I:

Environment - Definition - Components of environment and types. Ecosystem and its types.

Unit II:

Global warming - Causes and consequences of global warming - global warming in Indian Context - Earth summit. Green house of uses and its effects, ozone depletion.

Unit III:

Deforestation: causes and impacts - Tree saving movement in India - Chipko movement - Apico movement - Sunderlal Bohuguna - Methapatkar, Afforestation.

Unit IV:

Radioactive pollution - Hiroshima & Nagasaki, 1945 - Chernobyl episode of 1986. Effects and control measures of Air pollution - Bhopal gas tragedy 1984. Acid rain and its impacts.

Unit V:

Water and Noise Pollution-causes, effects & control measures. Water scarcity and solutions to overcome. Road safety – Rules, Traffic Signals, Conduct of road safety awareness programme. Role of academic institutions and academicians and students in village adoption.

Learning Outcomes:

On completion of this course, the students will be able to

acquire knowledge on ecological factors and their interactions with ecosystem; types of soil erosion and methods of conservation.

- understand the series of events in the process of plant succession in wet and dry lands;
- recognize their significance of value of biodiversity and its conservation.

Text Book:

 Thangamani.I & Shymala - Thangamani, Environmental studies - Pranor Syndicate, Sivakasi, 2003.

Reference Books:

- Subramanyam, N.S. and Sambamuthy, A.V.S.S. Ecology, Narosa Publishing House, New Delhi, 2000.
- Krishnamoorthy, K.V. An advanced text book on Biodiversity. Oxford and IBH Publishing company Pvt, Ltd., New Delhi, 2004.
- 3. Rana, S.V.S. Essentials of Ecology and Environmental Science, Prentice Hall of India Pvt., Ltd., New Delhi, 2004.

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – CBCS – LOCF

Title of the Paper: அலுவலக மேலாண்மை Semester : II Course Code: LUP1BB21 Contact Hours: 6hrs/w Credits: 3

எதிர்பார்க்கப்படும் விளைவுகள்:

இப்பாடத்தை பயின்ற மாணவர்கள்

- அலுவலக அமைப்பு முறை மற்றும் நடை முறைகள் உருவாக்கும் தகுத ிபடைத்தவர்களாக ஆவார்கள்.
- கடிதங்களை கையாளுதல் மற்றும் பதிவேடுகளை பராமரித்தலில் வல்லுநர்களாக திகழ்வார்கள்.
- அலுவலகத்தில் கோப்பிடுதல் செய்தல் மற்றும் சுட்டகராதி குறிப்பிடுவதில் தகுதி படைத்தவர்களாக உருவெடுப்பார்கள்.
- அலுவலக இயந்தர சாதனங்கள் மற்றும் கனிப்பொறியை பயன்படுத்துவதில் சிறப்பு தகுதியுடன் ஜொலிப்பார்கள்.
- அலுவலக அறிக்கை தயாரிப்பதில் சிறந்த வல்லுநாகளாக உருவெடுப்பார்கள்.

20

பாடத்திட்டத்திற்குதேவையானமுன்னநிவு:

- ✓ அலுவலக மேலாண்மை கோட்பாடுகள்.
- ✓ ஆவணப்படுத்துதல்.
- ✓ அலுவலக நவீன இயந்திரங்களின் பயன்பாடு.

அலகு -1: அலுவலகமேலாண்மை

பொருள் - இலக்கணம் -அலுவலகத்தின் அமைப்பு முறைகள். நவீன அலுவலகம்: இலக்கணம் - செயல்பாடுகள் மற்றும் முக்கியத்துவம் - அலுவலகமேலாண்மைற்றும் அமைப்புமுறை-அலுவலகமுறைகள் மற்றும் நடைமுறைகள் - அலுவலக இடவசதிமற்றும் அமைப்புத் திட்டம் - பணிக்கேற்ற சூழ்நிலை-பணியைஎளிமையாக்குகல்.

அலகு- 2: கடிதப் போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தல்

தபால்களைக் கையாளுதல் - தபால் துறையை அமைத்தல் -மையப்படுத்தப்பட்ட அஞ்சல் பணி-உள்வரும் மற்றும் வெளிச் செல்லும் கடிதங்களை கையாளுதல் - அலுவலகப் பதிவேடுகள் பராமரித்தல் - படிவக் கட்டுப்பாடு-தொடர் எழுது பொருள்.

அலகு- 3: கோப்பிடுதல்

பொருள் - நல்ல கோப்பீட்டு முறையின் முக்கிய அம்சங்கள் -வகைப்படுத்துதல் - வரிசைப்படுத்துதல் - கோப்பீட்டு முறைகள் -மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை. சுட்டகராதி: பொருள் - சுட்டகராதியின் பல்வேறு வகைகள்.

அலகு- 4: அலுவலக இயந்திரங்களும், சாதனங்களும்

பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களைத் தேர்ந்தெடுப்பதற்கான அடிப்படை கோட்பாடுகள்-கணிப் பொறி மற்றும் புள்ளி விவரங்களை தொகுத்தளிக்கும் இயந்திரம் - அலுவலக இயந்திரங்களின் வகைகள்.

அலகு -5: அலுவலகஅறிக்கைகள்

பொருள் - முக்கியத்துவம் - வகைகள் - அறிக்கைகளின் அமைப்புமற்றும் செயலாக்கம்.

செய்முரைபயிற்சி:

கற்பவர்கள் கீழ்க்காணும் பயிற்சியை மேற்கொள்ள வேண்டப்படுகிறது

- ✓ அலுவலக அமைப்பு முறைகளை படம் வரைந்து விளக்கவும்.
- அருகாமையில் உள்ள அலுவலகத்தில் நடைமுறையில் உள்ள கடித போக்குவரத்தை பற்றியும் பதிவேடுகள் பராமரித்தல் பற்றியும் அறிந்து அறிக்கை சமர்ப்பித்தல்.
- அலுவலக கோப்பீட்டு முறைகள் மற்றும் சுட்டகராதி முறைகள் பற்றி விவரி.

- அலுவலகத்தில் உள்ள பல்வேறு இயந்திர வகைகள் பற்றியும், கணிப்பொறி பற்றியும் அறிந்து அறிக்கை சமர்ப்பித்தல்.
- வுணிக அறிக்கை தயாரிப்பதை அறிந்து, ஒரு வணிக நிறுவனத்தின் வளர்ச்சிக்கான அறிக்கையை தயார் செய்து சமர்ப்பித்தல்.

பரிந்துரைக்கப்பட்ட நூல்கள்:

i)பாடநூல்கள்:

- 1. ஏ.ராதா. (2017). அலுவலக மேலாண்மை. சென்னை: பிரச்சன்னா பப்ளிகேன்ஸ்.
- 2. டேமுருகேசன், ஏ. மனோகர். (2012). அலுவலக முறைகள். விருதுநகர்: ஆ.ஆபதிப்பகம்.
- 3. ஆ.அன்பழகன்,ளு.ராமா்.(2017).அலுவலக முறைகள். மதுரை: பெனிட் இந்தியா பப்ளிகேசன்.

іі)பார்வை நூல்கள்:

- 1. எஸ்.எம்.சுந்தரம். (2017).அலுவலக மேலாண்மை. காரைக்குடி: மரீமீனாட்சி பப்ளிகேஷன்ஸ்.
- Kathiresan, Dr.Radha, (2017) Office Management. Chennai: Prasana Publisher.
- 3. R.S.N. Pillai &Bhagavathi,(2017) Office Management.New Delhi: S.Chand.

iii) இணைய-ஆதாரங்கள்:

- https://beasthackerz.ru/ta/wi-fi-lokalnaya-set/osnovnyefunkcii-sovremennoi-sistemy-ofisnoi-avtomatizacii.html
- 2. http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office Management-TM2.pdf
- 3. 3.http://cbseacademic.nic.in/web_material/Curriculam/Vocational/2018/Study_Material_XII_Typograhpy_&_Comp.PDF

Department of English - UG - CBCS-LOCF

Title of the Course: English Language Proficiency II Semester: II
Course Code: LUP2EN21 Contact Hours:6hrs/w Credits: 3

Course Learning Outcomes:

On completion to the course the students are able to

- read and understand texts of different genres
- summarise a piece of prose and poetry

22

- achieve conversational skills through the study of plays
- cultivate creative skill in writing
- use language for speaking and writing with confidence in an intelligible and acceptable manner.

Pre-required Knowledge:

- Comprehend reading text and respond to tasks.
- ✓ Formation of new words.
- ✓ Functional Grammar

Unit: I-Prose

Issac Bashevis Singer - Menasch's Dream Mohandas K. Gandhi - What is Swaraj

Jesse Owens - My Greatest Olympic Prize
C.P. Snow - Hardy and Ramanujan

Unit: II-Poetry

Rudyard Kipling - If

DilipChitre - Father Returning Home

Robert Frost - Road not Taken
P.B. Shelley - Ozymandias

Unit: III-One Act Play and Excerpt from Play

Anton Chekhov - A Marriage Proposal Eugene O'Neill - Before Break Fast

Shakespeare - The Trial scene from, The Merchant

of Venice

Unit: IV-Grammar

Word Formation

Tenses

Question tags

Unit: V -Conversational and Writing Skills

Every day English Part - II

Report Writing

Letter Writing (Formal)

Suggested Topics for Presentation:

- ✓ Situational uses of present perfect tense
- Demonstrate conversations in official situations.
- ✓ English for survival
- ✓ Importance of English speaking skill in everyday life
- ✓ Advantages of studying poetry

Suggested Readings:

i) Text Book:

 Wealth of English..Ed. Department of English, Saraswathi Narayanan College. Harrows Publications, Madurai, 2022.

ii) Reference Books:

- Kirshnamurthy C.N. & Ashwini Raman. Advanced Grammar and Composition. New Century Book House (P) Ltd, 2010.
- 2. Baskaran V.H. *English Composition Made Easy.* Shakespeare Publication, 2013.
- 3. Raymond, Murphy. *Intermediate English Grammar*. New Delhi: Foundation Books, 2005

iii) Web Sources:

- https://www.englishgrammar.org/word-formationexercise/
- https://byjus.com/govt-exam/tenses-exercise-questionanswers/
- https://www.englishgrammar.org/question-tag-exercise-4/
- 4. https://www.learncbse.in/report-writing-class-12/
- 5. https://digiandme.com/formal-letter-writing-topics/

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – CBCS – LOCF

Title of the Paper: Business Environment Semester: II
Course Code: LUBBCT21 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the concept of micro and macro environment
- know the impact of culture on business environment
- gain knowledge about social responsibilities of a business
- be familiar with recent industrial licensing policy
- describe the main elements of mixed economy

Pre-required knowledge:

- ✓ External factors
- ✓ Social responsibilities
- ✓ Regulations on business

Unit -I: Introduction to Business environment

Business environment Meaning – various environments affecting Business–social economic, political, legal, culture, competitive, demographic, technological and international environment.

Unit -II: Business and culture

Business and culture: Culture – elements of culture – impact of foreign culture traditional values and its impact – change and resistance to change – castes and communities – linguistics religious groups – join family system.

Unit- III: Business and society

Business and society: Social responsibilities of Business – responsibilities to share holders, customer – community – the government – Business Ethics–population–demographic pattern changes–standard of living–urbanization–migration.

Unit -IV: Business and Government

Business and Government: State regulations on business – industrial licensing policy – technology – indigenous technology – import of technology – impact of technological changes in business.

Unit -V: Economic system

Economic system: Socialism – capitalism – mixed economy – their impact of business–public sector, private sector, joint sector - objectives, growth, achievements and failures of public sector in India.

Suggested Topics / Practical Exercises:

The Learners are required to

- differentiate controllable factors and uncontrollable factors in a business
- ✓ list down the factors influencing a business
- √ discuss the corporate social responsibility of top 5 companies in India
- ✓ learn the implementation of industrial policy
- ✓ analyse the reasons for failure of HPF in Ooty

Suggested Readings:

i) Text Books:

- 1. Francis Cherrunilam,(2018). Business Environment. New Delhi Himalaya Publications House.
- Shaikh. (2016). Business Environment, New Delhi. Pearson's Publications.

ii) Reference Books:

- Sundaram and Black. (2015). Business Environment, New Delhi: Prentice Hall of India,
- 2. Aswathapa, K.(2017). Essentials of Business Environment, Mumbai: Himalaya Publishing House.
- 3. Dhar P.K. (2015). Business Environment. New Delhi :Kalyani Publications.
- 4. Ashwathappa, K. (2015). Essentials of Business Environment. New Delhi: Himalaya Publishing House.
- 5. Sankaran, S. (2016). Business Environment, Policy & Strategic Management. Margam Publication.

iii) Web Sources:

- 1. http://www.ddegjust.ac.in > studymaterial > mcom
- https://www.freebookcentre.net > Business-Environment.
- 3. https://books.askvenkat.org > business-environment-bo...
- 4. https://examupdates.in > Books
- 5. https://www.pinterest.com > pin

Title of the Paper: Entrepreneurial Development Semester: II
Course Code: LUBBCT22 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- become a good entrepreneur.
- identify the project and its appraisal methods
- identify the various institutional support to the entrepreneur.
- aware of industrial sickness
- prepare the project reports and problems faced by women entrepreneurs.

Pre-required knowledge:

- ✓ Meaning of Economic development
- ✓ Problems of entrepreneurs
- ✓ Business ideas

Unit- I: Introduction to Entrepreneurship

Entrepreneurship – Concepts – types and functions of entrepreneurs–Entrepreneurial Development in India – Role of entrepreneurs in economic development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development Programme – influence of environmental factors–Training and development of entrepreneurs.

Unit -II: Project Formulation

Business ideas – Project identification and formulation – classification of project feasibility studies – project appraisal methods – project design – network analysis Financial analysis.

Unit- III: Institutions and development

Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAYE, KVIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau – incentives and subsides to entrepreneurs and commercial banks in financing entrepreneurs.

Unit -IV: Starts Ups and SSI

Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI – incentives and concessions for SSI units – sickness in SSI – causes and remedies.

Unit -V: Problems and prospects

Problems and prospects of entrepreneurs – Developing women and rural entrepreneurs – entrepreneurs' motivation.

Suggested Topics / Practical Exercises:

The Learners are required to

- √ list the various factors affecting entrepreneurial growth
- √ draw a project appraisal for a new business concern
- √ name any two financial institutions supporting entrepreneurs to grow in Tamilnadu
- visit sick industries and list down the reasons for their sickness
- explain the steps to overcome the problems faced by women entrepreneur

Suggested Readings:

i) Text Books:

- Gupta, C.B., and Srinivasan, N.P. (2020). Entrepreneurial Development. Sultan Chand &Sons.
- 2. Dr. Arul. K & Dr. Subanginidevi .A, (2019). Entrepreneurship Development. Shanlax Publication.

ii) Reference Books:

- 1. Vasanth Desai,.(2007). Organisation and Management of small industries. Himalaya Publishing House.
- 2. Saravanavel, P. (2012). Entrepreneurship Development, Chennai : ESS PEE Kay Publishing House.
- 3. Rao, T.V. and Udaipareek. (2015). Developing Entrepreneurship. S. Chand Publishing.

- 4. Khandha. (2006). Entrepreneurial Development. S. Chand Publishing.
- 5. Dr., Palanivel. V.R. (2012). Entrepreneurial Development. Mumbai: Himalaya Publishing House.

iii) Web Sources:

- 1. https://www.freebookcentre.net > Entrepreneurial-Devel.
- 2. https://www.freebookcentre.net>Business> Entrepreneur
- https://books.askvenkat.org > entrepreneurshipdevelopment
- 4. https://easyengineering.net > entrepreneurship-develop.
- http://depintegraluniversity.in > userfiles > Entrepreneur

Title of the Paper: Interview Skills Semester: II
Course Code: LUBBSC21 Contact Hours: 0 Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- prepare for an interview
- identify appropriate verbal and non-verbal communication skills
- know pre and post interview behaviour
- gain knowledge about various types of interview
- be well versed with modern methods of interview like video conferencing

Pre-required knowledge

- ✓ Conduct a mock interview
- ✓ study the attitude of the interviewer
- √ video conferencing interview

Unit -I: INTRODUCTION

Interviews -A concept of mutuality, Getting update with current affairs, How to prepare bio data-preparation before interview.

Unit -II:GROOMING

Grooming for interview -Tips to make interview successful – Mock Interviews.

Unit -III: SKILLS

Interview - skills, analyzing behaviour, Listening skills, presentation skills, Levels of interviewing-Pre and post interview behaviour.

Unit-IV: TYPES

Interview types, selection - interview, appraisal interview, negotiating interview, counselling, interview.

Unit- V: MODERN METHODS

Tele - communication interview. Latest methods of interview like video conferencing.

Suggested Topics / Practical Exercises:

The Learners are required to

- know the interview questions according to job requirement.
- practice themselves with interview skills.
- experience with mock interview.
- improve the interview skills.
- assess the knowledge of behavior

Suggested Readings:

i) Text Book:

1.SudhirAndrews . (2019) How to succeed at interview.

ii) Reference Books:

- 1.Leslie Rae . (2017) Skills for interviewing Leslie Rae
- 2.Bills Scott : Skills for communicating Bills Scott

iii) Web Sources:

- 1.https://ccsuniversity.ac.in > bridge-library > magzine
- 2.http://www.free-management-ebooks.com > news > inte..
- 3. https://hvtc.edu.vn > Portals > files > 635841499837...
- 4. https://www.e-booksdirectory.com > details > ebook=10
- 5. https://www.mau.com > career-tips > interview-tips-and..

Title of the Paper: Sales and Distribution Management Semester: II
Course Code: LUBBSC22 Contact Hours: Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- identify the various career paths available to professional salespersons
- do strategies for successful time management and organization in selling.
- analyse and define strategies for expanding customer relationships.
- examine the impact of advertisement in promotion of sales
- evaluate the performance of consumer forum in India

Pre-required knowledge:

- ✓ Role play of a sales person
- ✓ Promotional methods
- ✓ Advertising and their importance

Unit -I:Sales Management

Organization of sales management – Recruitment of sales force – Training of sale quota.

Unit- II: Managing The Sales Force

Performance Evaluation of Sales Force – Compensation of sales force.

Unit- III: Distribution Management

Distribution management: Members of Distribution channels, stockist, wholesaler, retailer, dealer, appointment of dealers and other members, role of channel members in promoting sales.

Unit- IV: Legal Aspects

Legal aspects in sales management, Sales tax, pricing structure.

Unit- V: Warehousing

Warehousing: Locations and Functions.

Suggested Topics / Practical Exercises:

The Learners are required to

- √ discuss the traits required for a sales person
- ✓ as a trainee, what will be your requirement before training

- ✓ narrate the sale promotional steps taken by business units nearby your locality.
- ✓ select a suitable advertisement system in your proposed business
- ✓ describe the functions of any two consumer forum in Tamilnadu.

Suggested Readings:

i) Text Book:

1. Ramachandran .S.(2017) Field Sales Management)

ii) Reference Books:

- Richard Still, W D Cundiff (2019) Sales Management. Richard Stil

 – Prentice Hall
- 2. New Gardner(2019) Field Sales Manager.
- Smykay, Lalond.(2015) Physical Distribution Management.
- 4. Wanworth Ed., R.L. (2016) Physical Distribution Management.
- 5. Mossman and Norton (2009)Logistics of Distribution Systems Mossman and Norton.

iii) Web Sources:

- 1. https://www.kopykitab.com > Sales-And-Distribution-M...
- 2. https://kupdf.net > download > sales-and-distribution-m...
- 3. https://www.ebooks.com > en-us > book > pingali-venu...
- 4. https://hub.docker.com > isphoquarki > sales-and-distri...
- 5. https://w5.asttruscy.site > ...

DEPARTMENT OF ECONOMIC -UG-CBCS-LOCF ANCILLARY ECONOMICS FOR B.COM., B.COM.(CA) & BBA

Title of the Course: Managerial Economics Semester: II
Course Code: LUECGE21 Contact Hours: 6hrs/w Credits: 5

Course Learning Outcomes

On completion of the course, the students are able to

 Understand the relevance of economics in business related decision making.

- Competently conduct the marketing survey through the knowledge acquired through demand analysis.
- ✓ Forecast the demand for a product.
- ✓ Illustrate the methods of pricing a product or a service.
- ✓ Prepare a project report through their understanding on Break- even analysis and profit forecasting.

Pre- required Knowledge

- Marginal concepts, Time value and Time lag.
- > Time series data, sample survey, complete enumeration
- Linear and non-linear functions.

UNIT I: Managerial Economics: Fundamentals

Managerial economics: Definition, Nature and scope – Fundamental concepts: Incremental, Times perspective, Discounting, Opportunity cost and equi- marginal principle – Role and Responsibilities of Managerial economists – Objectives of a modern business firm.

UNIT II: Demand Analysis

Demand: Meaning and Determinants, Law of demand – Demand function – Elasticity of demand – Types of elasticity of demand: Price elasticity, income elasticity and cross elasticity of demand – Uses of elasticity of demand.

UNIT III: Demand Forecasting

Meaning – Factors involved in forecasting – Importance – Methods of forecasting demand for an established product and a new product.

UNIT IV: Price Analysis

Price determination under various markets – Perfect competition, Monopoly, Monopolistic Competition, Bilateral monopoly – Oligopoly (features only) – Pricing policies – Pricing methods for the existing and new products.

UNIT V: Profit Analysis

Profit: Meaning – Accounting Profit and Economic Profit – Profit planning – Break- Even analysis – Concepts, Uses and limitations – Profit forecasting: Meaning and methods.

Suggested topics for group discussion/ Presentation

- Managerial economics is also treated as applied microeconomics.
- The concept of cross elasticity of demand plays a key role in pricing decisions.

- Delphi method of demand forecasting is an opinion poll method.
- Equilibrium price under Bilateral monopoly is indeterminate.
- 5. Economic profit differs from Accounting profit.

Suggested. Readings

i) Text Books

- 1. Jain T.R. and Sanjeet Singh (2020), Managerial Economics, Global Publication, Pvt. Ltd.
- Craig Petersen (2018), Managerial Economics, Pearson Books.
- 3. Christopher R. Thomas (2016), Managerial Economics MCGraw Hill Education.

ii) Reference Books

- Dominick Salvatore (2013), Managerial Economics, Oxford University Press.
- 2. Stephen E.Erfle (2011), Managerial Economics, Pearson Education.
- 3. Paul. A. Keal (2013), Managerial Economics And Business Strategy, Pearson Education.
- Nick Wilkinson (2010), Managerial Economics: Problem
 Solving In a Disibal World, Cambridge University Press.
- Charles Maurice (2010), Managerial Economics MCGraw Hill.

Web Sources

- 1. https://en.m.wikipedia.org/wiki/Managerial_economics
- 2. https://en.m.wikipedia.org/wiki/Demand
- 3. https://en.m.wikipedia.org/wiki/Perfect_competition

PART IV - VALUE EDUCATION - UG - CBCS - LOCF

Title of the Course: Value Education Semester: II
Subject Code: LUP4VE21 Contact Hours: 2hrs/w Credit: 2

Unit I: Education Theories

- Gandhi
- Tagore
- 3. Aristotle

Unit II: Values of Religion and Society

- Religious Values and ideologies
- 2. Religious Values and Social functions
- 3. Impact of Religious values

Unit III: Professional Values and role of Social institutions in value formation

- 1. Meaning of Professional value
- 2. Basic concept of Values
- 3. Value formation through social institutions

Unit IV: Constitutional values and Fundamental Rights

- Objectives of Constitution value
- 2. Significance of fundamental rights
- 3. Characteristics of Fundamental rights

Unit V: Directive Principles of State Policy and Fundamental Duties

- 1. Features and Directive Principles of State Policy
- 2. Classification of Directive Principles
- 3. Importance of Fundamental duties

Learning Outcomes:

On completion of this course, Students will be able to

- know the educational theories of Gandhi, Tagore and Nehru.
- interpret the religious values
- understand the Professional values
- > discuss the value of fundamental rights.
- > explain the directions of constitution to state government.

Suggested Topics:

- 1. Religious Values
- 2. Gandaian Principles
- 3. Professional Values
- 4. Constitutional Values

5. Directive Principles of State Policy

Text Books:

- 1. Subramanyan.K, Value Education, Ram Publication, Madurai (selected chapters) 1990.
- Kapur. A,Cand Misra K.K, Select Constitutions, S. Chand and Co., New Delhi, 1975.

Reference Books:

- 1. K.G.S. Ramanan, Value Education, New Century Book House, Chennai, 2016.
- R.C.Agarwal, Constitutional Development and National Movement of India.
- 3. M. Laxmikanth, Indian Polity, Tata Mc Graw Hill, New Delhi, 2011.

Web Sources:

- 1. https://www.iberdrola.com
- 2. https://www.edb.gov.hk
- 3. https://www.index.com

DEPARTMENT OF NSS - PART - V

Title of Course: NSS – Ideals and Approaches Semester: II
Course Code: LUP5NS21 Contact Hours: 1hrs/w Credits: 1

Course Learning Outcomes:

On completion of the course, the students are able to

- > understand the community in which they live.
- be confident of executing responsibilities for the betterment of the community.
- acquire leadership qualities and democratic attitude.
- develop capacity to meet emergencies and disasters.
- understand historical, geographical, and social significance of adopted village.

Pre-required Knowledge

- ✓ History and Growth of NSS
- ✓ Objective and role of NSS volunteers

- ✓ Social issues
- ✓ Disaster management

Unit I: Basic concepts of NSS

- 1. Aims and Objectives of NSS
- 2. History and Philosophy of NSS
- 3. Motto, Symbol, NSS song and Badge of NSS
- 4. Gandhian Principles.

Unit II: Administrative Structure of NSS and Volunteerism

- Organizational structure of NSS at National Level, State Level
- 2. University Level, Institution Level and Unit Level
- 3. Enrolment of NSS Volunteers Programme Officers
- 4. Role of NSS Volunteers in Swatch Bharat Abhiyan and Digital India

Unit III: Programmes and Regular Activities

- 1. Awareness programmes on AIDS/HIV, Legal awareness, First-aid, Career guidance, Cyber Crime and Anti-Ragging.
- 2. Concept of Regular Activities, Traffic regulation, Working with Police Commissioner's Office, Working with Corporation of Madurai, Working with Health Department, Blind assistance & Blood Donation
- 3. Personality Development (Leadership, Communication Skill, Interpersonal Relations, Cultural Performance)
- 4. Morality values and patriotism the citizen should possess

Unit IV: Community Development and Addressing the Social Issues

- Women Empowerment, Human Right Education Communal Harmony
- 2. Entrepreneurship development Entrepreneurial skillsgovernment self-employment schemes
- Rainwater harvesting Issues with plastics and Preserve natural resources
- National Integration and RTI

Unit V: Village Adoption & Disasters Management

- Planning and Preparation of Camping Activities, Conducting Survey
- Medical and Veterinary Camp, Literacy Camp, Plantation and Immunisation
- Introduction to Disasters Management, classification of Disasters
- 4. Role of Volunteers in Disasters Management

SUGGESTED TOPICS FOR GROUP DISCUSSION / PRESENTATION

- 1. History and Growth of NSS
- 2. Role of NSS Volunteers
- Blood Donation
- 4. RTI
- 5. Classification of Disasters

Suggested Readings:

i) Text Book

<u>Training of Trainers in National Service Scheme Book, Dr. P. Ramachandra Rao and R.D. Sampath Kumar.</u>

ii) Reference Books:

- Department of Youth affairs and Sports, Indian youth in perspective, Govt. of India, New Delhi.
- 2. NSS Manuals and Reports.

iii) Web Sources:

- 1. http://nss.nic.in/speccamp.asp
- National Service Scheme—NIT Calicut Chapter Retrieved 2012-08-01.
- <u>A National Service Scheme P.G.D.A.V College,</u> <u>University of Delhi</u> NSS P.G.D.A.V College, University of Delhi,
- 4. http://www.thebetterindia.com/140national-service-scheme-nss/

DEPARTMENT OF PHYSICAL EDUCATION— UG – CBCS-LOCF

PART - V

Title of the Paper: Physical Education Semester: II
Course Code: LUP5PE21 Credit: 1

Course learning out comes:

On completion of the course, the students are able to:

- Value the knowledge to preserve community health and well being
- Compare the relationship between general education and physical education
- Lay -out and mark the dimensions of the play court
- Will develop skills to establish daily caloric requirement and to design the balance diet plan
- Understand and prepare weight management plans

Pre-Required knowledge:

- ✓ Basic rules of cricket game
- ✓ Definition and proper steps of Suriya Namaskar
- ✓ Health Awareness concept of present scenario

Unit 1:

Physical Education-Meaning and Definition, Basic Rules of Games- Football- Kabaddi – Volleyball

Unit II:

Organization and Administration of Intramurals-Tournament- Sports meet-Olympics

Unit III:

Yoga- Asanas- Pranayama- Meditation- Relaxation Techniques

Unit IV:

Food and Nutrition, Drug addiction, Alcoholism, Smoking-Cleanliness, Personal Hygiene.

Unit V:

First Aid, Life Style Disorders- Obesity, Diabetes, Body Mass Index

Suggested topics for Group Discussion / Presentation

- Physical Education is Health Education
- Recent inclusions in Olympics'
- 3. Yoga for Mental healthiness
- 4. Synthetic Protein supplements
- 5. RICE method of injuries

Text Books:

- Dr.T..Krishnammal, Physical and Health Education.
- 2. Dr. K. Chandrasekar, Sound Health through Yoga.

Reference Books:

- 1. C. Sathiyanesan, Hand book of Physical Education.
- 2. R.G. Goel, Encyclopedia of sports and games.
- Dr. T.Ravichandran, Practical Yoga.

Web Sources:

www.swayamprabha.gov.in

www.e-yantra.org

www.vlabs.co.in

www.fossee.in

DEPARTMENT OF PHYSICAL EDUCATION- UG CBCS-LOCF PART IV

Title of the paper: YOGA Semester: II
Course Code: LUP4YA21 Contact Hours: 1hrs/w Credits: 1

Course Learning Outcomes:

On completion of the course, the students are able to

- ✓ spread the message of positive health as taught in Yoga to people in asystematic and scientific manner.
- ✓ provide a proper perspective and insight into various aspects of Yoga education to the trainees.

Pre-Required Knowledge:

- ✓ Foundations of Yoga: History, Evolution of Yoga and Schools of Yoga
- ✓ Basic Yoga Texts: Principal Upanishads Bhagavad Gita, Yoga Vasishtha
- ✓ Patanjala Yoga Sutra
- ✓ Applications of Yoga

Unit-I: NEEDSOF YOGA

Yoga -need of the hour, concept of Yoga, Definition of Yoga, Basics of Yoga, Stress & yoga, yoga for emotion culture, the science of happiness. Yoga in education, Yoga & personality

UNIT: II YOGA AND HEALTH

Yoga and Health (Definition of Health, Guidelines for Health in Yoga) – Health Related Fitness and Yoga – Yoga and Aging - Yoga for Handicapped people – Yoga as a remedy for addictions – Yoga and Social problems

UNIT III: NUTRITION AND DIETETICS

Introduction to Nutrition and Dietetics – Diet and Digestion – Balanced Diet: Carbohydrates, fats, proteins, vitamins, and minerals. Yogic Diet: Sattvik, Rajasik, Tamasik. Diet and Diseases: Hypertension, Diabetes, Arthritis, Ulcerative, Colitis, Peptic Ulcer, Constipation, and Obesity.

Unit - IV: ASANAS

- 1. Ardha-Padmasana [virasana] 2. Ardha-Halasana
- 3. Pavana-Muktasana 4. Naukasana 5. Ardha-shalabhasana
- 6. Shalabhasana 7. Makarasana 8. Bhujangasana
- Dhanurasana 10.Vakrasana 11.Chakrasana
- 12.Paschimottanasana 13.Ugrasana 14.Gomukhasana
- 15.Padmasana 16.Siddhasana 17.Bhadrasana
- 18. Swastikkasana 19. Vajrasana 20. Supta-Vajrasana
- 21.Yoga-Mudra.

Unit – V: MUDRAS, PRANAYAMAS AND MEDITATION

(i) MUDRA

- 1.Brahma-Mudra 2.Simha-Mudra 3.Shanmugi Mudra
- 4. Viparithakarani-Mudra 5. Ashwsini-Mudra
- Suriyanamaskar

(ii) PRANAYAMAS

- 1.Nadi-Shuddhi 2.Nadi-Shodhana 3.Suryabhadana 4. Ujjayi 5. Bhastrika Pranayama 6. Bhramari Pranayama 7. Sitkari 8. Sitali
- (iii) MEDITATION 1. Silent Meditation 2. Mantra Meditation SUGGESTED TOPICS FOR GROUP DISCUSSION / PRESENTATIONS

Concept of Yoga

Yoga and Health

Introduction to Nutrition and Dietetics

Ardha-Padmasana [virasana],.Ardha-Halasana

Viparithakarani-Mudra

Suggested Readings:

Text Books:

- Yoga Practice I The World Community Service Centre

 Vethathiri Publications, Erode, 1st Ed 2009, 4 th
 Edition 2012
- 2. Mind, Vethathiri maharishi, Vethathiri publication, Erode, 1st Ed 1999
- 3. Simplified Physical Exercises Vethathiri Maharishi, 1st Edition, 1977, 44th Edition,2015, Vethathiri Publications.
- 4. Yoga for Modern Age Vethathiri Maharishi, 1st Edition 1972, 19th Edition Oct. 2015 Vethathiri Publications.
- 5. Body, Life force and Mind :Vethathiri Maharishi Ist Edition 2006, 2nd Edition May 2006 Vethathiri publications.

References Books:

 Asanas - Swami Kuvalayananda. Kaivalyadhama. Lonavla

- Pranayama Swami Kuvalayan and a Kaivalyadhama. Lonayla
- Abstracts And Bibliography Of Articles On Yoga -Edited By
- Dr.M.V.Bhole, From Kaivalyadhama Kaivalyadhama. Lonavla
- 5. Suiyanamaskar By Dr. P. Mariayyah, Jaya Publishing House,
- 6. Perunthurai, Erode.
- Sound Health Through Yoga By Dr. K. Chandrasekaran, Prem
- 8. Kalyan Publications, Sedapatti, 1999.

Web Sources:

- https://www.youtube.com/watch?v=RJ44olxWiYI
- 2. https://www.youtube.com/watch?v=149lac5fmoE
- 3. https://www.youtube.com/watch?v=149lac5fmoE
- 4. https://www.youtube.com/watch?v=7ixtTgiVYzw
- 5. https://www.youtube.com/watch?v=lgzsuYggK5c
- 6. https://www.youtube.com/watch?v=nHnjxzMCMGg

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

Part - V

Title of the paper: Basics of Library and Information

Science

Course code: LUP5LS21 Contact Hours: 1hrs/w Credit: 1

Course Learning Outcomes:

On completion of the course, the students will be able to

- Trace the History of Libraries.
- Classify information Sources.
- Follow the modern trends in the field of library science.
- Appreciate the value of books and other reading materials.

Semester: II

 Understand the importance of libraries in the modern society.

Pre required knowledge:

- Interest Reading.
- Basic computer knowledge to access internet.
- Basic ideas of Purushartha

Unit I - Evolution of Libraries

Evolution of writing – (Cuneiform – Hieroglyphics – Indus scripts – Tamil scripts (Tamil- Grantham – Vatteluthu)) – Evolution of writing materials – (Stones – Clay Tablets – Papyrus – Birch bark – Palm leaves – Paper) – Evolution of Libraries - Ashurbanipal library (Clay Tablets) – Library of Alexandria (Papyrus) – Government oriental manuscript library, Chennai.

Unit II - Modern Library System:

Public Libraries Academic Libraries, (School, College, University) –Research Libraries – Information Sources (Primary, Secondary and Tertiary).

Unit III - Knowledge Organisation:

Traditional Indian – Purushartha (Dharma, Artha, Kama and Moksha) – Modern Western – Dewey's Decimal classification – Modern Indian – Ranganathan's colon classification - Need for cataloging – OPAC.

Unit IV - Modern Trends:

Open Access – National Digital Library of India (NDL) – Open Library – Project Gutenberg – World Digital Library – Project Madurai – Google Books – Chennai Noolagam – Tamil Digital Library – DOAJ.

Unit V – Library and Society:

Library and Education (Formal and Non Formal) – Library legislation (Tamil Nadu Library act, Delivery of Books act) – Library and Democracy (Informed Citizens) – Connemara Public Library, Chennai - Saraswathi Mahal Library, Thanjavur.

Suggested Topic for Group Discussion and Presentation:

- Deciphering ancient scripts.
- Importance of School Libraries.
- Web OPACs.
- Digitalizingrare Tamil Books.
- Impact of Social medias on reading habit.

Text book:

Ranganathan, S.R,Library manual, Asia Publishing house, New Delhi, 1964.

References Books:

- Krishnakumar, Reference service, Vani educational books, New Delhi, 1978.
- Krishnakumar, Theory of Classification, Vikas Publishing house, New Delhi, 1993

Websites and e-Learning Sources:

- ➤ IGNOU CLIS –Study materials. http://www.ignouhelp.in/ignou-clis-study-material
- Manomaniam Sundaram University CLIS Study Materials. https://www.msuniv.ac.in/Download/pdf/4e55f868a24b4a7
- Wikipedia.
- > Encyclopaedia Britannica.

DEPARTMENT OF NCC – UG - CBCS - LOCF PART V

Title of the paper: NCC - PRACTICAL Semester: II
Course code: LUP5NC21 Credits: 1

On completion of the course, the students are able to

- perform food and arms drill
- recognize the type of rifle.
- utilize map for movements
- interpret distance and signals for mobility

> apply the skills for self defense

Pre-required Knowledge

- ✓ Drill and Weapon Training.
- ✓ Map reading and Judging distance.
- ✓ Self defense.

Unit - I Drill

Drill-Open drill and Close drill - Uses of drill words of command, Arms drill, Foot Drill

Unit - II Weapon Training

0.22 Rifle – Introduction, specification, ammunition and handling - 5.66 mm INSA Rifle: Specification, stripping, assembling and cleaning. 7.62 mm Rifle: Specification, ammunition.

Unit – III Map Reading

Map Reading – Finding own Position, Ground to Map and Map to Ground

Unit – IV Judging Distance

Judging Distance – methods, under or over estimation – (Short – Medium – Long Distance). Field Signal – methods, hand Signals, signals with weapons, signals with whistle.

Unit -V Self Defence

Self defence – meaning, types, uses, Principles, unarmed combat, vulnerable parts of the body; Types of attacks – Types of holds – Types of basic throws – Precautions in self defence.

Suggested Topics / Practical Exercises

- varies Drill operations
- handling stripping and assembling of .22 riffle
- > methods of finding own position
- calculation of judging distance using appropriate method.
- finding any one self defence in a critical situation.

SUGGESTED READINGS:

i) Text Books:

- Asthana A K, Brigadier (2015). Kamptee, Commandant, Precis.
- Major Ramasamy.R. (2010). NCC Guide Army Wing, Karur, Priya Publications.
- 3. Cadets hand book (2018). Kamptee, Common subjects for SD/SW, OTA Training Materials.

ii) Reference Books:

- Specialized Subject Army (2018). New Delhi, Govt. Of India Press.
- Precis, (2009). Kamptee, Published by Officer Training School.
- Cadet's diary. (2000). Chennai, Published by cadets' center.
- 4. Gupta.R. (2015) Ramesh Publishing House, NCC: Handbook of NCC cadets.
- Lt. Saravanamoorthy. S.N. (2015). A hand book of NCC-Army wing. Jayalakshmi publications.

iii) Web sources:

- 1. https://indiancc.nic.in/
- 2. https://play.google.com/store/apps/details?id=com.chl https://play.google.com/sto
- 3. https://joinindianarmy.nic.in/default.aspx
- 4. https://www.joinindiannavy.gov.in/
- https://indianairforce.nic.in/

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – CBCS – LOCF

Title of the Paper: Business Law Semester: III
Course Code: LUBBCT31 Contact Hours: 6rs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- know the aspects of entering into a contract.
- be conversant with the law relating to discharge of Contract.

- analyse the law governing special contract covering Pledge, Bailment, mortgage, lien and hypothecation.
- know the law governing contract of Agency, indemnity and Guarantee.
- interpret the regulation governing the Contract of Sale of Goods.

Pre-required knowledge:

- ✓ Evolution of Business Laws in India.
- Regulation of organizations through laws of partnership, company, bankruptcy and agency.
- ✓ Regulation of commercial transactions through contract law, for example, handling legal issues including intellectual property, fraud, illegal trading etc.

Unit -I: Introduction to Business Law

Business Law–Meaning-Objectives–Sources–law of contract–meaning–types–essential elements of a valid contract.

Unit -II: Contract

Discharge of contract – remedies for breach of contract – agreement not declared void – agreement expressly declared void – wagering agreements.

Unit- III: Bailment

Bailment – rights and duties of bailor and bailee - pledge – indemnity – guarantee – mortgage.

Unit -IV: Sale of goods

Law of sale of goods—sale and agreements to sale—their distinctions—types of goods—conditions and warranties—CAVEATEMPTOR—transfer of property—sale by non—owners—performance—remedies for breach—unpaid seller—auction sale.

Unit- V: Law of agency

Law of agency-creation of agency-classification of agents-duties and rights of an agent and principal - termination of an agency.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ understand of the basic Legal System
- ✓ gain knowledge of basic court procedures
- ✓ understand the nature of tort law, including business torts
- recognise of the requirements of the contract agreement
- ✓ narrate the main elements of termination of an agency Suggested Readings:

i) Text Books:

- Kohli. R.C.(2017). Business law. Sulthan Chand & Son.
- 2. Kapoor .N.D. (2013). Business Laws. New Delhi, 2013. Solthan Chand & Sons.

ii) Reference Books:

- 1. Dr. TutejaS.K..(2006). Business Law for Managers, New Delhi :Sulthan Chand & Sons.
- 2. Kapoor G.K.,(2005) Lectures on Business & Corporate Laws. New Delhi; Sultan Chand & Sons.
- 3. Kuchhal, M.C.,(2004). Mercantile Law. New Delhi :Vikas Publishing House Pvt. Ltd.
- 4. Praveen. (2005). Suggested answers in mercantile law. New Delhi :Sulthan Chand & Sons.
- 5. Agarwa. (2006). Indian Business Laws. Galgothra Publications.

iii) Web Sources:

- 1. https://books.askvenkat.org > business-law-pdf-book-fr...
- 2. https://www.geektonight.com > BBA Study Material
- 3. https://d3bxy9euw4e147.cloudfront.net > media
- 4. http://gdcbemina.com > docs > Business Law

5. https://nludelhi.ac.in > download > publication

Title of the Paper: Money and Banking Semester: III
Course Code: LUBBCT32 Contact Hours: 6hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- know the deposits and functions of Banking along with legal framework.
- use the debit and credit card system.
- understand the cause and effect of inflation and deflation
- learn money and capital market
- evolution of GATT and WTO

Pre-required Knowledge:

- ✓ Origin of Banking
- ✓ Digital payment methods
- ✓ Regulatory authorities of Foreign Exchange

Unit -I: Introduction to Money and Banking

Banking – Evolution – meaning and definition of banking – classification of banks – unit and branch banking functions of commercial banks – role of commercial banks in economic development – functions of central bank in economic development–functions of central bank (with reference to RBI) – credit creation and credit control.

Unit- II: Recent Trends

Recent Trends in Indian Banking-Types of financing-repayment methods-bank NET-Automatic Teller Machines-(ATM)-phone banking-credit cards-E-banking-reforms in banking sector.

Unit- III: Inflation & Deflation

Inflation & Deflation—Inflation—types of inflation—cost push an demand pull inflation—control of inflation—deflation—stagflation—control of deflation—phases of trade cycle.

Unit -IV: Money market

Money market - London - New York & Indian money market - capital market - functions of capital market -

difference between money and capital market – monetary policy.

Unit -V: Exchange

Exchange-Determination of exchange rate-devaluation of money-exchange control-flow of foreign capital-euro currency-GATT&WTO.

Suggested Topics / Practical Exercises:

The Learners are required to

- learn role played by banks in modern monetary economies
- ✓ Appraise the positive and negative aspects of debit and credit system.
- ✓ list down the cause and effect of inflation and deflation
- ✓ state the regulating authorities of Indian money market
- ✓ analyze the trends of FDI into India during the preceding five years

Suggested Readings:

i) Text Books:

- Gordon. K. and Natrjan. E. (2019). Banking theory, Law and practice, New Delhi: Himalaya Publishing House.
- 2. Sundaram K.P.M., Varshney, P.N. (2017) Banking theory, Law and Practice, New Delhi : S. Chand & Sons.

ii) Reference Books:

- Methane D.M. (2018). Money Banking and International Trade. Himalaya Publishing House.
- 2. Ashok Desai (2016). Indian Banking. Himalaya Publishing House.
- 3. Jhingan. M.L.(2013). Money Banking and International Trade. New Delhi : S. Chand,

- Davar, (2003). Banking Law and Practice, New Delhi: S. Chand & Sons.
- Varshney, P.N.(2018). Banking Law and Practice, NewDelhi: S. Chand & Sons.

iii) Web Sources:

- 1. http://www.freebookcentre.net > Money-and-Banking-b
- 2. https://sites.google.com > bibook.zya.me > mebook6
- 3. https://open.umn.edu > opentextbooks > textbooks
- 4. http://web.gjuonline.ac.in > distance > book > bcom
- 5. https://medium.com > epub-download-economics-of-m...

Title of the Paper: Business Policy and Strategy Semester: III
Course Code: LUBBCT33 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the elements of Business policy
- learn the need of business strategy
- analyse the various types of policies
- gain knowledge about the important business strategies
- be familiar with social responsibilities of a business

Pre-required Knowledge:

- ✓ Need of business strategies in the current scenario
- ✓ Coping strategies
- ✓ Business ethics

Unit- I: Introduction to Business policy:

Business policy—meaning—features—classification—process of policy—making objectives of business policy.

Unit -II: Business strategy:

Business strategy-meaning-features-Importance-strategic management process-SWOT analysis-ETOP analysis-TOWS matrix BCG matrix. 7'S' approach to quality-Motorola quality concept.

Unit -III: Business policies

Major Business policies – personnel policy – production policy – marketing policy – financial policy.

52

Unit -IV: Strategic business

Strategic business unit – Major business strategies – stability – growth retrenchment – disinvestment – mixed strategies.

Unit -V: Society and business

Society and business – ethics – social responsibilities business – social audit.

Suggested Topics / Practical Exercises:

The Learners are required to

- get knowledge of the concepts and tools used by corporations in developing and implementing their strategies.
- apply these principles and tools to practical situations through the analysis of actual business cases.
- ✓ understand and develop entrepreneurial strategies affecting startups.
- ✓ be capable of making your own decisions in complex business situations.
- ✓ develop an understanding of the manner in which business dealings work.

i) Text Books:

- 1. AzhaKazmi. (2019). Business policy and strategic management–Tata Mcgraw Hill.
- Dr. Sankaran.S. (2019) Policy and Strategic Management. New Delhi : Himalaya Publishing House.

ii) Reference Books:

- 1. Dr.Arul .K. &Dr.Jayaraman.K. (2019). Business Policy and Strategic management. Thiruvannamalai : Sri Guru Raja Publishers.
- 2. Mamoria–Mamoria–SubbaRao. (2017). Business Planning and Policy. Himalaya Publishing House.

- Thomas.L.Wheelen, J.DavidHunger, (2011). Concepts. In Strategic Management & Business Policy. Pears on Education.
- 4. Francis Cherunilam, (2011). Business & Strategic Management (Text and Cases)—Himalaya Publishing House.
- Dr.Arul, K&Dr, Subanginidevi. A. Business Policy and Strategy. Shanlax Publication,

iii) Web Sources:

- 1. https://www.academia.edu > BUSINESS POLICY AN...
- 2. https://collegelearners.com > ebooks > strategic-manage...
- 3. https://nou.edu.ng > sites > default > files > FMS 427
- 4. http://wiki.elespanol.com > data > ebook > article=.
- 5. https://www.amazon.in > Business-Strategic-Manageme...

Title of the Paper: Computer Applications in Business Semester: III

Course Code: LUBBCT34 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- Handle the computer, internet, use the internet, e-mil and create e-mail id.
- use word document, save, delete, cut, copy and paste and so on.
- Use mail merge.
- use the MS excel, workbook, worksheets, inserting row and columns, using formulae and create chart etc.
- use MS power point, Access for presentation.

Pre-required knowledge

- ✓ Parts of computer.
- ✓ Operating the MS word, excel and power point.
- ✓ Creating the table.

Unit -I: Introducing to programming languages

Introducing to programming language screening requisites, an overview of programming language– basic coding structures of a programming languages clarifications, comparison.

Unit -II: Microsoft Office

Introduction to Microsoft Office—Ms Word—creating and editing documents—Menus, commands, tool bars and icons—formatting documents—creating tables—mail merge.

Unit- III: MS Excel

MS Excel: Spread sheet overviews – menus, tools bars, icons – creating worksheet – Editing and formatting–excel formulas and functions– creating chart–MSPower Point introduction–Menus– Tools bars–Text and formats–animations, art and sound–making and resentation templates.

Unit- IV: Data processing

Data processing – types of data – objectives of data processing techniques steps in developing a computer program for processing business data–operation of a computer assembler and Translator–file processing–editing and coding of data–data management.

Unit -V: Internet concept

Internet concept – creating E-mail ID, Receiving and sending e-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ Browse reports and create e-mail id for office.
- ✓ Write the short cut keys used in ms office.
- Demonstrate the preparation of mark statement using excel.
- ✓ Prepare ppt for business presentation
- ✓ Use MS access for your office

Suggested Readings:

i) Text Books:

- Parameswaran.R.(2020). Computer Application in Business. Kindle Edition. e.book.
- Sanjay Saxena. (2007), MSOffice 2000 for everyone. Vikas Publishing House Pvt., Ltd.

ii) Reference Books:

- Naveen Kumar. Metha, Versha, (2020). Computer Application in Business Management. e.book.
- Prajagopalan.S.P.(2020). Computer Application in Business, e.book.
- 3. Pral.T.W. (2006).Programming languages. Prentice hall of India.
- Kapoor .V.K.(2004) Introduction to computer data. Sultan Chandand Sons.
- 5. Taxali, R.K.Foxpro . (2003). 2.5 made simple for dos & windows. BPB Publications.

iii) Web Sources:

- https://www.freebookcentre.net > Computer-Applicatio..
- 2. http://www.stet.edu.in > SSR_Report >
- 3. https://www.kopykitab.com > Computer-Applications-I...
- 4. https://computer-application-in-business-book-by-sushila-madan-pdf.peatix.com
- 5. https://www.taxmann.com > virtualbooks > product > 6...

Title of the Paper: Business Statistics Semester: III
Course Code: LUBBGE31 Contact Hours: 6rs/w Credit: 5

Course Learning Outcomes:

On completion of the course, the students are able to

- use average in business research.
- workout and apply standard deviation.
- be expert in applying correlation and regression.
- be good at practical application of index numbers.
- guide businesses in projecting trend using time series.

56

Pre-required Knowledge:

- ✓ The basic concepts of Data, Sampling, and Graphics.
- ✓ Basic knowledge about the central tendency and analysis.
- ✓ The analysis of time series

Unit -I: Introduction

Statistics – Meaning – Functions – Importance – Limitations – Data – Primary – Secondary – Methods – Census – Sampling – Classification – Tabulation – Presentation - Diagrammatic – Graphic.

Unit- II: Measures of Central Tendency and Dispersion

Measures of Central Tendency: Arithmetic Mean – Combined Mean – Weighted Arithmetic Mean – Geometric Mean – Harmonic Mean – Median – Mode.

Dispersion: Range — Quartile Deviation — Mean Deviation — Standard Deviation — Combined Standard Deviation — Co-Efficient of Variation. Skewness — Methods of Studying Skewness — Karl Pearson's Co-Efficient of Skewness — Bowley's Co-Efficient of Skewness.

Unit-III: Correlation Analysis

Correlation – Methods of Studying Correlation – Scatter Diagram – Graphic Method – Karl Pearson's Co-Efficient of Correlation, Rank Correlation, Concurrent Deviation Method.

Unit -IV:Regression Analysis

Regression Analysis – Regression Line – Regression Equations – Least Square Method – Deviations Taken from Actual Mean and Assumed Mean Method. Index Numbers – Types – Tests – Consumer Price Index Number.

Unit -V:Analysis of Time Series

Analysis of Time Series – Components – Methods of Determining Trend – Graphic – Semi-Average - Moving Average - Least Square.

Note: The questions should be asked in the ratio of **80%** for problems and **20%** for theory.

Suggested Topics / Practical Exercises:

The learners are required to

- ✓ discuss the different Methods of Sampling.
- ✓ present the basic concepts of central tendency.
- ✓ discuss the methods of Graphic.
- ✓ present the methods of Actual Mean and Assumed mean.
- ✓ discuss the Uses of time series and Time series models.

Suggested Readings:

i) Text Books:

- Manoharan.M (2020). Statistical Methods, Palani: Palani Paramount Publications.
- 2. Navaneethan.P.A. (2020). Business Statistics –Trichy: Jai Publishers.
- Pillai. R.S.N & Bagavathi.V.(2019). Statistics .New Delhi: S. Chand & Company Ltd.

ii) Reference Books:

- Sharma.J.K.(2020). Business Statistics, New Delhi: Pearson Education.
- Gupta.S.P. & Gupta .M.P(2020).New Delhi: Sultan Chand & Sons.
- 3. Elhance.D.N. Kitab Mahal (2019). Allahabad: Fundamentals of Statistics.
- 4. Rajagopalan.S.P.& Sattanatham, (2019). Business Statistics Sattanatham, Chennai: Vijay Nicole Imprints Pvt. Ltd.

iii) Web Sources:

- http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf
- http://kamarajcollege.ac.in/Department/Commerce/II%2 0Year/002%20Core%206%20-%20Business%20Statistics%20-%20III%20Sem.pdf
- https://gurukpo.com/Content/B.Com/Business_Statistic s(B.Com)P-1.pdf

- https://london.ac.uk/sites/default/files/studyguides/study-guide-business-admin-businessstatistics.pdf
- 5. http://www.crectirupati.com/sites/default/files/lecture_no tes/BS_%20lecture% 20notes.pdf

Title of the Paper: Life Skill Development Semester: III

Course Code: LUBBSE31 Contact Hours: 2hrs/w Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the importance of life skills
- > identify their own SWOT analysis
- develop listening skills
- set their goals in life
- gain knowledge about coping strategies

Pre-required knowledge:

- ✓ Know thyself
- ✓ Stress management
- ✓ Reading, Writing, Listening and Speaking skills

Unit- I: Introduction to Life Skills

Definition and Importance of Life Skills, Livelihood Skills, Survival Skills and Life Skills. Life Skills Education, Life Skills Approach, Life Skills Based Education.

Unit -II: Self awareness

Self awareness: Definition, Types of self. Self concept, body image, self esteem. Techniques used for self awareness: Johari window, SWOT analysis. Empathy-sympathy & Altruism.

Unit -III: Interpersonal relationship

Interpersonal relationship: Definition, factors affecting relationship. Listening: Definition & Tips for Effective listening. Thinking: Nature, Elements of thought. Types of thinking, concept formation, reasoning. Critical thinking: Definition, nature & stages.

Unit -IV: Goal setting

Goal setting. Coping with stress: Definition, stressors, source of stress. Coping skills.

Unit -V: Coping with emotions

Coping with emotions: Definition, Characteristics and types. Coping strategies.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ develop and exhibit self discovery
- ✓ narrate their SWOT
- ✓ list down their role of personal and professional responsibility
- ✓ read the problems faced by CEO of any company (TATA, Infosys)
- ✓ state the strategies followed by CEO of any company

Suggested Readings:

i) Text Books:

- 1. Kumar, Keval. J.(2018). Mass Communication in India, JAICO Publication India Pvt. Ltd.
- 2. Rao P.L. (2018). Enriching Human Capital through training and development. New Delhi: Excel Books.

ii) Reference Books:

- Santrock W. John. (2006). Educational Psychology (2nd Edition). New Delhi : Tata McGraw Hill Publishing Company Ltd.
- 2. Darkar goals (2005). UNESCO. Quality Education and life skills. Paris: UNESCO
- Darkers, Senegal. (2000). Darkar Framework for Action Education for all: Meeting our collective commitments.
- Morgan and King. (1993). Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Ltd.

5. Singh Madhu. (2003) Understanding Life Skills, Back ground paper prepared for Education for All: The leap to Equality.

iii) Web Sources:

- 1. https://www.kopykitab.com > Life-Skills-And-Personali...
- 2. https://www.amazon.in > Development-Life-Skills-Prof...
- 3. https://www.weareteachers.com > download-free-ebooks
- 4. https://nsdcindia.org free-learning-resources

Title of the Paper: Fundamentals of Insurance Semester: Ill Course Code: LUBBSE32 Contact Hours: 2/hrs/w Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- acquire knowledge about the basic classification of insurance
- gain knowledge about Life insurance
- understand the principles of marine insurance
- know about the various types of fire insurance policies
- be aware of surveys and inspection

Pre-required knowledge:

- ✓ meaning of risk coverage
- ✓ Types of insurance
- ✓ Claims and settlement

Unit- I: Introduction to Insurance

Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

Unit -II: Life Assurance

LifeAssurance–ObjectsofLifeassurance–
PrinciplesofLifeAssurance–Assignment and Nomination –
Lapses and Revivals – Surrender values and loans – Claims
– Double Insurance.

Unit -III: Marine Insurance

Marine–Insurance–Principles of Marine insurance–Functions of marine insurance–Types of marine policies–Warranties–kinds of marine Losses.

Unit- IV: Fire Insurance

Fire Insurance–Principles of law as applied to fire insurance. Fire waste–Hazard Types of fire policies.

Unit -V: Surveys and Inspections

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ visit the office of any insurance company and observe the procedure followed for issuing a Life Insurance Policy.
- ✓ visit the office of any insurance company and observe the procedure followed for issuing a Fire Insurance Policy.
- ✓ distinguish between Life insurance and Non-Life in service
- ✓ visit the office of any insurance company and observe the procedure followed for issuing a Motor Insurance Policy.
- ✓ visit the office of any insurance company and observe the procedure followed for settlement of claims.

Suggested Readings:

i) Text Books:

- Dr. Periasami, (2012). Principles and Practice. New Delhi: Himalaya Publishing House.
- 2. Panda Chanashyam (2001) Principles and Practice of Insurance. Chennai :kalyani Publication.

ii) Reference Books:

- 1. Katayal, Rakesh, Inderjit Singh & Aroras (2002). Insurance, Chennai: Kalyani Publication.
- LaxmiNarin.(2001) Principles of Insurance. New Delhi: S. Chand & Co.
- 3. Julia Holyoake &Welpers Bill William. (2003) Insurance. New Delhi : PHI.

- 4. Premavathy. (2006). Principles and Practice of Insurance, Chennai: Sri Vishnu Publication.
- Mishra .C.I (2004) nsurance. New Delhi; S. Chand & Co.

iii) Web Sources:

- 1. http://www.affairsguru.com insurance-book-pdf-free-...
- 2. https://irdaexam.in download-ic-01-book-principle-of...
- 3. https://www.kopykitab.com Principles-Of-Insurance-b...
- 4. http://www1.reserveatlakekeowee.com > 2-princip...

Title of the Paper: Quantitative Techniques – I Semester: III Course Code: LUBBSC31 Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- apply the different forms of the equation and representing them in word problems.
- comprehend the application of arrangement and selection in business decisions
- analyze how compound Interest is calculated and its application;
- understand the calculation & application of sinking funds.
- assess the collection and present the data in the predefined format.

Pre-required knowledge

- ✓ Business decisions
- ✓ Real-time learning
- Critical thinking.

Unit-I: Theory of Equations

Introduction, Functions, Expressions, Types of Equations – Linear Equations(one and two variables), Methods of Solving Linear Equations – Simultaneous Equations – Elimination Method- Substitution Method Cross Multiplication Method, Quadratic Equations – Formula Method, Factorization Method, Application Problems of Equations

Unit-II Permutation and Combinations

Introduction, Fundamental Principal, Factorial, Definition – Permutation, Linear Permutation - Permutation of like things and unlike things, Definition – Combination, Application Problems on Permutation and Combination.

Unit-III Mathematics of Finance

Concepts of Interest- Simple and Compound Interest, Annuities – Future Value of Annuity, Present Value of Annuity – Sinking Fund, Application Problems.

Unit-IV Descriptive Statistics and Measures of Central Tendency

Meaning & Definition of Statistics, Objectives and Limitations, Application, Collection of Data-Sources of Information (Data), Method of Data Collection, Formation of Tables, Classification of Data, Frequency Distribution – Inclusive, Exclusive, Open-End. Diagrammatic and Graphic representations-Difference between Diagrams and Graphs, Types of Diagrams-One Dimensional Diagrams-Types of Bar diagrams, Pie Charts, Graphs on Frequency Distribution Histogram Introduction, Definition, Types of Averages, Arithmetic Mean.

Unit-V: Measures of Central Tendency

Concept of Positional Values –Median and Quartiles-Problems based on Different Types of Series, Concept of Mode, Grouping and Analysis Techniques, Some Special Cases of Mode, ILL Defined Mode, Application Problems of Central Tendencies in Analysis and Interpretation of Data. Locating Median, Quartiles, Mode Graphically.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ appreciate the significance and the value of the application of the principles of Quantitative Techniques-I in the use of scientific methodology of management.
- understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data.

✓ understand and appreciate the practical relevance of various basic statistical tools in the field of finance, economics, marketing, human resources, manufacturing and so on.

Suggested Readings

i) Text Books:

- 1. Ranganath G K .Business mathematics. Himalaya Publications, 3rd edition.
- 2. Digambar Patri Business mathematics, Kalyani Publications, 2nd edition.
- 3. Dorai Raj. Business mathematics, United publishers, 6th edition. .
- 4. Gupta S.P. Statistical Methods. Sultan Chand, and sons, 26th Edition.
- 5. Gupta, S.C. Fundamental of Statistics, Himalaya Publications, 10th edition.

ii) Web Sources:

- https://www.amazon.in > Quantitative-Techniques-Oper...
- https://www.amazon.in > Quantitative-Techniques-Man...
- 3. https://www.flipkart.com > quantitative-techniques-b-b-...
- 4. https://sahityabhawanpublications.com > ... > Jiwaji
- 5. http://sdeuoc.ac.in > default > files > sde_videos

Title of the Paper: Essentials of Language and

Communication

Semester: III

65

Course Code: LUBBSC32 Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- build a repertoire of functional vocabulary
- > move from the lexical level to the syntactic level
- summon words, phrases relevant to the immediate communication tasks
- comprehend the concept of communication

the four basic communication skills – Listening, Speaking, Reading and Writing

Pre-required knowledge:

- Language Skills
- Fluency important
- Written communication

Unit-I:

Recap of Language Skill Speech, Grammar, Vocabulary, Phrase, clause, sentence, Punctuation.

Unit-II:

Fluency building fluency – important–Types of fluency–Oral fluency–Reading fluency Writing fluency –Barriers of fluency–to develop fluency.

Unit-III:

Principles of communication: LSRW in communication. Meant by LSRWS kills – important–useful– develop the skills

Unit-IV:

Oral–Speaking words, articulation, speaking clearly.

Unit-V:

Written communication—Generating ideas /gathering data organizing ideas, Setting goals, Notetaking, Outlining, Drafting, Revising, Editing and Proofreading. Nonverbal communication—Body language, Signs and symbols, Territory/ Zone, Object language.

Suggested Topics / Practical Exercises:

The Learners are required to Punctuation.

- ✓ How to develop fluency
- ✓ LSRW Skills
- ✓ Speaking clearly
- ✓ Body language

Suggested Readings:

i)Recommended Texts:

1. Hewing, Martin. (1999). Advanced English Grammar: A Self-study Reference and practice Book for South Asian

- Students. Reprint 2003. New Delhi Cambridge University Press.
- Lewis, Norman. (1991). Word Power Made Easy. Pocket Books.

ii) Websites and e-Learning Sources:

- 1.http://rgmttc.bsnl.co.in > UoM > uom1 vetted
- 2. http://www.tndte.gov.in > site > uploads > 2016/08
- 3.https://dl.uswr.ac.ir > bitstream > Hannan
- 4.http://www.childrensspeechtherapyni.com > uploads
- 5.http://www.bput.ac.in > lecture-notes-download

Title of the Paper: Company Law Semester: IV
Course Code: LUBBCT41 Contact Hours: 6hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the concept of company, types of company
- acquire knowledge about formation of company
- gain knowledge about shares and debentures
- learn about company management
- know the procedures for winding up of a company

Pre-required knowledge:

- √ Formation of company
- ✓ Managerial Functions
- ✓ Liquidator's role at the time of winding up of a company

Unit -I: Introduction to companies

Meaning and definition of joint stock companies – characteristics – lifting of corporate veil – kinds of companies – privileges enjoyed by private companies – difference between private and public companies.

Unit- II: Formation of company

Formation of company-role of promoters-incorporationmemorandum of association-its contents- alteration-doctrine of ultravirus-articles of association-contents-doctrine of indoor management— constructive notice—certificate of incorporation—certificate commencement of business.

Unit- III: Prospectus

Prospectus – contents – statement – in – lieu – of prospectus – misstatement in prospectus – its consequences – shares – kinds – debentures – kinds – allotment of shares–transfer of shares–differences between shares, debentures and stock.

Unit -IV: Company management

Company management–appointment–rights, duties and liabilities of managerial personnel–meetings – its requisites – agenda – notice – quorum – voting – types of resolutions – membership – rights and liabilities of members – termination of membership.

Unit -V: Winding up

Winding up of a company – types of winding up – compulsory winding up – voluntary winding up – liquidator – his powers, duties and liabilities – statement of affairs – committee of inspection – consequences of winding up.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ State the number of companies listed in stock exchange
- ✓ List down the imaginary Articles of Association
- ✓ Prepare a prospectus for a business organisation
- ✓ Act as a CEO and conduct a mock Annual General Meeting
- ✓ Visit Court of Law and discuss the process of winding up of a company with a Liquidator

Suggested Readings:

i) Text Books

 Dr. Avtar Singh, (2019). Company Law with Supplement of Companies (Amendment) Act 2017, Dreamtech Press. Mohamed KamalunNabi. (2019). Company Law Dreamtech Press.

ii) Reference Books:

- Kapoor N.D. (2013). Elements of Company Law. New Delhi: Sultan Chand & Sons.
- 2. Chawla R.C. and Garg K.C. (2014). Commercial and Company Law. New Delhi: Kalyani Publisher
- 3. Kapoor N.,D,(2013). Company Law and Secretarial Practice. New Delhi: Sultan Chand and Sons.
- 4. Ramaiya A. (1998). Guide to the Companies Act. Nagpur: Wadhwa and Co.
- 5. Ashok K. Bagrial. (2019). Company Law. Vikas Publishing House Pvt. Ltd.

iii) Web Sources:

- 1. https://www.yumpu.com > document > view > read-co...
- 2. https://www.pinterest.com > ... > E Books
- 3. https://www.pinterest.com > ... > E Books
- 4. https://www.scribd.com document > Company-Law-eBo...
- 5. http://www.bharatlaws.com > book_detail > COMPANY...

Title of the Paper: Marketing Management Semester: IV
Course Code: LUBBCT42 Contact hours: 6hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- know the marketing terminology and concepts.
- > be aware of consumer behavior and buying motive
- > analyse the components of a marketing mix of a product.
- > familiar with different channel of distribution.
- Learn various promotional strategies

Pre-required knowledge:

- ✓ Nature of marketing
- ✓ Types of channels of distribution
- ✓ Trends in marketing

Unit -I: Introduction to Marketing

Marketing – Definition – Scope – Importance – changing Concepts of marketing – modern marketing concept. Marketing Environment – micro environmental factors – macro environmental factors. Marketing Mix – Elements.

Unit -II: Consumer Behaviour

Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences. Market segmentation – criteria - Bases of segmentation – benefits.

Unit -III: Product and Pricing

Product mix – classifications of product – New product Development – Product Life cycle. Pricing mix - Pricing policies – kinds of pricing.

Unit -IV: Place and Promotion

Channels of distribution—Types of middlemen—factors influencing channel selection. Promotion mix— Advertising—objectives-characteristics of Effective Advertising sales promotion—methods (levels) of sales promotion. Personal Selling.—kinds of salesmanship—Qualities of successful salesperson-publicity.

Unit-V: Recent Trends

Recent trend in marketing-e-business-Telemarketing-Relationship marketing-Virtual Advertising. Digital Marketing-Social Media Marketing.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ analyse the impact of various environment forces in the in the context of a given durable and non-durable products.
- ✓ analyse the marketing mix strategy of a durable and non-durable product.
- ✓ select any product and analyse its segmentation strategy in comparison to its immediate competitive product.

- ✓ analyse the product line extension and impact on business performance.
- ✓ analyse the distribution strategy of a given product.

Suggested Readings:

i)Text Books:

- 1. Sherlekar S.A., Krishnamoorthy R, (2017) Marketing Management. Mumbai: Himalaya Publishing House.
- Pillai R.S. Bagavathi. (2004). Modern Marketing Principles and Practices,. New Delhi: S. Chand & Co. Pvt. Ltd.

ii) Reference Books:

- Dr. Rajan Nair. (2006). Marketin. New Delhi: Sultan Chand & Sons.
- 2. Philip Kotler. (2006). Principles of Marketing. New Delhi: Prentice Hall India.
- Philip Kotler. (2006). Marketing Management. Millennium Edition. PH1.
- Memoria C.B. & Joshi R.I. (2003). Principles and Practice of Marketing. New Delhi: KitabMahal Distributors, New Delhi, 2003.
- 5. Ramasamy V.S. and Namakumary S. (2009). Hand book of Marketing Management. Macmillan.

iii) Web Sources:

- 1. https://books.askvenkat.org > marketing-management-b..
- 2. http://www.mdudde.net > books > mcom > mcom-f
- 3. https://www.pinterest.com > pin
- 4. http://www.gupshupstudy.com > notes > marketing-ma...
- 5. https://www.bizmove.com > books > marketing-manage...

Title of the Paper: Organisational Behaviour Semester: IV
Course Code: LUBBCT43 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

be knowledgeable on the organizational behaviour in current scenario.

- explain the concepts of Personality, Attitude and Job satisfaction.
- know the importance of Motivation.
- be good at managing stress and formation of team.
- be familiar with organizational design and manage conflict.

Pre-required knowledge:

- ✓ Behavioral science
- ✓ Work environment
- Causes of disagreement of views among personnel.

Unit- I: Introduction to organizational behaviour

Meaning - objectives and nature of organizational behaviour — disciplines contribution to organizational behaviour — important concept of organizational behaviour. Theories of organisation — classical — neo classical and modern theories.

Unit- II: Individual and Group behavior

Individual behavior –factors – personality–types of personality-attitude. Group behavior–meaning– type of groups–formation–group dynamics–group cohesiveness–group decision making.

Unit-III: Morale

Morale—meaning—benefits—measurement, job satisfaction—meaning and factors—stress—causes- managing stress.

Unit- IV: Work environment

Work environment – good housekeeping practices – design of work places – Hawthorne experiments and their importance.

Unit -V: Organisational change

Organisational change—meaning—nature—causes of change—resistance to change— overcoming the resistance—counseling—types of counseling.

Suggested Topics / Practical Exercises:

The Learners are required to

- visit an organisation and report the reward system followed by it.
- ✓ submit your observation about the personality development of employees of the organisation nearby you.
- ✓ analyse the relationship of morale wih productivity.
- ✓ give your suggestions to overcome the stress among employees of an organisation.
- ✓ illustrate the strategies for resolving conflicts.

Suggested Readings:

i) Text Books:

- Prasad. L.M.(2019). Organisational Behaviour. New Delhi :Sulthan Chand &Sons.
- 2. Stephen P. Robbins, Timothy A. Judge and Neharika Vohra. (2016). Organisational Behaviur, Pearson Education.

ii) Reference Books:

- Khanka. (2009). Organisational Behaviour. New Delhi: Sultan Chand & Sons.
- 2. Hitt, Miller and Colella .(2006). Organisational Behaviour A. Strategic approach. Wiley India Pvt. Ltd.
- 3. Aswathappa. K.(2010). Organisational Behaviour. New Delhi: Himalaya Publishing House.
- 4. Tulsian, P.C. (2009) Business organization & Management 2nd edition. Pearson Education.
- 5. Basu, C. (2010). Business Organisation and Management 1st Edition, McGraw Hill Education

iii) Web Sources:

- 1. https://www.freebookcentre.net>Organizational-Behav...
- 2. https://www.academia.edu>Organizational Behaviour b...
- 3. https://www.macmillanlearning.co.uk > resources
- 4. https://pdfcoffee.com > download > search-pdf-bo...
- 5. https://www.booksfree.org > organizational-behaviour-...

Title of the Paper: Data Base Management System Semester: IV
Course Code: LUBBCT44 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- describe the fundamental elements of relational database management systems
- explain the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and SQL.
- design ER-models to represent simple database application scenarios
- convert the ER-model to relational tables, populate relational database and formulate SQL queries on data.
- Improve the database design by normalization.

Pre-required knowledge:

- ✓ Data
- ✓ Basic operation
- ✓ Basics of programing language

Unit - I: Introduction: Database

Introduction: Database System Applications - Purpose of Database Systems - View of Data - Database Languages - Transaction Management - Database Architecture -Database users and Administrators. Relational Model: Structure of Relational Databases -Database Design - ER Model - Overview of the Design Process — The Entity- relationship Model - Constraints - Entity Relationship Diagrams.

Unit -II: Operations

Relational Algebra Operations- Relational Languages: The Tuple— Relational Calculus-The Domain Relational Calculus - SQL: Background - Data Definition - Basic Structure of SQL Queries - Set Operations - Aggregate Functions - Null Values - Nested Sub- Queries - Views - Modification of the Database.

Unit -III: Programming Language

PL/SQL: A Programming Language: History-Fundamentals- Block Structure Comments –Data Types-Other Data Types - Declaration - Assignment operation – Bind variables - Substitution - Variables – Arithmetic Operators. Control Structures and Embedded SQL: Control Structures-Nested Blocks- SQL in PL/SQL— Data Manipulation-Transaction Control statements.

Unit- IV: Cursors and Exceptions

PL/SQL Cursors and Exceptions: Cursors - Implicit & Explicit Cursors and Attributes -Cursor FOR loops - SELECT...FOR UPDATE - WHERE CURRENT OF clause - Cursor with Parameters - Cursor Variables - Exceptions - Types of Exceptions.

Unit- V: Composite Data

PL/SQL Composite Data Types: Records. - Tables - Varrays. Named Blocks: Procedures - Functions - Packages - Triggers - Data Dictionary Views

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ understand the different issues involved in the design and implementation of a database system.
- study the physical and logical database designs, database modeling, relational, hierarchical, and network models
- ✓ understand and use data manipulation language to query, update, and manage a database
- develop an understanding of essential DBMS concepts such as: database security, integrity, concurrency,
- design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a DBMS.

Suggested Readings:

i) Text Books:

- Abraham Silberschatz, Henry F. Korth, S. Sudarshan. Database System Concepts. TMH 5th Edition (Units -I, II).
- Nilesh Shah (2015) DATABASE SYSTEMS USING ORCLE, 2nd edition, New Delhi: Prentice Hall 25 of India Private Limited.

iii) Web Sources:

- https://bookslock.org > database-management-system-te...
- http://www.freebookcentre.net > Database > Free-Datab...
- https://www.freebookcentre.net > Database-Managemen...
- 4. https://learnengineering.in > CSE BOOKS
- 5. https://freebooks.pk > books > database-management-sy...

Title of the Paper: Business Mathematics Semester: IV Course Code: LUBBGE41 Contact hours: 6hhrs/w Credit: 5

Course Learning Outcomes:

On completion of the course, the students are able to

- solve the problems relating to Set Theory.
- compute the problems on Surds & Radicals, Powers & Indices
- do the calculations relating to Permutations & Combinations and Equations
- derivate the problems on Sequence and Series
- > solve the problems on Probability.

Pre-required Knowledge:

- √ The basic concepts of number system.
- ✓ Basics of continuous and discrete types.
- ✓ Fundamentals of mathematical operations.

Unit- I: Theory of Sets

Theory of Sets – Definition – Types – Union, Intersection, Difference of Two Sets and Complement of Sets – De

Morgan's Law – Venn Diagram – Simple set applications – Numbers of elements in a finite set.

Unit -II: Indices and Logarithms

Indices: Indices – Definition – Positive indices – Laws of indices - Negative indices – Zero and Unity index – Fractional index.

Logarithms: Introduction – Logarithm – Logarithmic functions.

Unit- III: Commercial Arithmetic

Interest, Depreciation and Annuities – Simple Interest – Compound Interest – Depreciation – Present Value – Discounting of Bills - Face Value of Bills - Banker's Discount - True Discount - Banker's Gains - Annuities – Types of Annuities.

Unit -IV: Probability and Matrices

Probability and Matrices – Terminology – Probability measure – Classical or prior probability – Types of approach and Mathematical expectation – Matrices – definition – Types – Addition, Subtraction, Multiplication of Matrices – Inverse matrix – Rank of matrix.

Unit -V: Ratio and Proportion

Ratio: Definition – Simple and compound ratio – Duplicate – Ratio – triplicate ratio Sub duplicate ratio – Continued ratio.

Proportion: Meaning – Difference between Ratio and Proportion – Continued Proportion.

Suggested Topics / Practical Exercises:

The learners are required to

- ✓ Illustrate types of set theories and Venn diagram.
- ✓ Discuss the logarithmic functions.
- ✓ Some methods of methods of depreciation calculations.
- ✓ Practice of basic concepts and methods of Probability.
- ✓ Differentiate the Ratio and Proportion

Suggested Readings:

i) Text Books:

 M.Manoharan and C.Elango, (2020). Business Mathematics: C.Elango, (2020). Palani: Paramount Publications. Palani. Dr. A. Rathinapandi and Dr. A. Krishnan, Sri Vani, (2019). Business Mathematics Madurai: Vani Publication, Madurai.

ii) Reference Books:

- 1. J.K.Singh, (2019).J.K.Singh,(2019). Business Mathematics: Mumbai: Himalaya Publishing House.
- 2. R.S.Soni, Arneet Kaur Soni, (2020). Business Mathematics Mumbai: Himalaya Publishing House.
- Willson. (2020). Business Mathematics New Delhi: Himalaya Publishing House.
- V.Sundaresan and S.D.Jeyaseelan. (2020). Introduction to Business Mathematics New Delhi: Sultan Chand Co. Ltd.

iii) Web Sources:

- 1. https://resource.cdn.icai.org/61730bos50272-cp1.pdf
- 2. https://resource.cdn.icai.org/61734bos50272-cp5.pdf
- https://resource.cdn.icai.org/61736bos50272-cp7.pdf
- 4. https://resource.cdn.icai.org/61747bos50272-cp16.pdf

Title of the Paper: Export and Import Documentation Semester: IV Course Code: LUBBSE41 Contact hours: 2hrs/w Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand and create the documents required for completing export and import transactions
- understand the procedure for export and import clearance
- understand the role of key government organizations like Customs and Excise, RBI, etc. in facilitating export transactions
- examine the foreign trade policy framework to best utilize the opportunities available to organizations
- understand the need for Bilateral trade partners

78

Pre-required knowledge:

- Negotiation skills.
- ✓ Cultural awareness of different countries.
- ✓ International trade relation skills of students.

Unit -I: Introduction to Documentation

Documentation Framework – EXIM Documentation— Instruments and methods of Financing Exports – Credit and Collections.

Unit -II: Foreign Exchange Regulations

Foreign Exchange Regulations and Formalities – Pre – Shipment; Inspection and Procedures – Role of Clearing and Forwarding Agents.

Unit -III: Custom Clearance

Custom Clearance of Export and Import Cargo – Regulatory Documents – Bill of Lading – Export License – Bill of Exchange. Letter of Credit.

Unit- IV: Processing

Processing of an Export Order, World Shipping, Structure, Liners and Tramps – Containerization.

Unit -V: Documentation

Import Documentation – Import Procedure, guidelines, key documents used in Importing – Import Licensing and other incentives.

Suggested Topics / Practical Exercises:

The Learners are required to

- √ familiarize with the process of international and domestic trade procedures.
- form a base of policy framework in International Trading with special emphasis on India.
- ✓ apprise the documentation procedures and its sanctity in Intl' Business.
- enable students to cope with major fall of economies.
- develop their understanding on how globalization emerged.

Suggested Readings:

i) Text Books:

- 1. Paul R. Krugman, Maurice ObstfeldMelitz. (2017). International Business, Pearson Education.
- Pawan Kumar, Oberoi . (2012). International Business. Global Academic Publishers.

ii) Reference Books:

- Francis Cherunilam. (2002). International Trade and Export Management, Mumbai.: Himalaya Publishing House.
- TAS Balagopal. TAS.(2000). Export Management. Mumbai: Himalaya Publishing House.
- 3. Government of India Hand book of Import Export procedures. (2002). New Delhi, Anupam Publishers.
- 4. Suranovic Steven M. International Trade: Theory and Policy Analysis, http://internationalcen.com
- 5. Hockman, Mattoo and English (Ed). (2002). Development Trade and the WTO a hand book, The World Bank Washington, D.C.,

iii) Web Sources:

- 1. https://sites.google.com > mlumahmurep62 > kindle-do...
- 2. https://sites.google.com > vhabook.hstn.me > ency19
- 3. https://www.shippingsolutions.com > free-downloadabl...
- 4. https://legacy.trade.gov > guide_to_exporting

Title of the Paper: Training and Development Semester: IV Course Code: LUBBSE42 Contact hours: 2hrs/w Credits: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the necessity of training.
- > gain knowledge about the different methods of training.
- be conversant with Computer- based training.
- be trained in prepare appropriate training design.
- overcome the organizational constraints in training.

80

Pre-required knowledge:

- ✓ Basis of training.
- Significance of training.
- ✓ Trainers and Trainees.

Unit- I: Introduction to Training and development

Concepts of training and development–Identifying training needs–Types of training–Organisation for training – Objectives, structures and functions of Training Department – Execution of Training Programmes– Evaluation of Training Programmes.

Unit -II: Job training

Techniquesofon-the-jobtraining-coaching-Apprenticeship-Jobrotation-Jobinstruction-Training by Supervisors - Techniques of off-the-job Training, Case studies, Role playing Programmed Instructions, T-Group training-simulations.

Unit- III: Management Development

Leader central Techniques of Management Development - Lecturers, coaching, Student centred Techniques; Dicussions-Casestudies—Conferences—Workshops—Syndicate—Brainstroming—Role playing—Psychodrama—Simulation—in basket Games.

Unit -IV: Sensitivity Training

Sensitivity Training, Self – learning techniques, Planned reading – Correspondence Courses – Programmed instructions – Audio Visual lessons – Manuals and Hand-outs.

Unit -V: Counseling

Counseling-Assistant to position–Under–study–Junior Board, Committee Assignments–Relative merits and limitations of M.D. Techniques.

Suggested Topics / Practical Exercises:

The Learners are required to

 vist an organization and observe the methods of training adopted.

- ✓ analyze the significance of the training needs.
- ✓ visit the organization and observe the constraints in training the employees.
- discuss the advantages and disadvantages of On-the-Job training and Off-the-Job training.
- ✓ prepare the diagram for training evaluation

Suggested Readings:

i) Text Book:

1. Larney. M.C. William J: (2006) Management Training: Cases and Principles, Richard, D.Irwin, Illinois.

ii) Reference Books:

- 1. Sikula, A.F.(2009). Personnel Administration and Human Resources Development, NewYork: JohnWiley.
- 2. Hacoon, R.J. (2017). Management Training: Aims and Methods,. Londan: English Universities Press.
- 3. Ahmed, Abad:.(2013) Management and Organisational Development,.NewDelhi Rachana Prakasham,.
- 4. Memoria, C.B. (2015) Personnel Management, Bombay: Himalayas Publishing House,
- Rudra Baswaraj : (2016). Personnel Administration Practice in India – Vaikunta Lal Mehta Institute of Co- operative Management Poona
- 6. Muniramappa C.M. Shankaraiah, A and Kamaraju Panthulu (1991). Personnel Management and Industrial Relations. New Delhi: Excel Publications.

iii) Web sources:

- 1. http://ebooks.lpude.in > management > mba > term 4
- 2. http://www.aspu.edu.sy > laravel-filemanager > files
- 3. https://www.academia.edu > Employee_Training_and_De...
- 4. https://pdfroom.com > books > employee-training-deve...
- 5. https://stuvera.com > ebooks > employee-training-and-d...

Title of the Paper: E-Commerce Semester: IV
Course Code: LUBBSC41 Credit:2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the e-commerce business scope and challenges
- understanding of e-commerce models
- > analyse the role of online marketing in e-commerce
- demonstrate the ability to prepare budget for events. module
- understand several types of security process.

Pre-required knowledge

- ✓ Evacuation of commerce
- ✓ Social medias
- ✓ Security

Unit-I: Introduction to E-commerce

Framework, Benefits and Impact of e-Commerce, The Applications of e-Commerce, e-commerce in India. Course

Unit-II E-commerce models

An overview, E-commerce model; Business - to - Business (B2B);Business - to - Consumer (B2C);Consumer - to - Consumer (C2C);Consumer - to - Business (C2B);Business - to - Government (B2G);Government - to - Business (G2B);Government - to - Citizen (G2C), e-commerce sales life cycle(ESLC) model.

Unit-III E-advertising & Social media

Information based marketing, internet marketing techniques, e-advertisement, digital promotion, SEO

Unit-IV Electronic payment systems

Introduction to Payment Systems, Types of payment system, Online Payment Systems, Requirements Metrics of a Payment System, credit based electronic payment system, risk and security issues.

Unit-V: E-security

Securing the Business on Internet- Security Policy, Procedures and Practices, Transaction Security, Cryptology, Digital Signatures, Security Protocols for Web Commerce.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ bring in awareness regarding about e-commerce.
- ✓ developing working knowledge of web fundamental
- ✓ developing knowledge of digital marketing
- critical analysis of factors affecting future of ecommerce
- analysis of the requirement and importance of ecommerce supply chain management

Suggested Readings

i) Text Books

- Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson
- 2. Joseph, S.P. E-Commerce: an Indian perspective, PHI
- 3. Jeffrey F.Rayport & Bernard J.Jaworski⊗200). Introduction to E-commerce, TMH,
- 4. Kalakota & Winston(2002) Frontiers of E-commerce, Pearson Education, Mumbai,
- 5. David Whiteley: (2000). E-Commerce- Strategy technologies and Applications, Tata Mac-Graw Hill,
- 6. C.S.V.Murthy:.C.S.V. E-Commerce-Concepts, Models & Strategies, Himalaya Publishing house,

iii) Web Sources:

- 1. https://www.raajkart.com > e-commerce-for-bba-by-renu-...
- 2.<u>https://books.google.com > books > about > E_Commer...</u>
- 3. https://www.amazon.in > Fundamentals-Commerce-Sem..
- 4. https://irp-cdn.multiscreensite.com > files > uploaded
- 5.https://backup.pondiuni.edu.in > dde_ug_pg_books

Title of the Paper: Essentials of Spoken and

Presentation Skills I

Course Code: LUBBSC42 Conduct hours: 0

Course Learning Outcomes:

On completion of the course, the students are able to

- Critical thinking skills when listening, reading, thinking, and speaking.
- Create, organize, and support ideas for various types of oral presentations
- contexts, attitudes, values, and responses of different Audie
- different styles of presentations utilizing effective delivery techniques in public speaking
- ethical standards in research and presentation of materials, including proper verbal citations

Pre-required knowledge:

- Business Presentation
- NonVerbal Communication
- Public Speaking

Unit -I

Communication Skills for effective Business Presentation, perfecting oral skills; aural skills; Reading Skills

Unit -II

Non Verbal Communication: cultural codes for effective and business Presentations; Business Etiquettes.

Unit-III

Informal and Informal conversations, Introducing, Opening and closing Speeches, Inviting, thanking, Apologizing, Expressing anger Resolving conflict, Giving and taking information.

Unit-IV

Etiquettes for Public Speaking (extempore and lectures), Interviews and Group Discussions, Telephone conversations and Business Meetings

Semester: IV

Credit: 2

Unit -V

Etiquettes for Business presentations—Team presentations and Individual presentation.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ Reading Skills
- ✓ Business Etiquettes
- ✓ Inviting
- ✓ Business Meetings
- ✓ Individual presentation

Suggested Readings:

i) Recommended texts:

- Pease, Allan.(1998). Body Language: How to Read Others Thoughts by their Gestures. NewDelhi: Suda Publications..
- 2. Gardner, Howard. (1993). Multiple Intelligences: The Theory in Practice:. New York: A Reader Basic Book.
- 3. DeBono, Edward.(2000). Six Thinking Hats. 2nd Edition. Penguin
- 4. Books. DeBono, Edward.(1993.) Serious Creativity. Reprint. Harper Business.

ii) Websites and e-Learning Sources:

- 1 https://courses.lumenlearning.com > chapter > public-sp.2
- <u>2 https://www.amazon.in > Essentials-Spoken-Presentation...</u>
- 3.https://postdocs.mit.edu > postdocs > files > uploads
- 4.https://www.skillsoft.com > channel > communication-e...
- 5.https://learnenglish.britishcouncil.org > skills

Title of the Paper: Production and Materials Management Semester: V Course Code: LUBBCT51 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

identify the scope for integrating materials management function

- integrate the organization wide materials requirement to develop an overall plan.
- identify, study, compare, and evaluate alternate material available with a good supplier.
- apply various purchasing method and inventory controlling techniques into practice.
- analyze the materials in storage, handling, packaging, shipping distributing and

Pre-required knowledge:

- ✓ Production techniques
- Cost minimization and profit maximization
- ✓ Maintenance of stock register

Unit -I: Introduction to Production Management

Production Management - Definitions - Functions & scope - Plant Location - Factors - Plant Layout principles - Types - Importance.

Unit -II: Production Planning

Production Planning & control -principles –functions process plant maintenance -Types – Maintenancescheduling-Fundamentals of Reengineering.

Unit- III: Materials management

Materials management -meaning, Definition Importancefunctions -Integrated materials Management -concepts -Advantages -Process.

Unit -IV: Techniques of materials planning

Management of materials -Techniques of materials planning -Inventory control -meaning & importance - Tools of inventory control -ABC, VED, FSN Analysis -EOQ.

Unit -V: Purchasing procedure

Purchasing procedure -principles -vendor rating - vendor Development -Store keeping & materials handling -objectives -Functions -Equipment's.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ visit a company and prepare and plant layout
- ✓ visit a nearby production company and write report about quality assurance
- ✓ state the steps involved in quality control
- √ draw a ISO specification chart
- ✓ describe the functions of Quality Circles in an industry

Suggested Readings:

i) Text Books:

- Saravanavel .P & Sumathi .S. (2016). Production & Material Management., Margham publications.
- 2. Gopalakrishnan & Sundaresan,. (2013). Materials Management, PHI.

ii) Reference Books:

- Varma.M.M, (2012). Materials Management, Sultan Chand &Sons.
- Dutta. (2015). Integrated Materials Management, PHI.
- Kanna. O.P.(2014). Industrial Engineering & Management, Dhanpatrai Publications.
- 4. Mart and Telsang. (2016). Industrial Engineering and Production Management, S.Chand.
- 5. Dr.K.Arul &Dr.S.Karthick. (2014). Production and Materials Management, Shanlax Publication.

iii) Web Sources:

- 1. https://www.scribd.com > doc > Production-Materials-...
- 2. http://ctijabalpur.com > Download > Study-Material
- 3.https://www.amazon.in > Introduction-Materials-Manag...
- 4. https://efverloli.web.app > ...
- 5. http://www.ugc.ac.in > 4069339_BA_VS_-MM

Title of the Paper: Human Resources Management Semester: V
Course Code: LUBBCT52 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the concept of Human Resource Management and it's essential role in contemporary organizations.
- > become expert in dealing with various HR issues
- understand the recent developments of wage and salary administration.
- discuss awarding and rewarding to the employees based on the performance appraisal.
- analyse the job for placing the suitable person at the suitable place.

Pre- required knowledge:

- ✓ Basics of Management Concept.
- ✓ Human resources
- ✓ Man power management.

Unit- I: Introduction to Human Resource Accounting

Human Resource Management – Definition –Objectives – Scope – Functions of HRM. Job analysis – Process of job analysis, Team analysis – Employee Empowerment. HR Accounting.

Unit- II: Human Resource Planning

Human Resource Planning – Objectives – Process of HRP– Recruitment – Sources of recruitment. Selection Procedure - Test and Interview - Types – reference check – final selection - Placement – Induction (orientation).

Unit -III: Human Resource Development

HRD - Need - Functions - Training - Methods - Executive Development - Differences between Training and Development. Career Planning - Process - Succession Planning - Concept of Quality of Work Life (QWL).

Unit -IV: Performance appraisal

Performance appraisal – Process – Techniques – Difference between Performance appraisal and Job Evaluation. Job Evaluation – Process – potential appraisal.

Unit- V: Promotion and Transfer

Promotion – Criteria – Benefits of effective promotion policy, Transfer – Purpose of transfer. Absenteeism – Causes

Measures - Labour Turnover - separation - VRS - retirement - dismissal.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ draft an HR policy to combat work life issues assuming themselves as an HR manager.
- √ develop a human resource plan for a select organisations.
- design an induction programme of your proposed business.
- ✓ draft incentive schemes for different job roles in select organisations.
- ✓ draft a policy on grievance redressal to be implemented in a select organizations

Suggested Readings:

i) Text Book:

 Khanka.S.S.(2014). ,Human Resource Management, New Delhi: Sulthan Chand &Sons.

ii) Reference Books:

- Mamoria .C.B..(2015). Personnel Management– Himalaya publications house.
- 2. Jayasanka.J.(2017).Human Resource management, Chennai :Margham Publications.
- 3. Aswathappa.K.(2015),Human Resources and Personnel Management, NewDelhi : TMH.
- 4. Kaushal Kumar. (2017) Human Resources Management. ABD Publishers.
- 5. Keith Davis (2016). Human Relation sat work. TMH.

iii) Web Sources:

- 1.https://www.freebookcentre.net > Introduction-to-Huma...
- 2. https://www.yumpu.com > document > view > downloa...
- 3. https://www.topfreebooks.org > free-human-resources-a...
- 4. https://books.askvenkat.org > human-resource-manage...

5. https://pdfcoffee.com > download > human-resour...

Title of the Paper: Cost Accounting Semester: V
Course Code: LUBBCT53 Contact Hours: 6hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- prepare cost sheet.
- competent enough in controlling cost.
- analyse the methods of costing.
- interpret practical methods of costing.
- learn no profit and no loss concept (break even point)

Pre-required knowledge:

- ✓ Expenses vs cost.
- ✓ Material and labour
- ✓ Management decisions

Unit -I: Introduction to Cost Accounting

Cost - Meaning - Definition - Classification of Costs - Cost Accounting - Definition - Advantages - limitations - Financial accounting Vs. Cost accounting - Preparation of Cost Sheet - Tenders and Quotations.

Unit -II: Materials control

Materials-Materials control-Meaning-Objectives-Advantages-Methods of Stock Control-Stock levels-EOQ-Stores ledger-FIFO, LIFO, Simple average and Weighted average.

Unit -III: Labour and Overhead

Labour and Overhead - Methods of wage payment – Overheads – Classification – Allocation – Apportionment and Re-distribution.

Unit -IV: Process costing

Process costing -Meaning - Characteristics - Process accounts - Process losses and gains (Excluding equivalent Production, By Product and Join Product-Inter Process

Profits). Contract Costing–Meaning – Definition – Contract account And Balance sheet.

Unit -V: Marginal Costing

Marginal Costing - Nature of marginal Costing – Advantages – Limitations – Break Even Analysis – Decision making Problems.

Suggested Topics / Practical Exercises:

The Learners are required to

- prepare a cost statement for manufacturing and service organisation.
- ✓ identify the items to be included and excluded in the cost system.
- ✓ apply different price determination methods to assets sales price.
- ✓ prepare a cost statement for different processes.
- ✓ Prepare a different format of acquisition of material.

Suggested Readings:

i) Text Books:

- Arora. M.N. (2017) A Textbook on Cost and Management Accounting Vikas Publication. 10th Edition
- Charles T. Horngren (2015). Cost Accounting- A Managerial Emphasis Pearson – 14th Edition

ii) Reference Books:

- Ravi Kishore. . Cost Management Accounting Taxman – Latest Edition
- Hilton & Maher. Cost Management : Strategies for Business TMH – Latest Edition

iii) Web Sources:

- http://www.freebookcentre.net > Cost-Accounting-Cour...
- https://www.loginask.com > cost-accounting-booksfree
- 3. https://www.login-faq.com > cost-accounting-book-free...

- 4. http://www.svtuition.org > 2013/03 > free-download-eb...
- 5. https://www.babelsoftco.com > articles > cost-accounting

Title of the Paper: Financial Management Semester: V
Course Code: LUBBCT54 Contact Hours: 6hrs/w Credit: 5

Course Learning Outcomes:

On completion of the course, the students are able to

- distinguish between profit maximization and wealth maximization.
- analyse the determinants of financial decisions.
- make investment decisions.
- calculate working capital requirements of an organisation.
- be an expert in making decision relating to dividend policy.

Pre-required knowledge:

- ✓ Business Finance
- ✓ Capital formation
- ✓ Dividend

Unit -I: Introduction to Financial management

Financial management – definition – objectives – importance – functions – role of a financial manager.

Unit -II: Investment Decisions

Investment Decisions: Capital budgeting decisions—importance—Factors affecting Capital investment decisions — Methods of evaluating investment Proposals: Payback — NPV — PI – IRR – ARR (Simple Problems only).

Unit -III: Financial Decisions

Financial Decisions - Long term and Short term sources of finance - Capital Structure - Meaning - Factors determining Capital Structure. Leverages - Meaning - Types - Importance.

Unit -IV: Cost of capital

Cost of capital - Concepts - Determinants of Cost of Capital - Simple and Weighted average cost of Capital

(Simple Problems only). Dividend Policy – Forms of dividend – Determinants of dividend.

Unit -V: Working capital

Working capital management – meaning – importance – types – factors determining working capital, estimation of working capital (simple problems only). Management of cash, inventory, accounts receivables and accounts payable (theory only).

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ differentiate profit maximization and wealth maximization.
- ✓ draw a capital structure with imaginary figures.
- explain the importance of financial leverage and operating leverage.
- estimate working capital requirements of the business with proposed figures.
- ✓ apply any dividend theory / approach applicable to the particular business.

Suggested Readings:

i) Text Books:

- 1. Pandey.M.(2017) ,Financial Management. Vikas Publishing House.
- 2. Dr. Palanivelu .V.R(2015). Financial Management.. NewDelhi :SulthanChand&Sons.

ii) Reference Books:

- 1. Dr.Maheswari .S.N. (2017) .Principles of Financial Management, Himalaya Publishing House.
- 2. Kuchal. M.C. (2015). Financial Management. Vikas Publishing House.
- 3. Kulkarni & Sathya Prasad. (2017). Financial Management. Himalaya Publishing House.

iii) Web Sources:

1. https://www.infobooks.org > ... > Financial Management

- https://www.freebookcentre.net > Financial-Management
- 3. https://collegetutor.net > notes > Financial Management...
- 4. https://www.bizmove.com > books > financial-manage...
- 5. https://www.kopykitab.com > Financial-Management-e...

Title of the Paper: Research Methodology Semester: V
Course Code: LUBBDS51 Contact Hours: 4hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- classify the different types of research.
- formulate research problem and frame hypotheses.
- collect data using appropriate devices
- analyze the interpret data bases on statistical tools.
- prepare reports with appropriate citations and references.

Pre-required knowledge:

- ✓ Survey
- ✓ Measurement
- ✓ Data types

Unit- I: Introduction to Research

Research Methodology – Meaning – Objectives - Types - Significance - Research Process

Unit -II: Sampling

Sampling – Introduction - Sample design - Sampling types – Probability, Non probability sampling - Sampling Errors.

Unit -III: Data collection

Data collection – Introduction.-Types of Data- Primary - Secondary - Qualitative - Quantitative. Data collection tools—Questionnaire—Schedule-Types of questions – Collection of secondary data. Scaling—scale classification bases -Non comparative scaling technique — Continuous rating - Itemized - Simple category verbal frequency scale.

Unit -IV: Data preparation

Data preparation process – Questionnaire checking – Editing – Coding - Classification-Tabulation. Presentation of data.

Unit -V: Report writing

Report writing—Significance-Different steps-Layout-Types Mechanics of writing a research report—Precautions.

Suggested Topics / Practical Exercises:

The Learners are required to

- get practice in formulating research synopsis and report.
- ✓ be exposed to Statistical packages such as SPSS/EXCEL
- ✓ prepare a research design on 'Employee Motivation'
- draft a suitable questionnaire for studying customer satisfaction
- ✓ conduct a descriptive research study on the frequency of shopping at any chosen Mall

Suggested Readings:

i) Text Book:

 Kothari.C.K and Gaurav Garg.(2016) Research Methodology – Methods & Techniques. New Age International.

ii) Reference Books:

- 1. Dr.Pawan kumaroberoi. (2017). Research Methodology.Global Academic Publishers.
- Raju.T. and Prabhu, R. (2013). Business Research Methods. MJP Publishers.
- 3. Dipak Kumar Bhattacharyya. (2014). Research Methodology. Excel Books.
- 4. Dr. Venkatachelam. S.M. & Murali.M. (2014), Basics of Business Research. Mithila Publications,

iii) Web Sources:

- https://bivashvlog.com>research-methodologyebooks...
- 2. https://www.cusb.ac.in > images > cusb-files > cbs
- https://iaear.weebly.com > uploads > research metho...
- 4. https://stuvera.com > research-methodology-books-pdf-.
- 5. https://mfs.mkcl.org > images > ebook > Fundament..

Title of the Paper: Quantitative Techniques - II Semester: V Course Code: LUBBDS52 Conduct Hours: 4hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- identify forms of matrices for business solutions and application for optimizing resources using Cramer's rule.
- predict the application and progressions in simulating systematic events
- illustrate the variability consistency in a given real-time data.
- > compare the linear association between variables.
- assess the relationships between variables and predict future trending.

Pre-required knowledge

- ✓ Basics of determination
- ✓ Central tenancy
- √ Viability

Unit-I: Matrices and determinants

Definition, Types of Matrices – Column Matrix, Row Matrix, Square Matrix, Rectangular Matrix, Upper and Lower Triangular Matrix, Scalar Matrix, Symmetrical Matrix, Equal and Equivalent Matrices, Algebra of Matrices- Addition, Subtraction, Multiplication, Scalar Multiplication, Determinants, Cramer's Rule to Solve Simultaneous

Equations – Two Variables and Three Variables, Application Problems based on Cramer's Rule.

Unit-II Progressions (Arithmetic Progression and Geometric Progressions

Introduction to Sequence and Series of Terms, Introduction to Progressions - Arithmetic Progressions, Geometric Progressions. Arithmetic Progressions - Common Difference - Nth Term- Sum of N Terms, Geometric Progressions - Common Ratio- Nth Term, Sum of N Terms, Identification of Arithmetic Progressions, Geometric Progression, Application Problems.

Unit-III Measures of dispersion

Introduction, Measures of Dispersion – Range – Coefficient of Range, Quartile Deviation – Coefficient of Quartile Deviation, Mean Deviation- Coefficient of Mean Deviation, Standard Deviation - Coefficient of Variation - Consistency - Variability, Application Problems.

Unit-IV Correlation

Introduction, Types of Correlations, Degree of Measures of Correlation, Methods to Measure Correlation – Karl Pearson Correlation, Spearman's Rank Correlation, Karl Pearson Correlation (Two Variables), Spearman Rank Correlation (Two and Three Variables), Application Problems.

Unit-V Regression

Introduction, Definition, Introduction to Regression Analysis, Estimation of Regression Equations (Two Variables) - Estimation of Trend Values, Regression Coefficient, Application Problems.

Suggested Topics / Practical Exercises:

The Learners are required to

- appreciate the significance and the value of the application of the principles of quantitative techniques in the use of scientific methodology of management
- understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data

understand and appreciate the practical relevance of various basic statistical tools in the field of finance, marketing, human resources, manufacturing and so on

Suggested Readings

- G K Ranganath. Business mathematics. Himalaya Publications. 3rd edition.
- 2. Digambar Patri Business mathematics by Digambar Patri, Kalyani Publications, 2nd edition.
- Business mathematics by Dorai Raj, United publishers, 6th edition.
- Chikkodi and Satya Prasad. (2008) Business mathematics. Mumbai Himalayan, Publishing House 2nd edition.
- 5. Gupta S.P. Statistical Methods. sultan chand and sons, 26th Edition.

ii) Web Sources:

- 1.https://www.amazon.in > Quantitative-Techniques-Oper...
- 2. https://www.amazon.in > Quantitative-Techniques-Man...
- 3. https://www.flipkart.com > quantitative-techniques-b-b-...
- 4. https://sahityabhawanpublications.com > ... > Jiwaji

Title of the Paper: Body Language Semester: V
Course Code:LUBBSE51 Contact Hours: 2hrs/w Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- > explain meanings and interpretations of the gestures
- good at hand shaking styles
- express emotions through the facial expressions
- good at male courtship gestures and female courtship gestures
- follow the space distance and leg positions in a social gathering.

Pre-required knowledge:

self-directed learning

- √ skill development and reskilling in all areas
- ✓ unbiased and truthful actions in all aspects of work

Unit-I: Introduction to Gestures

Introduction - Gestures and their meanings – Palm Gestures and smiling gestures.

Unit- II: Understanding Gestures

Understanding Gestures - Hand and arm gestures - Hand to face gestures.

Unit- III: Postures

Reading Postures - Leg Gestures, Pointers, Courtship gestures.

Unit -IV: Human Behavior

Analysis of Human Behavior - Territories and Zones – Territorial gestures, Expectancy.

Unit -V: Attitudes

Understanding Attitudes - Understanding Attitudes by body gestures

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ understand the difference between open & closed body language
- ✓ learn to avoid common body language mistakes
- ✓ gain insight into the differences in body language between genders
- ✓ understand the signals to be sent to others.
- ✓ practice themselves in facial expressions and body language

Suggested Readings:

i) Text Book:

 Vinay Mohan (2011). Understanding Body Language . Pustak Mahal Publications.

ii) Reference Books:

1. ShaliniVarma .(2016). Body Language (Art of reading gestures and postures. S.Chand& co.

2. Allan Pease (2016). Body Language (How to read others thoughts) New Delhi :Sudha Publication.

iii) Web Sources:

- https://books.yossr.com > Home > Society
- 2. http://bodylanguageproject.com > the-only-book-on-bo...
- 3. https://www.yesbookplease.com > the-definitive-book-o...
- 4. https://www.yumpu.com > document > view > free-dow...
- 5. https://indianpdf.com > dictionary-of-body-language-b...

Title of the Paper: Financial Market Semester: V
Course Code: LUBBSE52 Contact hours: 2hrs/w Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the basic concepts of financial markets.
- gain knowledge on the working of money market including its types
- learn the features of primary market
- understand the functioning of secondary market
- know the functions of stock exchange

Pre-required knowledge:

- ✓ Capital Market
- ✓ Stock Exchange
- ✓ Sensex and Nifty

Unit -I: Introduction to Financial market

Financial system in India – Meaning – Functions of financial system – Development of financial system in India – Weakness of financial system in India.

Unit -II: Money market

Money market – Meaning – Definition – Importance – Instruments. Capital market – Meaning – Definition – Types of capital market.

Unit -III: Primary market

Primary market – meaning – Definition – Functions – Methods of floating new issue market – Players in new issue market.

Unit -IV: Secondary market

Secondary market – Meaning – Definition – Brokers in secondary market - Difference between primary market and secondary market.

Unit- V: Stock exchange and SEBI

Stock exchange – Importance – Role – Functions. SEBI. – Role – Functions.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ explain the steps involved in Initial Public Offer (IPO).
- ✓ discuss the functions of Stock Exchange in India.
- ✓ describe the functions of BSE, NSE and OTCEI.
- ✓ narrate the guidelines by SEBI relating to Primary Market an Secondary Market.
- ✓ ask to compute stock market indices with imaginary figures.

Suggested Readings:

i) Text Book:

1. Gordon, &B Natarajan (2009) Financial Markets and Services. Mumbai: Himalaya Publishing House.

ii) Reference Books:

- Dr.Gurusamy .S.(2019). Financial services & markets. Vijay Nicole imprints Pvt Ltd.
- Bhole.L.M.(2017). Financial institutions & Markets, structure, growth & innovation, New Delh: Tata Mc Grow-hill publishing co. ltd- 4th edition
- 3. Preethisingh (2016)Investment management-Security analysis & Portfolio management. Mumbai :
- 4. Himalaya publishing House.

iii) Web Sources:

- 1. https://www.oliveboard.in > blog > financial-markets
- https://corporatefinanceinstitute.com > resources > ebooks

- 3. https://corporatefinanceinstitute.com > Resources
- 4. https://ncert.nic.in > textbook > pdf > lebs202
- 5. https://fintech.neu.edu.vn > SubDomain > fintech >

Title of the Paper: Digital Marketing Semester: V
Course Code: LUBBSC51 Conduct Hours:0 Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- employ digital marketing strategies in business.
- demonstrate various digital channels/tools and their impact on business models and strategies
- create a successful marketing strategy to position a brand, maintain its reputation, and build a website.
- examine digital marketing issues and problems in today's business world.
- employ digital marketing strategies in business

Pre-required knowledge

- ✓ Marketing through internet
- ✓ Digital era
- ✓ Social media

Unit-I: Concept of Digital Marketing

Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing platforms.

Unit-II: Online Marketing Strategies

Online marketing strategies for customer acquisition, conversion and retention, SEO - On-page and Off-page Optimization, Google Analytics, Website Monetization.

Unit-III Dimensions of Digital Communication Environment

Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization, consumer browsing behavior.

Unit-IV: Digital Promotion

Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video Advertising, email marketing, mobile marketing, lead generation, crowdsourcing, Website as a form of advertisement and their types.

Unit-V: Social Media Management

Social Media and Networking, Social Media Consumer, SMM - Social Media Submission Sites, Forums & Discussion Sites, Media Sharing Sites, Reviews and Ratings Sites, Social Network Sites, Blogs, Podcasts, Micro Blogging, Wikis.

Suggested Topics / Practical Exercises:

The Learners are required to

- recognize the entrepreneurial potential within yourself and others in your environment;
- appreciate the role of entrepreneurship within society, at the level of the organization, and in your own personal life;
- understand the process nature of entrepreneurship, and ways to manage the process;
- identify the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts, and others;
- develop an appreciation for opportunity, recognize it, and evaluate it;

Suggested Readings

i) Text Books:

- David Jobber and Fiona Ellis-Chadwick(2007). Principles and Practice of Marketing, McGRaw, 7th Edition
- Kogan Page (2009) Commonsense, direct and digital marketing. 5th edition
- 3. Dann, E S. & Dann, S. (2011) Marketing: Theory and Application. Palgrave, Macmillan. Dann, S. & Dann, S. (2011) 116 | BBA-SYLLABUS/www.cms.ac.in 4)

- 4. Kogan Page (2014) Understanding Digital Marketing. 3rd Ed. Damian Ryan.
- 5. E-Marketing: An Essential Guide to Digital Marketing. 4th Ed. Rob Stokes. Quirk e-Marketing (Pvt) Ltd (2011)

iii) Web Sources:

- 1. http://sdeuoc.ac.in > default > files > sde videos
- http://www.subodhpgcollege.com > pdf > syllabus...
- 3 https://www.caluniv.ac.in > cbcs-ug > ug-files > U...
- 4 https://www.caluniv.ac.in > cbcs-ug > ug-files > U...
- 5. https://www.wileyindia.com > finance-for-managers-an...

Title of the Paper: Essentials of Spoken and

Presentation Skills II

Semester: V

Course Code: LUBBSC52

Conduct Hours: 0

Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- basic body language cues
- charisma through body language
- body language to debunk gender stereotypes
- body language effectively when negotiating
- body language norms across various cultures

Pre-required knowledge:

- Non-verbal communication
- Group discussions
- Presentation

Unit -I

Body Language–Kinesics, Proxemics, Paralinguistic, Chronemics, Nuances of Speech Delivery. Personality Development: Building self-esteem.

Unit -II

Team work and participating group discussions—Team building and Teamwork, Team briefing, Role of Team leader, Conflict resolution.

Unit-III

Group discussions, Mythology of Group discussions, Role Functions in Group Discussion, Types of Non–functional Behavior, Improving group performance. Participating in Mockgroup discussions.

Unit-IV

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

Unit-V

Business Presentations – Preparing successful presentations, thinking about audience, making effective use of visual aid, Delivering presentation, using prompts, dealing with questions and interruptions, Mock presentations.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ Building self-esteem
- ✓ Conflict resolution
- ✓ group discussions
- ✓ mock interviews
- ✓ Mock presentations

Suggested Readings:

i) Recommended Texts:

- 1. Peter, Francis. (2012) Soft Skills and Professional Communication. NewDelhi: TataMcGraw Hill...
- 2. Singh, Prakash and Raman, Meenakshi. (2006). Business Communication. NewDelhi: Oxford UP.
- 3. Bailey, Edward P.(2007) Writing and Speaking at Work: A Practical Guide for Business Communication. Pennsylvania: Prentice Hall.
- 4. Pease, Allan and Peas, Barbara. (2006). *The Definitive Book of Body Language*. New York: Random House.
- 5. DeBono, Edward.(1993).Serious Creativity. Reprint. Harper Business.

ii) Websites and e-Learning Sources:

- 1. http://rgmttc.bsnl.co.in > UoM > uom4 vetted
- 2. http://www.sauleh.ir > materials > Books > 18Pres..
- https://qmcmen.com > qmcintra > English1 > TSS...
- 4. https://www.pdfdrive.com > essentials-of-spoken-and-p...
- 5. https://www.researchgate.net > ... > Philology > English

DEPARTMENT OF ENGLISH - UG - CBCS-LOCF

Title of the Course: COMMUNICATIVE ENGLISH-I Semester: V

Course Code: LUENNM51 Contact Hours: 2hrs/w

Credits: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the role of communication in personal and professional success
- have comprehensive application- knowledge of appropriate communication strategies
- apply appropriate communications skills across settings and purposes
- > respond effectively to various communicative demands
- build and maintain effective relationship by demonstrating appropriate, professional and ethical behaviour

Pre-required Knowledge:

- > Functional grammatical knowledge
- Spoken idioms
- Working knowledge of language skills

Unit I: Listening

Introducing oneself, At a Bank-II, At a Hotel Reception Hall, Helping a friend obtain a Rental Flat-I, At the Restaurant, Visiting a Doctor with One's Parent, Attending an Interview, Visiting a Friend in the Hospital-I, Present water Crisis in Chennai, Attending a career Guidance Fair-I.

Unit II: Speaking I

Greeting, Introducing, Inviting someone, Making requests, Offering help, Seeking permission, Asking for advice, Expressing gratitude, Asking about remembering.

Unit III: Speaking II

Persuading, Complimenting/Congratulating, Expressing Sympathy, Complaining, Apologizing, Making suggestions, Warning someone.

Unit IV: Writing

Writing Paragraphs, Writing Telegrams, Writing Letters, Writing Short Notices and Notes, Précis Writing and Notemaking.

Unit V: Career Skills

Preparing Curriculum Vitae and Cover letters, Facing an Interview, Presentation Skills and Persuasion Skills

Suggested Topics for Presentation:

- Introduce yourself in bank and hotel
- Invite your friends for your birthday party.
- Congratulate your sister on her passing IAS exam.
- Ways, means and methods of professional writings.
- Prepare a CV for the post of Teacher in educational institution.
- Mock interview and mock presentation.

Suggested Readings:

i)Text Books:

- Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.
- 2. Balan, Jayashree. Ed. *Spoken English*. Chennai: Vijay Nicole Imprints Pvt.Ltd., 2006.

ii) Reference Books:

- Bose, M.N.K. Ed. Better Communication in Writing. Madras: New Century Book House (P) Ltd, 2004.
- 2. Pillai G. Radhakrishna and Rajeevan. Ed. *Spoken English For You*. Chennai: Emerald Publishers, 2002.

3. Ramani, S. Ed. Write English without formal grammar.

iii)Web Sources:

- 1.https://www.careertipstogo.com/career-basics/
- 2.http://mystarjob.com/articles/story.aspx?file=/2013/6/22/mystarjob_careerquide/1 3226186&sec=mystarjob_caree
- 3.https://www.indeed.com/career-advice/interviewing/prepare-for-a-mock-interview

Title of the Paper: Fundamentals of Accounting Semester: V
Course Code: LUCONM51 Contact Hours: 2hrs/w Credit:

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the use accounting rules.
- record business transactions in Journal and Ledger.
- prepare Subsidiary books.
- drawing up a trial balance.
- prepare the Final Accounts and Balance Sheet of Sole Traders

Pre required Knowledge:

- 1. Transactions and Golden Rules of Accounting
- Book Keeping
- Final Accounts

Unit- I: Accounting and Book-Keeping

Definition of Accounting and Book – Keeping- Double Entry System - Advantages and disadvantages - Types of Accounts -Rules of Accounting.

Unit-II: Journal

Simple and Compound entries (Simple transactions only) -Ledger.

Unit-III: Subsidiary Books

Purchase Book, Purchase Returns Book, Sales Book, Sales Returns Book and Cash Book (Single Column Only – Simple Problems).

Unit- IV: Trial Balance

Meaning – Objectives – Methods – Format - Drawing up a Trial Balance (Simple Problems Only).

109

Unit- V: Final Accounts

Trading Account – Profit and Loss Account – Balance Sheet - Simple Adjustments (Closing Stock, Depreciation, Bad Debts, Outstanding Expenses and Prepaid Expenses – Simple Problem Only)

Suggested Topics/Practical Exercises:

The Learners are required to

- classify the types of accounts using golden rules of accounting.
- ✓ prepare Journal with imaginary values.
- ✓ list the various subsidiary books in small organization.
- √ draw a Trial Balance with imaginary figures of a sole trader.
- prepare the financial statements using any three adjustments.

Suggested Readings:

(i) Text Books

- Dr.Peer Mohammed (2020). Financial Accounting –I. Madurai: PASS Publications.
- P.C.Tulsian (2018). Financial Accounting. New Delhi: Pearson Education Publisher.

(ii) Reference Books:

- Arulanandam.M.A. & Raman K.S. (2018) Advanced Accountancy (Part – I), Mumbai: Himalaya Publishing House.
- Dr. Maheshwari.S.N. (2019). Advanced Accountancy (Vol–I). New Delhi:Vikas Publishing House Private Limited.
- 3. Jain.S.Pand Narang.K.L. (2020).Advanced Accountancy. (Vol–I), New Delhi:Kalyani Publishers.
- 4. Reddy.T.S. & Murthy.A (2020). Financial Accounting. Chennai:Margham Publications.
- Gupta R.L. & Radhaswamy.M. (2019). Advanced Accountancy. (Vol-I). New Delhi: Sultan Chand & Sons.

(iii) Web-Sources:

- 1. www.icai.ac.in
- 2. www.financial accounting.ac.in
- 3. wwwicwai.ac.in

Note:The questions be asked in the ratio of **70%** for problems and **30%** for theory.

DEPARTMENT OF ECONOMICS - UG - LOCF - SF

Title of the Course: Economics for Competitive

Examinations

Contact Hours:2hrs/w

Semester: V Credits:2

Course Learning Outcomes

Course Code: LUECNM51

On completion of the course, the students are able to

- trace the history of economic planning in India.
- elucidate India's policy towards Natural resources.
- evaluate the demographic features of India.
- make a critical appraisal of food security problem in India
- demonstrate the role of NABARD, Co operative Banks and RRBs in providing rural credit in India.

Pre- required Knowledge

- Literacy rate, Life expectancy and IMR.
- Women empowerment
- Absolute poverty and Relative poverty.

Unit I: Economic Development and Planning

National Income - Various committees on National Income estimation - Measures of Economic Development (PQLI, HDI, HPI and GDI) - National Income as a measure of welfare - Green Revolution and agriculture development - History of Economic planning in India - Planning Commission Vs NITI Aavog.

Unit II: Natural Resources of India

Land Utilisation pattern - Forest resources: Area under forest, Forest Policy of 2020 - Water Resources: Atal mission

for Rejuvenation and Urban Transformation 2.0 (AMRUT 2.0) - Water Policy of 2021 - Marine and Inland fisheries - Mineral resources and Mineral policy of 2019.

Unit III: Population and Poverty

Population growth in India - Demographic features of India - India's Population Policy - Trends in poverty in India - Poverty Eradication programme (IRDP, PMGAY, MGNREGA).

Unit IV: Food Security in India

Food Security - Food self sufficiency and Food security in India - State-wise area production and yield of food grains - Growth of India's food production in the world context and food security -Public Distribution System and Food security.

Unit V: Rural Credit in India

Sources of credit for Indian Farmers - Multi-agency Approach in Rural Finance –Land Development Banks - Short term rural credit - Long term rural credit - Lead Bank Scheme – Regional Rural Banks - NABARD and Rural credit - Cooperative Banks - Commercial Banks and Rural Credit.

Suggested topics for group discussion/ Presentation

- Human Development Index (HDI) is a comprehensive measure of economic development
- 2. Water is an economic commodity
- 3. Integrated Rural Development Progeamme (IRDP) failed in India.
- 4. Targeted PDS is preferable to Universal PDS
- 5. Lead Bank scheme provides sufficient credit for agriculture in India.

Suggested Readings:

Text Books:

- 1. Ramesh Singh (2019), Indian Economy for Civil services, Universities and other Examinations, McGraw Hill Education, New Delhi.
- 2. Misra and Puri, (2019), Sectoral Problems of Indian, Economy, Himalayas Publishing House.

3. Rudder Datt and Sundaram, (2018), Indian Economy, S. Chand, New Delhi.

Reference Books:

- 1. Francis Cherunilam, (2019) International Trade and Export Management, Himalaya Publishing House.
- Uma kapila (Ed.) (2018), Indian Economy since independence, Academic Foundation, New Delhi, 29 th edition.
- 3. Gupta. K. R and Manoranjansharma (2018), Indian Economic Policies and Data McGraw Hill Publications
- 4. Abhijit, V. Banerjee et al. (2017), poverty and income distribution I India, juggernaut, New Delhi
- 5. Prakash B.A (2009), The Indian Economy since 1991, Edited Book, Pearson Education New Delhi.

Web Sources:

- https://www.investopedia.com/terms/g/gross-national-income-gni.asp
- 2. https://en.m.wikipedia.org/wiki/Poverty
- 3. https://en.m.wikipedia.org/wiki/Food_security

DEPARTMENT OF COMPUTER APPLICATIONS –UG – CBCS - LOCF - SF

Title of the Course: Fundamentals of Computer Semester: V
Course Code: LUBCNM51 Contact Hours: 2hrs/w Credits: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the basics of computer.
- know the input and output devices in computer.
- understand the memory allocation and memory devices.
- gain the knowledge of basic concepts of internet and web browsers.

Pre – Required Knowledge:

- ✓ Basic Computer Knowledge
- ✓ Input and Output Devices
- ✓ Basics of Internet

UNIT I: Introduction to Computers

Definition and Characteristics – Functioning of a Computer –Generations of Computer – Hardware - Software.

UNIT II: Input Devices

Keyboard - Mouse - Trackball - Joystick - Digitizing Tablet - Scanners - Digital Camera - MICR - OCR - OMR - Touch Screen.

UNIT III: Output Devices

Monitor, Printers: Impact and Non-Impact printers.

UNIT IV: Memory

Primary memory: RAM and ROM. Secondary Memory: Floppy disk, Hard Disk & CD-ROM.

UNIT V: Internet Basics

World Wide Web – Search Engines – Web Browsers.

Suggested Topics for Group Discussion / Presentation

- ✓ Generations of Computer
- ✓ MICR and OCR.
- √ Non-Impact Printers
- ✓ RAM and ROM
- ✓ Search Engines

Suggested Readings:

i) Text Book:

Donald H.Sanders ,**Computer Today** – McGraw Hill, 2nd Edition,1988.

ii) Reference Book:

Yaung Kaiseng, **Using the internet the easy way** – Minerva Publications, reprint 2003

iii) Web Sources:

- https://www.javatpoint.com/computer-fundamentals-tutorial
- https://www.tutorialsmate.com/2020/04/computerfundamentals-tutorial.html?m=1
- https://www.tutorialspoint.com/computer_fundamentals/ index.htm

DEPARTMENT OF NCC – UG - CBCS - LOCF PART IV - NON MAJOR ELECTIVE

Title of the paper: NCC - 1 Semester: V
Course code: LUNCNM51 Contact Hours: 2hrs/w Credits: 2

Course Learning Outcomes

On Completion of this Course, the students are able to

- outline the organizational structure and dynamics of NCC
- elaborate various aspects of National Integration
- admire the braveness of Indian war heroes
- illustrate the functioning of Civil defense
- apply the principles of First Aid during emergencies

Pre-required Knowledge:

- Understanding aboutNCC organization.
- ✓ Understanding the Military History and Civil Defence.
- ✓ Skills in Disaster Management, First Aid and to inculcate Patriotism through national Integration.

Unit - I: NCC-Overview

NCC Organization – Levels (From Company to Directorate), History of NCC Organization, Role of NCC in India, Division of NCC, Motto and Cardinal Points – NCC Song.

Unit - II: National Integration

National Integration – Meaning – Motto – Importance – Components – Factors affecting National Integration - Religion, Culture and Heritage of India – Challenges and threats to National Integration – Contribution of NCC to National Integration.

Unit - III: Military History

Military History – Basic Organization of Indian Armed Forces – Biographies of Renowned Generals (in brief) – Field Marshal K M Cariappa, Field Marshal SHFJ Maneksha, Marshal of the Air Force Arjun Singh – Famous Battles / Wars of India – Indo-Pak war 1971 &Kargil war 1999.

Unit - IV: Civil Defense and Disaster Management

Civil Defense and Disaster Management – Civil defense Organization and its duties – Aid to Civil authorities – Organization of Home guard – Types of emergencies / Natural disasters – Fire Services and Firefighting – Traffic Control during disaster under police supervision – Assistance during Natural Calamities: Flood/Cyclone/Earth Quake/Accident etc. – Collection and Distribution of Aid Materials.

Unit -V: First Aid

First Aid – Structure and Functioning of a human body – Hygiene and Sanitation – Physical and Mental health – Infectious, Contagious diseases and its prevention Wounds and Fractures.

Suggested Topics/ Practical Exercises

- knowing higher officials of NCC in National and State level.
- applying knowledge on National Integration in challenges.
- recognise the techniques in wars like Indo-Pakistan war and Kagil war etc.,
- > apply the role of NCC in disasters.
- finding the right First Aid treatment in accidents.

SUGGESTED READINGS:

i) Text Books:

- Asthana A K, Brigadier (2015), Commandant, Precis Kamptee.
- 2. NCC Guide Army Wing, (2010). Major R. Ramasamy, Karur, Priya Publications.
- 3. Cadets hand book (2018) -Common subjects for SD/SW, OTA Training Materials, Kamptee.

ii) Reference Books:

- Specialized Subject Army (2018). Govt. Of India Press, New Delhi.
- Precis, (2009). Published by Officer Training School, Kamptee

- Cadet's diary, Published by cadets' center, Chennai, 2000.
- 4. NCC: Handbook of NCC cadets,(2015). R. Gupta, Ramesh Publishing House
- 5. Lt. Saravanamoorthy. S.N,A hand book of NCC-Army wing (2015), Jayalakshmi publications.

iii) Web sources

- 1. https://indiancc.nic.in/
- https://play.google.com/store/apps/details?id=com.chl.n cc&hl=en_IN&gl=US
- 3. https://joinindianarmy.nic.in/default.aspx
- 4. https://www.joinindiannavy.gov.in/
- https://indianairforce.nic.in/

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – CBCS – LOCF

Title of the Paper: Retail Management Semester: VI Course Code: LUBBCT61 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- apply basic principles of Retail Management to enhance retail sales.
- > explain the functions of retail business
- identify scientific store location, layout and positioning of retail store
- > assess consumer behavior and buying process
- > study retail sales forecasting and product life cycle

Pre-required knowledge:

- ✓ Basic of Retailing.
- ✓ Evaluation of Marketing.
- ✓ Sales estimation

Unit -I: Introduction to Retail Marketing

Definition of Retail Marketing-Features of Modern Retail Marketing-Importance of Retail Marketing-Types of Retail Marketing-Retail Marketing Mix.

Unit- II: Functions

Functions of Retail Marketing - Buying - Assembling - Selling - Transporting.

Unit- III: Storage

Storage and Warehousing–Risk Bearing–Retail Market Information–Grading and Standardization – Retail Market Function.

Unit- IV: Buyer Behavior

Buyer Behavior–Consumer Goods and Industrial Goods–Buyer Behavior Model– Factors Influencing Buyer Behavior – Market Segmentation–Need and Basis–Targeting–Positioning.

Unit- V: Sales Forecasting

Retail Sales Forecasting – Methods – Analysis and Application – Products – Classification – New Product Development Process – Product Life Cycle –Line and Product Mix Decision.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ visit any Franchise shop and understand the concept and give a report.
- ✓ identify any product in small Retail Shop.
- ✓ collect data from customers regarding price satisfaction from any small Retail Shop.
- √ identify good locations for retail outlet and give a report.
- ✓ visit Mall and understand the concept of management and give a report.

Suggested Readings:

i) Text Book:

 Retail Marketing Management – David Gilbert, Perason Education.

ii) Reference Books:

 Golabal Marketing Management–Warren J.Keejan, Printice–Hall of India.

- 2. Retail Management Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastav-Oxford University Press.
- 3. Retailing Management–Michael Levy, Barton A Weitzand Ajay Pandit–McGrawHill.
- Retailing Management–Text & Cases–Swapna Pradhan–McGrawHill.
- Retail Marketing Management–David Gilbert– Pearson Education.

iii) Web Sources:

- https://stuvera.com > retail-management-books
- https://pdfcoffee.com > download > retail-manage...
- 3. https://www.freebookcentre.net > Retail-Marketing
- 4. https://libribook.com > Business
- 5. https://issuu.com > afsgdhfg4354657 > docs > retail-ma...

Title of the Paper: Management Accounting Semester: VI
Course Code: LUBBCT62 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- be familiar for the concepts of Management Accounting.
- be expert in the preparation of Fund flow statement and Cash flow statement.
- gain knowledge about cash flow statement
- learn accounting ratios and its interpretation
- prepare various budgets.

Pre-required knowledge:

- ✓ Limitations of Financial and Cost Accounting.
- ✓ Sources of Fund.
- ✓ Estimation production.

Unit -I: Introduction to Management Accounting

ManagementAccounting—Meaning—Objectives—advantages—limitations—managementaccounting Vs Financial accounting—management accounting Vs cost accounting.

Unit -II: Fund flow

Fund flow analysis – preparation of schedule of changes in working capital and fund flow statement.

Unit -III: Cash flow

Cash flow analysis – preparation of cash flow statement – distinctions between cash and fund flow statement.

Unit- IV: Ratios

Accounting Ratios – Meaning – types calculation of ratios – construction of balance sheet (simple problems only).

Unit- V: Budget

Budget and budgetary control – meaning – types – materials and production budget – flexible budget – cash budget – sales budget.

Note: Questions in Theory and Problems carry 40% and 60% of marks respectively.

Suggested Topics / Practical Exercises:

The Learners are required to

- write different types of activity based management tools
- ✓ demonstrate the application of ratios.
- ✓ analyse the cash flow and fund flow in industries available in nearby your locality.
- ✓ prepare monthly cash budget for a small factory.
- ✓ prepare a master budget

Suggested Readings:

i)Text Books:

- 1. Maheswari S.N.(2019). Principles of Management Accounting. Sultan Chand.
- Dr.Palanivelu. V.R.(2017). Accounting for Management. Press-New Delhi : University Science.

ii)Reference Books:

- Man Mohan & Goyal, S.M., (2014). Principles of Management Accounting. S athiya.
- 2. Reddy T.S.& Hariprasad Reddy.Y, (2019) Management Accounting, Margham Publication.
- 3. Pillai. R.S.N. and Bagavathi, (20017). Management Accounting. Sultan Chand.
- 4. Dr.Periyasamy.P. (2016), Financial& Management Accounting. Himalaya Publications.

iii) Web Sources:

- 1. https://www.freebookcentre.net > Management-Account...
- http://dl.icdst.org > pdfs > files1
- 3. https://silo.tips > download > more-details-here-21
- 4. https://yourknow.com > uploads > books > introd...
- 5. https://www.login-faq.com > management-accounting-t...

Title of the Paper: Project Semester: VI
Course Code: LUBBPJ61 Contact Hours: 5hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- explain the characteristics and various stages of a project.
- describe the conceptual clarity about project organization and feasibility analyses.
- analyze the learning and understand techniques for Project planning, scheduling and Execution Control.
- apply the risk management plan and analyse the role of stakeholders.
- evaluate the contract management, Project Procurement, Service level Agreements and productivity.

Pre-required knowledge:

- ✓ Title of survey,
- ✓ Data collection
- √ Reporting

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ understand the concepts of Project Management for planning to execution of projects.
- understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- ✓ comprehend the fundamentals of Contract Administration, Costing and Budgeting.
- ✓ study the appreciate contemporary project management tools.
- recommend planning of corporate communication objectives and projects

Title of the Paper: Service Marketing Semester: VI
Course Code: LUBBDS61 Contact hours: 6hrs/w Credit: 5

Course Learning Outcomes:

On completion of the course, the students are able to

- be well versed with marketing concept
- aware of micro and macro environments in services marketing
- gain knowledge in market segmentation
- become expert in marketing mix
- apply services marketing in different fields like financial services, tourism

Pre-required knowledge

- ✓ Evolution of marketing
- ✓ Difference between tangiblity and intangibility
- ✓ Services marketing mix (7Ps)

Unit- I: Introduction to services marketing

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

Unit -II: Environment

Environment for services marketing—macro and micro environments—understanding service customers — models of service consumer behavior — customer expectations and perception — service quality and GAP model.

Unit -III: Segmentation

Market segmentation and selection – service market segmentation – targeting and positioning.

Unit- IV: Marketing Mix

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

Unit -V: Service Marketing in other areas

Service marketing applications – Marketing Of Financial, Hospitality, Hospital, Tourism And Educational Services – International Marketing Of Services And GATT.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ List down the areas of services marketing
- ✓ Narrate the market segmentation of bus services
- ✓ show an advertisement copy of online shopping
- √ discuss the 7ps of a bank product
- ✓ describe the success and failure of hospital services

Suggested Readings:

i)Text Book:

 Christopher, H. Lovelock. (2017). Services Marketing. Pearson Education India

ii) Reference Books:

- Christopher, H. Lovelock. (2014)Services Marketing, Pearson Education India
- 2. Adrian Payne, (2017). Services Marketing. PHI.

- Zeithaml, V.A. & M.J.Bitner . (2018) Services Marketing
- Rao (2018) Services Marketing. Pearson Education India.
- Sinha, P.K. and SahooS.C.(2017). Services Marketing. HPH.
- Ravishankar, (2014)) Services Marketing, Lalvani.

iii) Web Sources:

- https://www.login-faq.com > management-accounting-t...
- 2. https://www.researchgate.net > publication > 282206596 ...
- 3. https://stuvera.com > ebooks > service-marketing-book-...
- 4. https://examupdates.in > Study Material
- 5. https://goodfileshare.com > Ebook > Economic ebooks

Title of the Paper: Advertising and Sales Promotion Semester: VI Course Code: LUBBDS62 Contact Hours: 4hrs/w Credit: 4

Course Learning Outcomes:

On completion of the course, the students are able to

- identify the role of Advertisement in business
- analyze the creative advertising mix
- > list down the various advertising agencies
- evaluate the effectiveness of promotion
- understand the need of personal selling

Pre-required knowledge:

- ✓ Publicity
- ✓ Basis of advertisement
- ✓ Feature of personal selling

Unit -I: INTRODUCTION

Advertising – Advertising an element of Marketing Mix – Objectives – Advertising and Salesmanship – Role and Importance – Planning for Advertisements – Communication process in advertising.

Unit- II: ADVERTISING MIX

Advertisement copy – Kinds – Appeals – Advertising Mix – Advertising Budget and relevant decisions.

Unit -III: ADVERTISING AGENCIES

Advertising agencies and their role – type of advertising – measuring the effectiveness of advertisement – Managing agency

Unit -IV: SALES PROMOTION

Sales promotion – Objectives – advantages – tools and their effectiveness- Measuring the effectiveness of promotions.

Unit -V: PERSONAL SELLING

Personal selling- direct marketing, publicity and Public relations.

Suggested Topics / Practical Exercises:

The Learners are required to

- analyse the impact of various types of advertisement in the context of a given durable and non-durable products.
- analyse the advertising mix strategy of a durable and non-durable product.
- √ name any five advertising agencies in your area
- ✓ select any promotional tools and check its impact on business performance.
- ✓ analyse the distribution strategy of a given product.

Suggested Readings:

i) Text Book:

1. Saravanavel (2017) Advertising and sales promotion.

ii) Reference Books:

- 1. John A Quelch . (2011). Sales promotion management.
- Ramasamy (2018). Marketing Salesmanship and Advertising.
- Sinha .J.C.(2015) Principles of Marketing and Salesmanship.

- Charles J Dirkson (2009). Advertising Principles and Problems and Cases and
- 5. Manendra Mohan ((2018) Advertising Management concepts and cases. (TMH) .

iii) Web Sources:

- 1. http://www.cbseacademic.nic.in > srsec > emp-XII
- 2. https://examupdates.in > Study Material
- 3. https://www.amazon.in > Advertising-Sales-Promotion-...
- https://backup.pondiuni.edu.in > default > files > a..
- 5. https://bookpdf.co.in > advertising-and-sales-promotion-pdf

Title of the Paper: Business Trends Semester: VI
Course Code: LUBBDS63 Conduct Hours: 4 Credit: 3

Course Learning Outcomes:

On completion of the course, the students are able to

- critical thinking and analytical skills to understand the business environment.
- analyze business opportunities
- analyze the mistakes to avoid corporate failures.
- > develop leadership skills that best suit their business.
- construct a better business model

Pre-required knowledge

- ✓ Business
- ✓ Business problems.
- ✓ Innovation

Unit-I: Business House

Top Companies in the World and India (According to Forbes listing)-A detailed study of top two companies in the world and one company in India.

Unit-II Excelling Business

Industry Overview and Trends, Entertainment Industry (Theme Park/Movie Business), IT Innovation and Its Use in Business, Banking Industry.

126

Unit-III CEO's

The World's 10 Most Powerful CEOs (according to Forbes List), Attrition Rate and Reason for CEO Leaving Companies - A study of high impact leadership practices through case studies of outstanding corporate leaders who have led their teams into a future proof arena of success.

Unit-IV Current Affairs in Business

From the first month to the last month of the semester.

Unit-V Business Innovation

Business Innovation and its Reasons, Types and Forms of Innovation, Study on the Top Five Most Innovative Companies in the World, In-Depth Study of Two Most Innovative Companies and their Innovation.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ understand the trade dynamics and the country's position in the international markets.
- √ able to appreciate the impact of multi-lateral organizations
- present day status of the Indian economy and also the international financial markets.
- evaluate and apply business strategies in International market conditions.

Suggested Readings

- 1. Prahalad T C K, Pearson, (2013.) The Fortune at the Bottom of Pyramid,
- 2. Sarika Kulkarni (2005). Business Process Outsourcing, Delhi Jaico Publishing House,
- Paul Carroll, ChunkaMui, Portfolio. (2008.) Billion Dollar Lessons: What You Can Learn from the Most Inexcusable Business Failures of the Last Twenty-five Years.

iii) Web Sources:

- https://open.umn.edu > opentextbooks > textbooks
- 2. https://tnou.ac.in > wp-content > uploads > 2021/01
- 3. https://d3bxy9euw4e147.cloudfront.net > documents
- 4. https://www.cms.ac.in > pdf > bba-course-curricul..
- https://www.amazon.in > BBA-Sem-Contemporary-Man.

Title of the Paper: Consumer Behaviour Semester: VI
Course Code: LUBBDS64 Conduct Hours: 4 Credit: 3

Course Learning Outcomes:

On completion of the course, the students are able to

- comprehend the concept of consumer behaviour and analyse factors affecting the behaviour of consumers.
- interpret motivational conflicts, values and its application to consumer behaviour.
- apply the dynamics of perception
- apply the marketing implications of consumer behaviour concerning attitude, personality and lifestyle.
- analyse the types of group influencing consumer behaviour–indian and international core values.

Pre-required knowledge

- ✓ Consumer vs Customer
- ✓ Motives.
- ✓ Group formation

Unit-I: Introduction to Consumer Behaviour

Meaning and Definition, Scope of Consumer Behaviour, Nature and Characteristics of consumers, Factors Influencing Consumer Behaviour, Consumer Behaviour and its Applications in Marketing, Theories of Consumer Behaviour Psychology of Consumer, Online Consumer Behaviour.

Unit-II Consumer Perception and Learning

Perception, Dynamics of Perception, Self Image and Consumer Behaviour, Learning, Principles of Learning, Learning Theories. Changing Consumer Behaviour in India.

128

Unit-III Consumer Motivation and Values

Motivation as a psychological force, The Dynamics of Motivation, Consumer Motives - Product Motives & Patronage Motives, Motive Arousal, Motivational Directions, Motivational Conflicts. Values: Applications of values to Consumer Behaviour.

Unit-IV Consumer Attitudes, Personality and Lifestyle

Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies, measuring attitude change. Personality – Meaning and Theories, Lifestyle Concepts – VALS / AIO

Unit-V Influence of Group Dynamics, Social Class & Culture

Meaning and Nature of Group Dynamics, Types of Groups, Consumer Relevant Groups, Reference Groups, Factors affecting Reference Group Influence, Opinion Leaders, Family, Role and Functions of Family, Family Decision Making, Children as Decision Makers. Meaning and Definition of Social Class, Components of Social Class, Social Class and Purchase Decisions, Consumer Spending and Economic Behaviour. Culture, Sub Culture, Cross cultural Marketing Analysis, Indian and International Core Values, Transferring product meaning to other Cultures.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ understand consumer behavior and align the knowledge with formulation of appropriate marketing strategies.
- ✓ develop an understanding of the theoretical and conceptual concepts of consumer behavior and apply them to real life marketing situations and practices.
- explain the differences between goods and services and the resulting challenges and opportunities for service businesses

129

✓ introduce the expanded marketing mix for Services and the philosophy of customer focus for services

Suggested Readings

i) Text Books:

- Blackwell, Consumer Behaviour .1st Edition.
- 2. Assael.. Consumer Behaviour and Marketing Action
- 3. Suja R Nair. Consumer Behaviour in Indian Prospective. Himalaya Publications.
- Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India

ii) Web Sources:

- https://www.academia.edu > CONSUMER BEHAVIOU...
- 2. https://www.rbdbooks.com > book > bba > bba-consumer
- 3. https://examstime.in > Download
- 4. http://www.fimt-ggsipu.org > study > bbacam305
- 5. http://sdeuoc.ac.in > default > files > sde_videos

Title of the Paper: Subject for Competitive

Examination (TNPSC) Semester: VI

Course Code: LUBBDS65 Contact Hours: 3 Credit:3

Course Learning Outcomes:

On completion of the course, the students are able to

- acquire knowledge at national and state level events.
- list the fundamental rights on the Indian Constitution.
- identify the physical, social and geography of Tamil Nadu.
- compare and contrast civilization of India.
- narrate the social problems of Indian Economy.

Pre-required knowledge:

- ✓ Current Affairs.
- ✓ Indian Constitution.
- ✓ Five Year plan Models.

Unit -I: Current Events /Affairs

Events relating to National and State level – Diary of Events – National symbols–Eminent personalities and places–Sports – Books and Authors – Welfare system of Government –Latest Economic Issues.

Unit-II: Indian Politi and Governance

Indian Politi –Fundamental Rights– Political System – Panchayat Raj – Public Policy – Center State relationship – Election.

Unit-III: Geography

Indian Geography – Physical – Social – Economic– Geography of India and Tamil Nādu.

Unit -IV: History

Indian History – Ancient–Medieval–Modern History–History of South India Indus Valley–Civilization–Guptas – Delhi sultan–Mughals and Maratias–Indian culture– Unity in diversity–Race, language and Custom

Unit -V: Indian Economy

Five-year plan models – Planning commission and Niti Ayog – Sources of revenue–Finance commission–Economic Trends – Social problems (Population, Education, Employment, Health and Poverty).

Suggested Topics/Practical Exercises:

The learners are required to

- ✓ List any five latest books and author on current affairs
- ✓ Discuss the outcome of recent elections in India
- ✓ Highlight the geography of Tamil Nadu
- ✓ Enumerate the Indian culture and its features
- ✓ Analyze the Indian five years plans

(i) Text books:

 Class 6th to Class 12 State Council for Education, Research and Training (SCERT) Books. Government of Tamil Nadu. Chennai. 2022.

(ii) Reference:

- Palani Kumar, V. 2022. Study Material by Kaniyan IAS Academy, Madurai.
- 2. Venkatesh. Adhitya IAS Academy. 2022.
- 3. Sura's Guide for TNPC Examination, Chennai. 2022
- 4. Sakthi's Guide for TNPC Examination, Chennai, 2022

(iii) Web Sources:

- 1. www.SCERT.org
- www.TNPSC.com

Title of the Paper: Personality Development Semester: VI
Course Code: LUBBDS66 Contact hours: 3 Credit: 3

Course Learning Outcomes:

On completion of the course, the students are able to

- project the right first Impression
- behave appropriately in social and professional circles
- handle casual and formal situations d
- develop and maintain a positive attitude and being assertive
- master the Cross Cultural Etiquette

Pre-required knowledge:

- ✓ Personal tratis
- ✓ Verbal and Non-verbal communication.
- ✓ Interpersonal communication

Unit- I: Introduction to Communication

Introduction, Importance, Role and Process of Business Communication, Verbal and Non Verbal Communication, Effective Communication, Directions of Communication and Barriers to Communication.

Unit -II: Individual Communication

Individual Communication-Letters and Memos, Group Communication-Circulars and Notices, Claim & Adjustment letter.

Unit- III: Meetings

Meetings-Agenda and Notice, Press Release, Seminars & Conferences, Group Discussions, Public Speaking, Public Relations.

Unit -IV: Skills

Presentation Skills, Writing a Business Report, Resume and Job Application letter, Interview.

Unit-V: Electronic Communication

Electronic Communication, Fax, E-mail, Internet and Multimedia, Business Etiquette.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ build self-confidence, enhance self-esteem and improve overall personality of the participants.
- ✓ groom themselves with informal and informal circumstances.
- equip with the necessary concepts, techniques and skills of communication
- be motivated to get cooperation in the performance of their jobs
- ✓ acquire skill in collaborative teamwork, time management, and self-motivation.

Suggested Readings:

i) Text Books:

- Baugh, Frrayer& Thomas (1995) How to write first class Business Correspondence, Viva Books, New Delhi.
- 2. Borg, J., (2008) Body Language (7 easy lessons to master the silent language), Delhi : Pearson Education.
- 3. Business Communication, 5th Edition, Jaico Publishing House, Delhi.

 Kitty Locker &Kaczmarek (2010) Business Communication, Building Critical Skills, Delhi : McGraw- Hill/Irwin.

Note: The list of cases, specific references and books including recent articles will be announced in the class by concerned teacher from time to time.

ii) Web Sources:

- 1. https://www.makeuseof.com > Productivity
- 2. https://www.infobooks.org > ... > Personal Development
- 3. https://oldpodcast.com > best-free-ebooks-personal-dev...
- https://estudantedavedanta.net > Personality-Devel.
- 5. https://www.getfreeebooks.com > 35-free-personal-dev.

Title of the Paper: Leadership and Communication Skills Semester: VI Course Code: LUBBSE61 Contact hours: 2 Credit: 2

Course Learning Outcomes:

On completion of this course, the students will be able to

- identify essential leadership quality for the success of a business
- be aware of SWOT
- learn the different types of communication skills
- > understand the importance of reading skills
- > develop the art of public speaking

Pre-required knowledge

- ✓ Leader
- ✓ Goal identification
- ✓ Oral presentation

Unit -I: Introduction to Leadership

Leadership – Meaning – Nature – Essential qualities – Styles. Attitude – Meaning – Nature – Components – Sources – Types – Functions –Practical exercises for measuring attitude.

Unit -II: Goal setting

Goal setting – Time Management – Self Motivation – SWOT analysis.

134

Unit -III: Communication

Communication - Meaning - objectives - Process - Media - Principles - 6 C_s and Barriers to Communication.

Unit- IV: Reading skills

Reading skills – Introduction – Process – aspects – Strategies for reading – Listening skills – process and types.

Unit -V: Public speaking

Public speaking skills – Introduction – Planning – Preparing talk – Delivering a talk – Characteristics of good speech – Plan to a good speech – Techniques to improve your voice.

Suggested Topics / Practical Exercises:

The Learners are required to

- ✓ Illustrate appropriate leadership style for co-operative management
- ✓ show your SWOT chart
- ✓ state the physical preparation for interview
- ✓ write an article on any recent topic after reading journals and surfing net
- ✓ state to prioritize time
- prepare a Current topic and give a speech in the class room

Suggested Readings:

i) Text Book:

Dr. Pandya and Pratima Deve Sastri (2017) Personality Development and Communicative English

ii) Reference Books:

- Rajendra Pal and JKorlahalli J.S,(2017).)Essentials of Business Communication Press-New Delhi : Sultan Chand and Sons.
- 2. Urmila Rai and S.M.Rai. (2017) Business Communication. Mumbai; Himalaya Publishing House.

iii) Web Sources:

- 1. https://online.hbs.edu > blog > post > leadership-comm...
- 2. https://www.amazon.in > Leadership-Management-Com..

- 3. https://www.slideshare.net > hiltonvictoria870 > how-to...
- 4. https://collegelearners.com > books > interpersonal-skill...
- 5.https://www.wikijob.co.uk > ... > Competencie

Title of the Paper: Employability Skills Semester: VI
Course Code: LUBBSE62 Contact Hours: 2 Credit: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- explore the values of both hard skills and soft skills
- be well versed in different dimensions of competency
- understand the importance of team work
- prepare a resume for different jobs
- be aware of arithmetic and logical reasoning

Pre-required knowledge

- ✓ Distinction between Hard and soft skills.
- ✓ Human relations
- ✓ CV vs Resume

Unit -I: Introduction to Employability skills

Employability skills - Meaning - Definition - Hard skills and soft skills - Employability skills and vocational skills - Employability and employment - Employability attributes.

Unit- II: Employability skills

Unpacking employability skills – Embedded employability skills – Dimensions of competency – Task skills –Task Management skills – Contingency Management skills – Job/Role Environment skills.

Unit -III: Inter - relationships

Inter – relationships of Employability skills – Communication – Team work - Problem solving – Initiative and Enterprise – Planning and Organizing – Self management – Learning – Technology.

Unit - IV:Resume

Resume writing – Meaning – Features of good resume – Model (Exercise). Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process.

Unit -V:Arithmetic

Arithmetic and Logical Reasoning Skills

Suggested Topics / Practical Exercises

The Learners are required to

- ✓ list the soft skills to be developed in your career
- ✓ state to prioritize time
- introduce yourself in an interview for the post of Assistant Manager
- ✓ prepare a CV for the post of Manager
- ✓ prepare to appear for competitive examination

Suggested Readings:

i)Text Books:

 Dr. Alex.K. (2011) - Approach to Verbal and Non-Verbal Reasoning

ii) Reference Books:

- Chopra. J.K.(2016) Winning Interview Skills, Complied & Edited
- 2. Aggarwal. R.S. (2014) A Modern Approach to Verbal and Non- Verbal Reasoning.

iii) Web Sources:

- 1. https://sites.google.com > w3book.zya.me > petek07
- 2. https://www.iti50.com > employability-skills-book-for-i...
- 3. https://www.amazon.in > Brilliant-Employability-Skills-...
- 4. https://www.oreilly.com > library > view > brilliant-emp...
- 5. http://www.cbseacademic.nic.in > srsec > emp-XII

Title of the Course: COMMUNICATIVE ENGLISH –II Semester: VI Course Code: LUENNM61 Contact Hours: 2hrs/w Credits: 2

Course Learning Outcomes:

On completion of the course, the students are able to

understand the role of communication in personal and professional success

- have comprehensive application- knowledge of appropriate communication strategies
- apply appropriate communications skills across settings and purposes
- respond effectively to various communicative demands
- build and maintain healthy and effective relations by demonstrating appropriate and professional ethical behavior.

Pre-required Knowledge:

- Fundamental Grammatical Competence
- Working Vocabulary and Spoken idioms
- Different strategies and barriers of effective communication

Unit I: Listening

A Discussion between two friends, Booking accommodation at an outstation Hotel, Enquiring about Flight, Getting an appointment for interview over phone, At the Library, Between a brother and sister, Attending a career guidance Fair – About Medical Transcription, About call Centre, Option in Higher Education.

Unit II: Speaking- I

Asking for information, Asking for someone's opinion, Asking if someone is sure, Asking someone to say something again, Checking that you have understood, Asking whether someone knows, Asking about Starting conversation with a Stanger.

Unit III: Speaking -II

Leaving someone for a short time, Ending a conversation, Asking possibility, Asking about preference, Asking if someone is about to do something, Asking if someone agrees, Asking if you are obliged to do something, Describing something, Some useful expressions.

Unit IV: Writing

Writing Essays, Writing Advertisements and posters, Writing Reports, Summarizing and Outlining, Information Transfer Exercise, Dialogue Writing.

Unit V: Professional Skills

Negotiating, Body Language, Group Discussion, Seminar and Public Speaking.

Suggested Topics for Presentation:

- Difference between acceptable and unacceptable sentences in English.
- Appropriateness, grammaticality and acceptability of the English language.
- ➤ To assist the students in learning the concepts of register, style and jargon as well as the various varieties of English.
- Application and use various kinds of jargons and register as per context.
- Preparing situational dialogues

Suggested Readings:

i)Text Books:

- 1. JayashreeBalan, *Spoken English*.Vijay Nicole Imprints Pvt. Ltd, Chennai, 2006.
- 2. G.Radhakrishnan Pillai and K. Rajeevan. *Spoken English For You*. Emerald Publishers, Chennai ,2002.

ii)Reference Books:

- 1. M.N.K.Bose. *Better Communication in Writing,* New Century Book House (P) Ltd, Madras, 2004.
- 2. T. M. Farhathullah. *Communication Skills for Under Graduates*. R.B.A. Publications, Chennai.

iii) Web Sources:

- https://www.nyp.org/blog/2012/11/28/11-great-freewebsites-practice-English
- 2. https://www.Spoken English practice.com/ learnenglish-speaking-online
- https://global-exam.com/blog/en/general-englishwhat-are-best-websites-tolearn-english/

DEPARTMENT OF ECONOMICS - UG - LOCF - SF

Title of the Course: Economics for Competitive

Examinations- II Semester: VI

Course Code: Contact Hours: 3 Credits: 3

Course Learning Outcomes

On completion of the course, the students are able to

- 1. competently appear for the competitive examinations.
- 2. analyse consumer and producer behaviour.
- 3. understand the theory of employment and theory of Demand for money.
- 4. compare the growth models and demonstrate the various measures of economic development.
- 5. evaluate the performance of Indian economy.

Pre- required Knowledge

- Consumer behaviour analysis
- Micro foundations of Macro economics
- Factors determining Economic development and the functioning of Fiscal sector

Unit I: Micro Economic Analysis

Cardinal Utility Analysis - Ordinal Utility Analysis - Theory of Production: Law of variable proportions - Law of returns and Law of returns to scale - Isoquant - Theory of Value : Pricing under market structures - Marginal Cost Pricing - Peak Load Pricing.

Unit II: Macro Economic Analysis

Determination of output and employment: Classical approach - Keynesian approach. Demand for money: Fisher approach - Cambridge versions - Keynesian approach. Supply of Money: Determinants - High-powered money - Money Multiplier.

Unit III: Development Economics

Economic Growth and Sustainable Development - Vicious Circle of Poverty - Growth Models: Harrod-Domar model -

Solow model - Meade's model - Joan Robinson's model - Inter-State variations in HDI in India. Measurement of Economic development: Human Development Index - Physical Quality of Life Index - Human Poverty Index.

Unit IV: Indian Economy - I

National Income: Components, Measurement and Sectoral Contribution - New Agricultural Policy - New Industrial Policy - Trends of India's Foreign Trade - India's Foreign trade policy - India's Population policy - History of Economic Planning in India - NITI aayog Vs Planning Commission.

Unit V: Indian Economy - II

Trends in Revenue and Expenditure of Government of India - Trends in Revenue and Expenditure of State Governments in India - Union State Financial Relations - Fiscal Policy and Fiscal Reforms in India. Public Debt: Growth Composition - Debt Management - Local finance in India.

Suggested topics for group discussion/ Presentation

- 1. Ordinal Utility analysis is superior to Cardinal Utility analysis.
- 2. Money supply has direct and proportionate impact on general price.
- 3. Human Development Index (HDI) is a comprehensive measure of economic development.
- NITI aayog differs from erst while planning commission in India.
- 5. India's Debt Management has to be separated from Monetary Management.

Suggested Readings

i) Text Books

- Koutsoyiannis. A, (1993), Modern Microeconomics, Macmillan Education Ltd.
- Jhingan M.L. (2004), 'Macro Economic Theory', Vrinda Publications.

3. Jhingan M.L. (2012), The Economic of Development and Planning, Vrinda Publicatios (P) Ltd, Delhi.

ii) Reference Books

- 1. Sen. A, (2012), Microeconomics; Theory and Application, Oxford University press, New Delhi.
- 2. Gregory Mankiw (1998), 'Macro Economics' 6th Edition, Tata McGraw Hill.
- 3. Misra S.K and Puri V.K. (2013), Economics of Development and Planning, Himalaya Publishing House, Mumbai.
- 4. Tyagi B.P. Dr (1976), 'Public Finance', Jeyaprakash Publications, 2nd Edition, Meerat.
- RuddarDattSundaram K.P.M., Indian Economy, S. Chand, New Delhi.

Web Sources

- 1) https://en.m.wikipedia.org/wiki/Cardinal utility
- 2) https://en.m.wikipedia.org/wiki/Demand for money
- 3) https://www.ibef.org/economy/trade-and-external-sector

DEPARTMENT OF COMMERCE - UG - CBCS - LOCF

Title of the Paper: Practical Banking Semester: VI
Course Code: LUCONM61 Contact Hours: 2hrs/w Credits: 2

Course Learning Outcomes:

On completion of the course, the students able to

- explain the banking systems in India;
- analyse the different schemes of commercial banks in India;
- illustrate the bank lending procedures;
- evaluate the credit appraisal system and explain the Management of NPA;
- apply the recent trends in Banking system;

Pre-required Knowledge:

- ✓ Origin of Indian banking system in India
- ✓ Negotiable Instruments

✓ Latest technology in banking system

Unit-I: Introduction

Banking - Definition - Functions - Reserve Bank of India - Introduction - Functions.

Unit- II: Relationship

Banker and Customer Relationship – General relationship only – Types of customers.

Unit- III: Deposits

Types of Deposit Accounts – Features of deposit accounts – Account opening procedure.

Unit- IV: Cheques

Meaning – Advantages - Crossing – Types of crossing-Endorsement.

Unit- V: Resent Development

Recent Developments in Banking system – ATM – Debit Card - Credit Card –Services available under Core Banking System.

Suggested topics / Practical Exercise:

The learners are required to:

- ✓ critically evaluate the functions of RBI
- ✓ discuss the special relationship between banker and customer
- ✓ show the different methods of crossing of cheque
- ✓ list the t benefits you enjoyed from debit and credit cards.
- √ fill cheque, chellan using specimen forms

Suggested Readings:

i) Text Books:

- 1. Gorden& Natarajan. (2018). Banking theory Law and practice. Bangalore: Himalaya Publishing House.
- 2. Sundharam& Varshney. (2019). Banking theory, law and practice. New Delhi: Sulthan Chand & Sons.

ii) Reference Books:

 Radhaswamy, M.(2018). A Text Book of Banking. Delhi: S. Chand & Co.

- 2. Shekar & Lakshmi Shekar. (2019). Banking Law and Practice. UP: Vikas Publishing.
- 3. Santhanam.B. (2018).Banking and Finance System, Chennai: Margham Publication.

iii) Web-Sources:

- 1. https://library.um.edu.mo/ebooks/b33294872.pdf
- http://dspace.gipe.ac.in/xmlui/bitstream/handle/10973/2 3714/GIPE-008631-Contents.pdf?sequence=2&isAllowed=y
 - Contents.par?sequence=2&isAllowed=y
- https://www.amazon.in/Practical-Banking-India-Gupta-H/dp/8178358999
- 4. https://www.freebookcentre.net/Business/Banks-and-Banking-Books.html

DEPARTMENT OF COMPUTER APPLICATIONS –UG – CBCS - LOCF - SF

Title of the Course: Internet and its Applications Semester: VI
Course Code: LUBCNM61 Contact Hours: 2hrs/w Credits: 2

Course Learning Outcomes:

On completion of the course, the students are able to

- understand the basic concept of computer and internet.
- gain the knowledge of types of web browsers and its features.
- know how to create, send and receive email.
- know the basic concepts of HTML.
- implement how to create a web page using basic HTML tags.

Pre – Required Knowledge:

- ✓ Basics of Internet concepts
- ✓ Search Engines
- ✓ Basic HTML Tags

Unit I: Introduction to Computers

Types of computers – History of Internet - History of World Wide Web – Web Sources.

Unit II: Web Browsers and FTP

Web Browsers - Internet Explorer - Connecting to Internet - Features of internet explorer6 searching the internet - File Transmission Protocol (FTP)

Unit III: Electronic Mail

Creating an E-mail id - Sending and Receiving mails - Attaching a file - Instance messaging - Other web browsers

Unit IV: Introduction to HTML

HTML headers – HTML Tags – Images – special characters and line break –HTML Lists- simple HTML programs

Unit V: HTML frames, Forms, Bookmarks, Tables &Link

HTML frames – Forms – Bookmarks – Tables - Link-Simple Web Page Creation.

Suggested Topics for Group Discussion / Presentation:

- ✓ History of World Wide Web
- ✓ File Transmission Protocol
- ✓ E-mail Instance Messaging
- ✓ HTML Lists
- ✓ HTML Tables

Suggested Readings:

i) Text Books:

- 1. **Fundamentals of Information Technology** Alexis Leon, Mathews Leon, Vikas publishing House Pvt Ltd.
- 2. **Web Technology** L.Mathu Krithiga Venkatesh, Margham publications, 2010.

ii) Reference Books:

- Internet and World Wide Web Third Edition H.M.Deitel, P.J.Deitel and A.B.Goldberg-PHI
- 2. **The Internet- Complete Reference** Harley hahn, Tata McGraw-Hill.

iii) Web Source:

https://www.tutorialspoint.com/internet_technologies/internet_services.htm

DEPARTMENT OF NCC – UG - CBCS - LOCF PART IV - NON MAJOR ELECTIVE

Title of the paper: NCC - II Semester: VI
Course code: LUNCNM61 Contact Hours: 2hrs/w Credits: 2

Course Learning Outcomes

On Completion of this Course, the students are able to

- demonstrate leadership skills
- analyze their strengths, weakness, opportunities and threats
- explain the basics of map reading
- adapt the techniques on field
- formulate strategies in battle ground

Pre-required Knowledge:

- ✓ Basics of Field Craft and Battle Craft.
- ✓ Skills in Leadership and Personality Development.
- ✓ Basics of Map reading and Grid Reference

Unit - I: Leadership Development

Leadership traits – Indicators of leadership - Types of Leaders - Autocratic and Democratic – Attitude – positive, negative and neutral – Assertiveness and negotiation. Case study of: A.P.J. Abdul Kalam, Ratan Tata and Kiran Mazumdar Shaw.

Unit – II: Personality Development

Definition and Factors influencing personality – SWOT analysis-Inter-personal relationship-Soft skills.

Unit - III: Map reading

Introduction –Service protractor- Conventional Signs – Prismatic compass- the Grid system and Grid reference.

Unit - IV: Field Craft

Introduction – Description of Grounds – Observation – and Concealment Judging distance – Methods – under or over estimation – Description and Indication of targets – Methods.

Unit -V: Battle Craft

Field Signal – Section Formation – Fire Control orders – Types and Conduct of Patrols.

Suggested Topics/Practical Exercises

- finding the leadership quality of leaders A.P.J Abdul Kalam, Raten TATA and Kiran Mazumdar
- > recognise our own SWOT Analysis
- finding the role of Conventional Signs in Map reading.
- identify types of grounds and Targets.
- apply the knowledge on Section Formation in a battle.

SUGGESTED READINGS:

i) Text books:

- Asthana A K. Brigadier (2015), Commandant, Precis Kamptee.
- NCC Guide Army Wing, (2010). Major R. Ramasamy, Karur, Priya Publications.
- Cadets Hand Book (2018). Common subjects for SD/SW, OTA Training Materials, Kamptee.

ii) Reference books:

- Specialized Subject Army (2018), Govt. Of India Press, New Delhi.
- 2. Precis, (2009). Published by Officer Training School, Kamptee,
- Cadet's diary, Published by cadets' center, Chennai, 2000.
- 4. NCC: Handbook of NCC cadets,(2015), R. Gupta, Ramesh Publishing House,
- 5. Lt. Saravanamoorthy, S. N. A Hand Book of NCC-Army Wing (2015), Jayalakshmi publications.

iii) Web sources

https://indiancc.nic.in/

https://play.google.com/store/apps/details?id=com.chl.ncc&hl=en_IN&gl=US

https://joinindianarmy.nic.in/default.aspx

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – SF – CBCS

ADD-ON COURSES

CERTIFICATE COURSE IN INTERNET AND E-BUSINESS

Title of the paper: Internet and E-Business Semester: II
Course Code: EADCBB Contact Hours: 40

Learning Objectives:

To enable the students to

- learn the basic of world web, types of links and usage of internet.
- study the strategy and business in the context of internet applications.
- ✓ study the usage of internet in retaining customers.

Unit I:

Introduction to internet: World Wide Web: Introduction – hyperlinks - commercialization of the internet: Frameworks, trends, emerging technologies (ISP)

Unit II:

Working of E-Business: History, Structure, Elements, Service- XML, Web services, Security.

Unit III:

E-Commerce: B2C: Examples, E marketing, customer relationship management. E- Commerce: B2B: examples, exchanges, e-procurement & buy side applications.

Unit IV:

Strategy &E- Business: Setting up e- commerce shop, nature of strategy & strategic complexity, introduction to strategic formulation and implementation of Planning.

Unit V:

E-Business Application: Retaining customers- issues under consideration: Customers, business industries, community.

Learning Outcomes:

On the completion of this course, the students will be able to

- explain the basic concept of internet, www and hyperlinks
- describe evolution of e-commerce and various elements of it.
- illustrate the functions of customer relationship management
- use e-commerce for formulating and implementation of plans.
- > the familiar over applications of e-commerce.

Text Book:

 Agarwala, Business on the net, Macmillann India Limited, New Delhi, 2000

Reference Books:

- Strategtic Thinking and Practice, E- Business and Commerce, Brahm Caner) Wiley. Dreamtech Biztantra), New Delhi, 2004.
- Eftaim Turban and David King, Introduction to E-Commerce, Prentice Hall- Pearson Educatio, New Delhi, 2003.
- 3. Chaffey, D, E- Business and E- Commerce Management: Strategy, Management and Applications, Prentice Hall India, New Delhi, 2001.

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – SF – CBCS ADD-ON COURSES DIPLOMA COURSE IN COUNSELING AND GUIDANCE

Title of the paper: Organisational Counseling Semester: III

Course Code: EADDBB1 Semester: III
Course Code: EADDBB1 Contact Hours: 40

Learning Objectives:

To enable the students to

- ✓ learn the approach the Counseling and its process.
- ✓ learn the concept of Psychological testing and diagnosis

learn various approaches of evaluation of counseling Unit I:

Counseling- Need & Objectives- Factors contributing to the emergence of Counseling – Forms of Counseling-Directive, non directive, co-operative- Approaches to Counseling.

Unit II:

Counseling- Expectations and Goals - Counseling process - Preparation for Counseling - Precounseling interview - Case history - Process - Referral - Anxiety - The first interview Reassurance - Winning confidence - Advising - Counseling relationship - Content and Process - Variables affecting the counseling process - Counselors skills.

Unit III:

Psychological testing and diagnosis - Types of Psychological tests - Test use in counseling situations - Psycho diagnosis - Counseling interview -Techniques of Counseling - Group Counseling - The process of group counseling - Similarities and differences between individual and group counseling.

Unit IV:

Counseling in the organizational swatting - Employee counseling - The role of manager in counseling - Evaluation programmers of organizational counseling - Special areas in organizational counseling.

Unit V:

Evaluation of Counseling - Approaches to evaluation – Survey approach - Case study approach - Experimental approach - Problems of measuring change - Usefulness of counseling - Criteria for evaluation - Professional preparation and training for counseling - Selection and training of Counselors - The modern trends in counseling.

Learning Outcomes:

On the completion of this course, the students will be able to

- explain the different forms of counseling
- describe the counseling and variable affecting counseling
- ✓ distinguish between individual and group counseling

- discuss special areas in organization of counseling
- summarize the evaluation and the modern trends in counseling.

Test Book:

 S. Narayana Rao, Counseling Psychology, Tata McGraw Hill Publishing Company Limited, New Delhi-^{2nd} Edition.

Reference Books:

- P.K. Ghosh, M.B. Ghorpade, Industrial Psychology, Himalaya Publishing House, New Delhi, X th Edition, 2001.
- 2. A manual by P.G. Barki & B.Mukhoadhyay, Guidance and Counseling, Sterling Publishing Pvt., Ltd., 1993.

DEPARTMENT OF BUSINESS ADMINISTRATION – UG – SF – CBCS ADD-ON COURSES

DIPLOMA COURSE IN COUNSELING AND GUIDANCE

Title of the paper: Counseling Skills for Managers
Course Code: EADDBB2

Semester: IV
Contact Hours: 40

Objective:

To enable the students to

- ✓ learn various approaches to counseling and its process
- ✓ learn counseling skills and techniques
- ✓ study the applications of counseling in organization and performance management

To provide complete perspective of Principles of Counseling psychology and its organizational applications.

Unit I:

Introduction to counseling – approaches - Psycho anal tic approaches - behaviorist approaches humanistic approach - Goals of Counseling - role of counselor - values in counseling.

Unit II:

The process of counseling- 5-D model of the counseling process- counseling procedure- referral procedure- Guidelines for effective counseling- advanced skills in counseling- action strategies.

Unit III:

Counseling skills- counseling relationship- Non verbal communication- verbal communication- listening barriers-counselor's Qualities- core conditions of counseling- role conflicts in counseling- change behavior through counseling-general Principal and techniques.

Unit IV:

Organizational application- change management-Downsizing- managing diversity- mentoring - Team management / Conflict. Resolution Crisis / Trauma consulting- upward feedback - the leaning organizationorganizational development - Dealing with problem subordinates.

Unit V:

Performance management - career counseling - performance counseling- pre disciplinary action - Grievance interview- alcoholism and other substance abuse- concepts of alcoholism- alcohol abuse and industry the counselors role ethics in counseling- ethics principals.

Learning Outcomes:

On the completion of this course, the students will be able to

- explain the various approaches of counseling and the roll of counselor
- ✓ describe the process and advanced skills in counseling
- demonstrate change behavior through counseling
- describe organizational application of counseling
- discuss ethics in counseling

Text Book:

Kavita Singh, Counseling skills for Managers, Prentic hall of India. New Delhi 2007.

Reference Book:

S. Narayona Rao, Counseling and guidance, TMH- N

DEPARTMENT OF PHYSICAL EDUCATION – UG – CBCS ADD-ON COURSES

DIPLOMA COURSE IN HOLISTIC HEALTH

Title of the paper: Yoga, Meditation and Semester: V & VI
Holistic Health-Practical

Course Code: EADDPE2 Total Contact Hours: 40

- 1. Physical exercises for whole body
- Productive and creative manual work (cleaning, kitchen, garden, art work etc.)
- 3. Breathing exercises (10 type)
- 4. Relaxation techniques (4 types)
- 5. Music and movement therapy
- 6. Basic Yogasanas (20 types)
- 7. Mutras (10 types energy)
- 8. Physical exercises (5 types)
- 9. Meditation skills (5 types)
- 10. Healing techniques (5 types)
- 11. Field visit, to understand human
- 12. Body, visit to Government Medical College Hospital
- Visit to a reputed Yoga Centre (Encounter with Yoga experts)

RULES AND REGULATIONS FOR THE PROJECT / DISSERTATION WORK (UG, PG AND M.PHIL)

- Research supervisors will be allotted to the students / scholars by the respective Department.
- Research topic shall be chosen by the student / scholar in consultation with his/ her research supervisor.
- Every department has to maintain the year-wise list of project works carried out by the students. Research works done by the students / scholars of the previous

batches should not be repeated by the students / scholars of the current academic year.

The general structure of the project report is given below.

Title page with college emblem

Research supervisor's certificate

Student's declaration counter signed by Research Supervisor and the HOD

Student's Acknowledgement

Contents

List of Tables if any

Introduction

Review of Literature

Materials and Methods

Results and Discussion

Summary of Findings and Conclusion

Bibliography

Annexure

Four copies of the project repot should be submitted, typed in A4 Paper in Times New Roman with the font size of 12 and 1.5 line spacing.

SARASWATHI NARAYANAN COLLEGE

(Autonomous Institution – Affiliated to Madurai Kamaraj University) (Reaccredited with B^(2.78) Grade by NAAC in the second cycle)

MADURAI -22

EVALUATION METHOD UNDER CBCS- LOCF CONTINUOUS INTERNAL ASSESSMENT (CIA)

Internal assessment is based on the continuous evaluation of performance of the students in each semester. Internal mark is awarded to each course in accordance with the following guidelines.

UNDER GRADUATE, POST GRADUATE AND M.PHIL:

- Internal test will be conducted for the maximum of 60 marks and converted to 15 marks.
- Two internal tests will be conducted and the average of marks secured in the two tests will be taken as the Final Internal Test mark.
- The distribution of Internal Assessment marks is given below.

THEO	RY		PRACTICAL		
Test	-	15	Record Note	-	10
Seminar	-	5	CIA	-	15
Quiz	-	5	Model Exam	-	15
				-	
Internal Maximum	-	25	Internal Maximum	-	40
				_	

- 4. There is no Cumulative Internal Assessment (CIA) for Self Learning Courses, Add on Certificate / Diploma Programmes and Part-1 subjects other than Tamil.
- Internal marks for those UG, PG and M.Phil. students who have to Repeat the Semester (RS) for want of attendance should be marked "AA" in the foil card.
- 6. There is no minimum mark for Internal assessments marks for all the UG, PG and M.Phil. Programmes.
- 7. Internal test for improvement of marks is not allowed under any circumstances
- Special Internal Assessment tests for the absentees may be conducted on genuine reasons with the prior approval of HOD, Dean and Principal. Such tests may be conducted before the commencement of the Summative Examinations.

SUMMATIVE EXAMINATIONS (SE)

- Summative Examinations for all the UG, PG and M.Phil.
 Programmes are conducted in November and April for
 the Odd and the Even semesters respectively.
- Question paper setting along with the scheme of valuation is purely external for all the UG, PG and M.Phil. Programmes.
- 3. The office of the CEO is conferred with the right of choosing the Question Paper Setters and the External Examiners from the Panels suggested by the Boards of Studies of Programmes offered by the respective Department and approved by the Academic Council of the College. The question papers set for the Summative Examinations will be finalised by the Scrutiny Committee constituted by the office of the COE.
- 4. Practical Examinations will be conducted by the External Examiner and the course teacher, who will act as the Internal Examiner. In the absence of course teacher / External Examiner, HOD will act as the Internal Examiner / External Examiner.
- 5. The marks scored by the students in the External Examinations in Self Learning Courses and Add on Courses will be converted to 100 for each course.
- 6. The theses submitted by the M.Phil. scholars after the conduct of Awards Committee meeting can be valued and the Viva-Voce Examinations can be conducted. The Principal is empowered to declare the results and it can be ratified in the next Awards Committee meeting.

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No	Level	Parameter Description	Description
1	K1	Remembering	Remembering It is the ability to remember the previously learned
2	K2	Understanding	The learner explains ideas or Concepts
3	КЗ	Applying	The learner uses information in a new way
4	K4	Analysing	The learner distinguishes among different parts
5	K5	Evaluating	The learner justifies a stand or decision
6	K6	Creating	The learner creates a new product or point of view

WEIGHTAGE OF K-LEVELS IN QUESTION PAPER

K-LEVELS (Cognitive Level)							
	K1	K2	K3	K4	K5/ K6	Total	
SUMMATIVE							
EXAMINATIONS-75 Marks	21	30	18	18	13	100	
Pattern							
SUMMATIVE							
EXAMINATIONS-50 Marks	24.5	24.5	17	17	17	100	
Pattern							
CONTINUOUS INTERNAL	24	26	14	25	11	100	
ASSESSMENT(CIA)	24	20	14	23	''	100	

QUESTION PATTERN FOR SUMMATIVE EXAMINATIONS

For those who join in June 2022

UG and PG

(Language Courses, Core Courses, Discipline Specific Electives, Generic Elective Courses, Non-Major Electives(PG))

	,,	
		TOTAL
		MARKS
		75
SECTION-A (Answer all question	ons)	
I. Choose the correct answer (FIVE –ONE question from each unit)	questions (5x1=5)	
(Q.No.1-5)-All questions are at K2 level		
II. Fill in the blanks (FIVE questions question from each unit)	- ONE (5x1=5)	10
(Q.No.6-10)-All questions are at K1 leve	el	
SECTION-B		
Answer all questions not exceeding each.	50 words	
ONE set of questions from each unit		
Q. No. : 11 to 15	(5x2=10)	10
K2 level – 2 Questions		
K3 level – 1 Question		
K4 level -1 Question		
K5/K6 level - 1 Question		
SECTION-C-Either/or type		
Answer all questions not exceeding 2 each.	200 words	
ONE set of questions from each unit.		
Q. No. : 16 to 20	(5 x5=25)	25
K1 level – 1 Question		

K2 level – 2	Questions			
K3 level – 1	Question			
K4 level – 1	Question			
	SECTION-D-Answer any THREE questions not exceeding 400 words each.			
ONE question	on from each ur	nit.		
Q. No.: 21 to	25	(3x10=30)	30	
K1 level	1 Question			
K2 level	1 Question			
K3 level	1 Question			
K4 level	1 Question			
K5/K6 level	1 Question			
	Total		75	

QUESTION PATTERN FOR SUMMATIVE EXAMINATIONS						
	For those who join in June 2022					
		G and PG				
(Skill E	nhancement Cour	ses. Self Le	arning Cours	ses. Non		
	Electives (UG)and					
				TOTAL		
				MARKS 50		
SECTION-	A(Answer all quest	tions)				
I. Choos	e the correct ansv	ver (FIVE qu	uestions –			
ONE quest						
(Q.No.1-5)-	All questions are a	t K2 level				
II. Fill in t	he blanks (FIVE q	uestions -	ONE			
question from each unit) $(5x1=5)$				10		
(Q.No.6-10						
	SECTIO	N-B				
	words each.					
ONE set of						
Q. No. : 11			(5x2=10)			
K1 level	1 Question					
K2 level	1 Question			10		
K3 level	1 Question					

K4 level	- 1 Question		
K5/K6 level	1 Question		
SECTION-C			
Answer any	THREE questions i	not exceeding 400	
words each	-	•	
ONE question	on from each unit		
Q. No. : 16 t		(3x10=30)	
K1 level	1 Question		
K2 level	1 Question		30
	1 Question		
K4 level	1 Question		
K5/K6 level	1 Question		
	Total		50

QUESTION PATTERN FOR INTERNAL ASSESSMENT (CIA) For those who join in June 2022 UG and PG				
		TOTAL MARKS 60		
SECTION-A (Answer all que	estions)			
I. Choose the correct answer (5 x 1 = 5) (Q.No.1-5)-All questions are II. Fill in the blanks	$(5 \times 1 = 5)$	10		
(Q.No.6-10)-All questions are at K1 leve	el			
SECTION-B Answer all questions not exceeding ONE set of question from each unit				
	$(4 \times 2 = 8)$	8		
Q.No. 11 – K2 level				
Q.No. 12 – K3 level				
Q.No. 13 – K3 level				
Q.No. 14 – K5/ K6 level				
SECTION-C-Either/or ty (Answer all questions not exceeding each.	•			
Q.No. 15 – K3 level	$(3 \times 0 - 10)$	18		
Q.No. 16 – K4 level		10		
Q.No. 17 – K5/K6 level				
SECTION-D				
Answer any TWO questions not exce	eding 400			
words each.	$(2 \times 12 = 24)$	24		
Q.No. 18 – K1 level				
Q.No. 19 – K2 level				
Q.No. 20 – K4 level				
Total		60		

QUESTION PATTERN FOR SUMMATIVE EXAMINATIONS For those who join in June 2022

UG and **PG**

(Language Courses, Core Courses, Discipline Specific Electives, Generic Elective Courses, Non-Major Electives(PG))

DURATION:3HR	S			MAXMARKS:75		
K-LEVELS SECTIONS	K1	K2	К3	K4	K5/ K6	TOTAL MARKS
SECTION A						
(Answer all questions, each question carries One Mark)	5	5				10
SECTION B (Answer all questions, each question carries TWO Marks, ONE question from Each unit)		4	2	2	2	10
SECTION C (Answer all questions- Either/or type-ONE Question from each unit)	5	10	5	5		25
SECTION D (Answer any THREE questions, ONE question from each unit, each question carries TEN Marks)	10	10	10	10	10	30
TOTAL	20	29	17	17	12	75

QUESTION PATTERN FOR SUMMATIVE EXAMINATIONS For those who join in June 2022 UG and PG

(Skill Enhancement Courses, Self Learning Courses, Non Major Electives (UG)and Part V Courses (except NCC))

DURATION:2HRS				MAX MARKS:50		
K-LEVELS	K 1	K2	К3	K4	K5/K6	TOTAL MARKS
SECTIONS						WAKKS
SECTION A (Answer all questions, each question carries One Mark)	5	5				10
SECTION B (Answer all questions, each question carries TWO Marks, ONE question from Each unit)	2	2	2	2	2	10
SECTION C (Answer any THREE questions, ONE question from each unit, each question carries TEN Marks)	10	10	10	10	10	30
TOTAL	17	17	12	12	12	50

BLUE PRINT OF QUESTION PAPER FOR INTERNAL ASSESSMENT (CIA)

DURATION:2HRS

K-LEVELS TOTAL K1 K2 **K**3 K4 K5/K6 **SECTIONS MARKS SECTION A** (Answer all question. 5 5 10 Each question Carries **ONE** Mark) **SECTION B** (Answer all questions. 2 4 2 8 Each question carries TWO Marks)

MAX MARKS:60

QUESTION PATTERN

FOR PART IV ENVIRONMENTAL STUDIES, VALUE EDUCATION YOGA and Course for Competitive Examinations – UG

(For those who joined in June 2022)

Blue print for External

Max. Marks: 75 Duration: 3hrs

I. Answer All Questions 75 x 1 = 75 Marks

Choose the Correct answer (Objective type pattern)

ADD-ON PROGRAMMES

- Add on Programmes have been in practice for all the UG students since the academic year 2014-2015. Each department has to conduct one Certificate Programme in the Second Semester with the duration of 40 hrs and a Diploma Programme in the Third and the Fourth Semesters with the duration of 40 hrs each.
- The certificate Programme consists of only one course (theory / practical) while the Diploma Programme consists of two courses (theory / practical).
- There is no Continuous Internal Assessment (CIA) for Add-on Programmes. Only Summative Examinations will be conducted and the valuation will be done only by External Examiners.
- Summative Examinations for the Add-On Certificate and Diploma Programmes will be conducted at the end of every semester for UG Arts and Mathematics Programmes. Whereas the same will be conducted at the end of the respective academic year for the science UG Programmes in science subjects except Mathematics.

COMMON QUESTION PATTERN FOR ADD – ON PROGRAMMES

(for those who joined in June 2020 and afterwards)

Blue print for External

Max. Marks: 50 Duration: 2 hrs

SECTION - A

1. Answer All Questions (No Choice) $10 \times 1 = 10 \text{ Marks}$

Choose the correct answer (Objective patter)

(Two Questions from each unit)

SECTION - B

2. Short type questions

 $5 \times 4 = 20 \text{ Marks}$

Answer any Five questions (5/8)

(Choosing atleast one question from each unit and not exceeding two questions)

SECTION - C

3. Essay type questions

 $2 \times 10 = 20 \text{ Marks}$

Answer any Five questions (2/5)

(One question from each unit)

QUESTION PAPER PATTERN FOR M.Phil. COURSES SECTION A

Answer All Questions

1. Either or Pattern (one set from each unit)

 $5 \times 6 = 30 \text{ Marks}$

SECTION B

Answer any three questions out of 5 questions

1. One question from each unit 15 = 45 Marks 3 x

QUESTION PATTERN FOR M.Phil. CHEMISTRY FOR ONLY INDEPTH PAPER (Course Code No. DMPCHE11)

Answer any Five Questions out of Eight Questions One question from each published literature.

 $5 \times 15 = 75 \text{ Marks}$

(Each answer should not exceed five pages)

VALUATION

- 1. Central valuation system is adopted.
- 2. Single Valuation system is followed for UG, PG and M.Phil. theory examinations. The valuation is done by the external examiners only.
- 3. UG and PG Practical Examinations are valued by both Internal and External Examiners.
- 4. Any discrepancy in the question paper should be brought to the notice of the Controller of Examinations by the respective Course Teacher through the Head of the Department within five days from the date of examination.

DECLARATION OF RESULTS

- The total credit should not exceed 140 for UG Programmes and 90 for PG Programmes, excluding the credits earned for additional credit courses. This is applicable to the students migrating from other colleges also.
- 2. The students migrating from other colleges have to appear for the Summative Examinations conducted by the college for non-equivalent theory and practical courses. Mark scored by such a student in the Summative Examinations conducted by the previous college shall be converted to 100 if it is less than 100 for any equivalent course.

- The students who repeat the semester have to appear not only for Summative Examinations but also for internal tests. The Internal marks scored by such students in their previous attempts shall stand invalid.
- 4. Results will be published within 20 days from the date of completion of all the Examinations.
- Results will be declared as per the norms given in the following table in consultation with the Awards Committee.

Maximum and Passing Minimum Marks

Course	External E	Exam (SE)	Aggrega (CIA	
Course	Passing Maximum Minimum Mark		Passing Minimum	Maximum Mark
UG (Theory)	27	75	40	100
UG – NME / SEC / Part V (except NCC)	18	50 (converte d to 75 marks)	40	100
UG – SLC	20	50	40	100
UG (Practicals)	21	60	40	100
UG Project	18	50	40	100
PG (Theory)	34	75	50	100
PG (Practicals)	27	60	50	100
PG (Project)	23	50	50	100
M.Phil. (Theory)	34	75	50	100
M.Phil. Project				

1. Dissertation	50	100 (Internal 50 + External 50)	-	-
2. Viva – Voce	50	100 (Internal 50 + External 50)	-	-

REVALUATION AND SUPPLEMENTARY EXAMINATIONS

- 1. Students can apply for Revaluation within 10 days from the date of the publication of the results.
- Final year students of UG and PG Programmes can appear for Supplementary Examinations for the arrear papers of only the V and VI Semesters of UG Programmes and III and IV Semesters of PG Programmes. Students having the maximum of three arrear papers alone are eligible for Supplementary Examinations
- 3. Absentees in the Summative Examinations are not eligible to apply for the Supplementary Examinations.
- 4. Supplementary Examinations will be conducted every year in the month of July.

ATTENDANCE

- 1. Students with the minimum of 75% of attendance (68 days out of 90 days) in a semester are permitted to appear for the summative examinations.
- 2. Students who do not have the minimum attendance should go for condonation.
- Students who do not have the minimum attendance of 20 hrs for Certificate Programme and the minimum attendance of 20 hrs for each course in Diploma

Programme will not be permitted to appear for the summative examinations.

The following are the regulations for grant of condonation.

Attendance	Condonation Fee	Authority to Consider	Nature of Penalty
65% - 74% (59-67 days)	Rs.500/-	Head of the Department	As decided by the HOD
50% - 64% (58-45 days)	Rs.1000/-	Principal and the Examination Committee	Application for exemption to be made on prescribed form with the specified remarks of the Principal
< 50% (Below 45 days)	To repeat the whole semester		

EXAMINATION RULES AND REGULATIONS

- 1. Students without hall ticket and identity card are not permitted to appear for the examinations.
- 2. Possession of materials in any form for copying is strictly prohibited in the examination hall.
- 3. Students indulging in any form of malpractices in the examination are liable for severe punishment.
- 4. Students are not allowed into the examination hall after 30 minutes of the commencement of the examination.
- Students should not write their names or any other identification marking except their register number in the answer scripts.

- 6. Students who have discontinued the Degree Programme are not permitted to write the summative examinations.
- 7. Students who have not completed the theory and practical courses during the Programme of their study are allowed to appear for the Summative Examinations in the same syllabi up to a period of three years from the year of the completion of Programme. However, after the completion of three years, they have to appear for the summative examinations for the equivalent course in the current syllabi only. The equivalence of a course is to be decided by the respective HOD, Dean, the Controller of Examinations and the Principal. This is also applicable to those students who repeat the semester.

PENAL ACTIONS FOR VARIOUS FORMS OF MALPRACTICES IN THE

SUMMATIVE EXAMINATIONS

SI. No.	Malpractice	Penal Action
1	In Possession of Materials relevant to the examination concerned	Cancellation of that particular paper.
2	Copied from materials in his/her possession	Cancellation of all papers of that semester
3	Copied from neighbours	Cancellation of all papers including arrear papers of that semester Cancellation of that particular paper of the candidate who helped for copying

4	Copied by exchanging answer script between neighbours	Cancellation of all papers of the candidates who exchanged their answer scripts
5	Misbehaviour in the examination hall	Cancellation of that particular paper
6	Copying and Misbehaviour in the examination hall	Cancellation of all papers of that semester and debarring the candidate from appearing for the next semester examination.
7	Insertion of answer sheets which were previously stolen and written	Cancellation of all papers of that semester and debarring the candidate from appearing for the next semester examination.
8	Impersonation in the examination	Cancellation of all papers of that semester and recommending dismissal from the college.