

Bachelor of Computer Applications (BBA)
Affiliated to Thiruvalluvar University

PROGRAMME HANDBOOK
CURRICULUM AND SYLLABUS UNDER CBCS
WITH EFFECT FROM 2022-2023



AUGUST 2022

DON BOSCO COLLEGE (CO-ED)
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UNIVERSITY REGULATIONS - DEFINITIONS

PROGRAM - “Programme” means a course of study leading to the award of a degree in a discipline.

PROGRAM DURATION - It shall extend over a period of three years comprising six semesters with two semesters in one academic year.

COURSE - “Course” refers to a paper / practical / subject offered under the degree programme. Each Course is to be designed with lectures / tutorials/Laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

CREDITS - The weightage given to each course of study (subject) by the experts of the Board of Studies concerned. The total minimum credits required for completing a UG program is 140.

CHOICE BASED - All Undergraduate Programs offered by Thiruvalluvar University are under Choice Based Credit System. This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

ELIGIBILITY FOR ADMISSION - Candidate seeking admission to the first year of the UG Degree Course should have passed the Higher Secondary Course Examination (Academic or Vocational) Conducted by the Govt. of Tamil Nadu with Mathematics as a subject or any other Examination accepted as equivalent thereto by the Syndicate subject to such other conditions as may be prescribed.

PATTERN OF STUDY

The pattern of study for all UG Programs in Thiruvalluvar University consists of the following:

PART-I: Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject is offered during the **first two semesters** with one examination at the end of each semester (2 courses: 2 x 4 = 8 credits).

PART-II: English - The subject shall be offered during the **first two semesters** with one examination at the end of each semester (2 courses: 2 x 4 = 8 credits).

PART-III

(i) **Core Subjects** - Core papers including practicals wherever applicable are offered as prescribed in the scheme of examination, by the Board of Studies of respective subjects.

There are 13 Core papers, 8 core practical papers, 4 allied and 3 electives constituting 80 credits for theory and 22 for practicals.

(ii) Allied Subjects - Allied papers including practicals wherever applicable are offered as prescribed in the scheme of Examination by the Boards of Studies of different subjects. There shall be 4 papers, **one each** in I, II, III and IV semester, for all UG Courses except for Science courses with practicals. For all the 4 semesters, the total number of credits for Allied courses shall be 20 only.

(iii) Electives Courses - Three elective courses with (3x3=) 9 credits are to be offered, one in the V Semester and two in the VI Semester. Elective subjects are selected from the list of electives prescribed by the Board of Studies concerned, as given below. Colleges can choose any one of the papers, given below, as an elective for a particular semester whether 5th semester or 6th semester. Elective paper for a particular semester once chosen by a particular college, should not be changed without getting prior permission and approval of the University.

PART-IV

i) Basic Tamil / Advanced Tamil (OR) Non-major Elective - Those who have not studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Tamil comprising two courses with 2 credits each (2x2=4 credits). The course content of which shall be equivalent to that prescribed for the 6th standard by the Board of Secondary Education and they shall be offered in the **third and fourth semesters**. (OR)

b. Those who have studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising two courses with 2 credits each (2x2=4 credits) in the **third and fourth semesters**. (OR) c. Others who do not come under the above a/b categories can choose the offered **non-major electives** consisting of two courses with (2x2=) 4 credits, in the **third and fourth semesters**.

ii) Skill Based Subjects All the UG Programs shall offer four courses of **skill based subjects one each** in III, IV, V & VI semester with 3 credits each (4x3= 12 credits) for which examination shall be conducted at the end of the respective semesters.

iii) Foundation Courses - There are 3 Foundation Courses offered.

1. Environmental Studies - offered in 1st Semester, under Part IV of the programme. 2. Value Education - offered in 2nd Semester under Part IV of the programme. 3. Soft Skill - offered in 2nd Semester under Part IV of the programme

(a) Environmental Studies - All UG Programs shall offer a course in Environmental Studies subject and it shall be offered in the **first semester as** one paper with 2 credits. Examination shall be conducted at the end of the first semester.

(b) Value Education - All UG Programs shall offer a course in “Value Education” and it shall be offered in the **second semester** as one paper with 2 credits. Examination shall be conducted at the end of second semester.

(c) Soft Skill - All the UG Programs shall offer a course in “Soft Skill” subject and it shall be offered in the **Second Semester by the Department of English**, as one paper with 1 credit. Examination shall be conducted at the end of the 2nd semester.

The assessment for the course in **Part IV**, namely (i)(a) alone, shall be only through CIA and not through external (University) examination for the total marks prescribed.

The assessment for the courses in **Part IV** namely (i)(b) & (i)(c) and (ii), (iii)(a), (iii)(b) and (iii)(c), shall be through CIA as well as external (University) examination for the total marks prescribed.

PART V

Extension Activities - Proper relevant records shall be maintained by the respective departments and if necessary it may be verified by the university authority at any time. The extension activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates. This grading shall be incorporated in the mark sheet to be issued at the end of the semester for which students shall pay the fee for one theory paper.

The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

Marks to be awarded as follows:

1. 20% of marks for Regularity of attendance.
2. 60% of marks for Active Participation in classes/camps/games/special Camps/Programmes in the college/ District / State/ University activities.
3. 10% of marks for Exemplary awards/Certificates/Prizes
4. 10% of marks for Other Social components such as Blood Donations, Fine Arts, etc

PASSING MINIMUM

1.A candidate shall be declared to have passed the whole examination, if the candidate passes in all the theory papers and practicals wherever prescribed as per the scheme of examinations by earning 140 credits in Part I, II, III, IV and V. He / She shall also fulfill the extension activity prescribed by earning 1 credit to qualify for the degree.

2.A candidate should get **not less than 40% in the University (external)** Examination, compulsorily, in any course of Part I, II, III & IV papers. Also the candidate who secures **not less than 40%** marks in the external as well as internal (CIA) examinations put together in any course of Part I, II, III & IV shall be declared to have successfully passed the examination in the subject in theory as well as practicals.

DISTRIBUTION

Table - 1(A): The following are the distribution of marks for external and internal for University (external) examination and continuous internal assessment and passing minimum marks for theory papers of UG Programs.

UNI. EXAM TOTAL (ESE)	PASSING MINIMUM FOR UNI.EXAM	CIA PASSING TOTAL MINIMUM FOR CIA	TOTAL PASSING MARKS MINIMUM ALLOTTED (UNI.EXAM+CIA)
75	30	25 0	100 40

Note: ESE - End Semester Examination

Table - 1(B): The following are the Distribution of marks for Continuous Internal Assessment in the theory papers of UG Programs.

S.No	For Theory - UG courses	Distribution of Marks	
		Assignments	Tests
1	Assignment-1 (First 2 Units of the Syllabus)	10	-
2	Test-1 (First 2 Units of the Syllabus for 1 Hour duration)	-	50
3	Assignment-2 (3 rd & 4 th Units of the Syllabus)	10	
4	Test-2 (First 4 Units of the Syllabus for 2 Hours duration)	-	50
5	Assignment-2 (5 th Unit of the Syllabus)	10	-

6 Test-3 (Entire Syllabus for 3 Hours duration) - 100 **TOTAL MARKS** 30 200 **Marks**
to be converted to 5 20 Total Maximum Marks for CIA 25

Table – 2(A): The following are the distribution of marks for University (external) examinations and continuous internal assessments and passing minimum marks for the **practical courses of UG Programs.**

UNI. EXAM TOTAL (ESE)	PASSING MINIMUM FOR UNI.EXA M	CIA PASSING TOTAL MINIMU M FOR CIA	TOTAL PASSING MARKS MINIMUM ALLOTTE (UNI.EXAM+CI D A)
75	30	25 0	100 40

Table – 2(B): The following are the distribution of marks for the Continuous Internal Assessment in UG practical courses.

S.No.	For Practical - UG courses	Distribution of Marks	
		Assignments	Tests
1	Regular maintenance of the Observation note book-1 (Up to the end of I-Semester)	10	-
2	Test-1 (Up to the end of I-Semester for 2 Hours duration)	-	25

3	Regular maintenance of the Observation note book-2 (Up to the end of II-Semester)	10	
4	Test-2 (Up to the end of II-Semester for 2 Hours duration)	-	25
5	Regular maintenance & proper completion of the Record note book	10	-
6	Test-3 (Entire Syllabus following University examination pattern)	-	25
	TOTAL MARKS	30	75
	Marks to be converted to	10	15
	Total Maximum Marks for CIA	25	

QUESTION PAPER PATTERN

The following question paper patterns shall be followed for CBCS pattern syllabi for the candidates admitted from the academic year 2017-2018 onwards.

External Maximum 75 Marks – wherever applicable (Ext.75 + Int.25 = Total. 100)

Section A	Very short answer questions 10X 2=20 10 questions – 2 from each unit
Section B	Short answer questions of either 5X5=25 5 questions – 1 from each unit / or type (like 1a (or) 1b)
Section C	Essay-type questions / Problem 3X10=30 5 questions – 1 from each unit (Answer any 3 out of 5)

NOTE: In Section “C” one of the questions shall be application oriented or a problem, wherever applicable.

GRADING

Once the marks of the CIA and end-semester examinations for each of the courses are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade, grade point as per the details given below:

Conversion of Marks to Grade Points and Letter Grade (Performance in a Course/Paper)

RANGE OF MARKS	GRADE POINTS LETTER GRADE DE	
90-100	9.0-10.0 O	Outstanding

80-89	8.0-8.9 D+	Distinction
75-79	7.5-7.9 D	
70-74	7.0-7.4 A+	First Class
60-69	6.0-6.9 A	
50-59	5.0-5.9 B	Second Class
40-49	4.0-4.9 C	Third Class
00-39	0.0 U	Re-appear
Absent	0.0 AAA	Absent

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
1	I	I	Language	6	4	FLT10	Tamil-I
2		II	English	6	4	FLE10	Communicative English-I
3		III	Core Theory	5	3	FBA11	Principles of Management
4		III	Core Theory	5	3	FBA12	Business Mathematics and Statistics - I
5		III	Allied -1	6	3	FABA13A	Business Organization
6		III	PE	6	3	FBE10B	Professional English - I
7		IV	EVS	2	2	FES10	Business Environment

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
8	II	I	Language	6	4	FLT20	Tamil-II
9		II	English	4	4	FLE20	Communicative English-II
11		III	Core Theory	4	3	FBA21	Business Communication
12		III	Core Theory	4	3	FBA22	Mathematics & Statistics -II
13		III	Allied 1	6	5	FABA23B	Principles of Banking System
14		III	PE	6	3	FPE20B	Professional English - II
15		IV	VE	2	2	FGA20	Value Education
16		IV	Soft Skill	2	1	FSS20	Soft Skills

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
17	III	I	Language	6	4	FLT30	Tamil-III
18		II	English	6	4	FLE30	General English-i
19		III	Core Theory	5	4	FBA31	Financial Accounting
20		III	Core Theory	5	4	FAB32	Human Resource Management
21		III	Allied 2	4	3	FABA33B	Services Marketing
23		IV	NME	2	2	FNCS34	Introduction to Information Technology

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
24	IV	I	Language	6	4	FLT40	Tamil-IV
25		II	English	6	4	FLE40	General English -II
26		III	Core Theory	5	4	FBA41	Organizational Behavior
27		III	Core Theory	4	4	FBA42	Management Accounting
28		III	Allied 2	5	5	FABA43C	Hotel Management
30		IV	NME		2	2	FNCS44

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Language	FLT10	Tamil-I	4	6

நோக்கம்

தமிழின்புதுக்கவிதைகள்உள்ளடக்கியபடைப்பிலக்கியங்களைஇப்பாடம் அறிமுகம்செய்கிறது

தமிழ்இலக்கியத்தில்தேர்தெடுக்கப்பட்டமிகமுக்கியமானசெய்யுட்கள்,கவிதைகள்,கதைகள்.

உரைநடைஆகியவற்றைக்கொண்டுஇப்பாடம்கட்டமைக்கப்பட்டுள்ளது. மாணாக்கரின்இலக்கியத்தேடலைஉருவாக்குவதும், தற்சார்புடையஅறிவைமேம்படுத்துவதும்இப்பாடத்தின்நோக்கமாகும்.

- 1.மாணவர்கள்கவிதைகற்பதின்வாயிலாகஅவர்கள்கவிதைஎழுதகற்றுக்கொள்கிறார்கள்
- 2.உரைநடைகற்பதின்வாயிலாகவாசிக்கக்கற்றுக்கொள்கிறார்கள்
- 3.நாடகம்வாசிப்பதினால்மாணவர்கள்மனம்மொழிமெய்மூலமாகதங்கள் திறன்களைவெளிப்படுகின்றனர்
- 4.சிறுகதைபடிப்பதினால்மாணவர்கள்வாசிக்கும்பழக்கத்தினைபெறுகின்றார்கள்
- 5.மொழித்திறன்பயிற்சிபெறுவதின்மூலமாகமாணவர்கள்மொழியைபிழையின்றிபேசவும்எழுதவும்கற்றுக்கொள்கிறார்கள்.

அலகு - 1 கவிதை

1. பாரதியார் - நெஞ்சுபொறுக்குதிலையே...

(7 பாடல்கள்)

2. பாரதிதாசன் - 1. தமிழின்இனிமை

2. சங்கநாதம்

3. கவிமணிதேசியவிநாயகம்பிளி; எ - மலரும்மாலையும் -

‘கோவில்வழிபாடு’

4. கவிஞர்சுரதா - தேன்மழை – ‘தலைமைதாங்கும் தமிழ்’
5. அப்துல்ரகுமான் - ஆலாபனை – ‘ஆறாவது அறிவு’
6. மு.மேத்தா - தேசப்பிதாவுக்கு ஒரு தெருப்பாடகனின் அஞ்சலி
7. நா.தனராசன் - அந்தகிராமத்து மனிதன் - ‘தூய்மை மலரட்டும்’
8. சுகிர்தராணி - சிறப்புமண்டலம் - எங்கள் வளநாடு
9. மாலதிமைத்ரி – அகதி

அலகு -2 உரைநடை

1. ரா.பி.சேதுப்பிள்ளை - வாழ்க்கையும் வைராக்கியமும்
2. மயிலைசீனிவேங்கடசாமி - பழங்காலத்து அணிகலன்கள்

அலகு -3 நாடகம்

1. அறிஞர் அண்ணா - பாரதம்
2. ஆறு. அழகப்பன் – கொல்லிப்பாவை

அலகு -4 சிறுகதை

1. நாற்காலி - கி. ராஜநாராயணன்
2. வளவ. துரையன் - சேலத்தார்வண்டி

அலகு -5 மொழித்திறன்

1. அடிப்படை இலக்கணம் - பெயர்ச்சொல், வினைச்சொல் அறிதல்
2. ண-ன-ந, ல-ள-ழ, ர-றவேறுபாடு அறிதல்
3. கலைச்சொல்லாக்கம்
4. பிறமொழிச்சொல்நீக்கித்தமிழ்ச்சொல் அறிதல்

இலக்கியவரலாறு

பாடப்பகுதியை ஒட்டிய இலக்கியவரலாறு : 20-

ஆம் நூற்றாண்டுக்கவிஞர்கள் கவிதை,

உரைநடை, நாடகம்,

சிறுகதை ஆகிய இலக்கியங்களின் வளர்ச்சி நிலை. இளநிலைப்பட்டப்படிப்

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Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Language	FLE10	Communicative English-I	4	6

Course objective

1. Enhance and improve the learner's communication skills by given adequate exposure in LSRW listening, speaking, reading and writing skills and the related sub – skills with study skills and basics of grammar.
2. Comprehend how to discover self and others, the vital role of listening and its challenges.
3. Become fluent in reading aloud, able to understand texts and to ask and answer questions, interpret diagrammatic information, develop the summarizing, paraphrasing and writing skills.
4. Explore glossary through research tools- online, e-learning, digital resources.

Unit I

1. Listening and Speaking
 - a. Introducing self and others
 - b. Listening for specific information
 - c. Pronunciation (without phonetic symbols)
 - i. Essentials of pronunciation
 - ii. American and British pronunciation

2. Reading and Writing
 - a. Reading short articles – newspaper reports / fact based articles
 - i. Skimming and scanning
 - ii. Diction and tone

- iii. Identifying topic sentences
- b. Reading aloud: Reading an article/report
- c. Journal (Diary) Writing
- 3. Study Skills – 1
 - a. Using dictionaries, encyclopedias, thesaurus
- 4. Grammar in Context:
 - i. Naming and Describing
 - ii. Nouns & Pronouns
 - iii. Adjectives

Unit II

- 1. Listening and Speaking
 - a. Listening with a Purpose
 - b. Effective Listening
 - c. Tonal Variation
 - d. Listening for Information
 - e. Asking for Information
 - f. Giving Information
- 2. Reading and Writing 1.
 - a. Strategies of Reading:
Skimming and Scanning
 - b. Types of Reading:
Extensive and Intensive Reading
 - c. Reading a prose passage
 - d. Reading a poem
 - e. Reading a short story
- 2. Paragraphs: Structure and Types
 - a. What is a Paragraph?
 - b. Paragraph structure

- c. Topic Sentence
- d. Unity e. Coherence
- f. Connections between Ideas:
- e. Using Transitional words and expressions
- g. Types of Paragraphs

3. Study Skills II:

Using the Internet as a Resource

- a. Online search
- b. Know the keyword
- c. Refine your search
- d. Guidelines for using the Resources
- e. e-learning resources of Government of India
- f. Terms to know

4. Grammar in Context

Involving Action-I

- a. Verbs
- b. Concord

Unit III

1. Listening and Speaking

- a. Giving and following instructions
- b. Asking for and giving directions
- c. Continuing discussions with connecting ideas

2. Reading and writing

- a. Reading feature articles (from newspapers and magazines)
- b. Reading to identify point of view and perspective (opinion pieces, editorials etc.)
- c. Descriptive writing – writing a short descriptive essay of two to three paragraphs.

3. Grammar in Context:

Involving Action – II

- Verbals - Gerund, Participle, Infinitive
- Modals

Unit IV

1. Listening and Speaking a. Giving and responding to opinions
2. Reading and writing
 - a. Note taking
 - b. Narrative writing – writing narrative essays of two to three paragraphs
3. Grammar in Context:
 - Tense
 - Present
 - Past
 - Future

Unit V

1. Listening and Speaking
 - a. Participating in a Group Discussion
2. Reading and writing
 - a. Reading diagrammatic information – interpretations maps, graphs and pie charts
 - b. Writing short essays using the language of comparison and contrast
3. Grammar in Context:
 - Voice (showing the relationship between Tense and Voice)

Course Outcome:

- The students get to learn more about various ways of using LSRW
- Able to understand the proper usage of a language
- Will build up interpersonal communication by reinforcing basic of pronunciation
- Improve conversational skills
- Enable too familiar with the sounds of the English vocabulary, grammar

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Core Theory	FBA11	Principles of Management	3	5

Course Objectives

1. To familiarize the students with basic concepts of management.
2. To acquire skills to become a good manager.
3. To plan effectively and to make right decisions.
4. To understand the theories of management.
5. To understand the functions of management.

Syllabus:

Unit-1 Teaching Hours: 15

Management - Definition - Importance - Nature and Scope of Management - Objectives of management - Process - Levels of Management - Role and function of a Manager – Administration vs Management - Management as an Art or Science - Management as a Profession - Contributions of Henry Fayol and F W Taylor to Management.

Unit-2 Teaching Hours: 15

Planning – Definition- Nature - Importance - Steps in Planning – Limitations of Planning features of good plan- obstacles to effective planning- types- Objectives - Policies - Procedures - and Methods - Decision making – definition - Process of decision making - Types of managerial decision- key to success in decision making.

Unit-3 Teaching Hours: 15

Organizing – Meaning of organization- elements of organization – Process of organizing Importance - Types of Organization structure - Span of Control –meaning- theory of Graicunas- factors determine span of management- Principles of Organization Departmentation Committee

- formal organization- Informal Organization.

Unit-4 Teaching Hours: 15

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Staffing - Sources of recruitment - Selection process - Training - Directing - Nature and purpose of Directing – Motivation (Maslow's Need Hierarchy Theory , Herzberg Theory, X and Y Theory) – Social responsibilities of business.

Unit-5 Teaching Hours: 15

Co-ordination – nature and characteristics - Need of co-ordination - Types - Techniques - Distinction between Co-ordination and Co-operation – Controlling – meaning- nature and purpose of control- need and importance of Controls - Control Process- problems in control process.

Text books

1. P.C. Tripathi& P.N. Reddy , Principles of Management , Tata McGraw-Hill, New Delhi.
2. Dr. C.D.Balaji, Principles of Management, Margham Publications, Chennai
3. Dr.J. Jayasankar , Principles of Management , Margham Publications, Chennai
4. Dr. C.B.Gupta Business Management, Sultan Chand & Sons, New Delhi
5. Dr.M.SakthivelMurugan, Management Principles and Practices, New Age International Pvt Ltd.
6. Vijay Kumar Kaul, Principles and Practices of Management, S. Chand Publishing, New Delhi.
7. R.S.N.Pillai, S. Kala, Principles and Practice of Management, S. Chand, New Delhi 8. D.Wigol,Business Management, S.Chand,New Delhi.
8. DinkarPagare-Principles of Management, Sultan Chand and Sons,New Delhi.
9. Harold Koontz, Heinz Weihrich- Essentials of Management Tata Mc GrawHill, PublishingCo.Ltd,New Delhi.

Course Outcomes

1. The student will be able to understand the concept of management.
2. The student will be able to plan and make decisions.
3. The student will be able to differentiate organization structure and know the functioning of the business unit.
4. The student will be able to motivate employees, delegate work, and differentiate between power and authority.
5. The student will be able to coordinate and control activities in an organization.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Core Theory	FBA12	Business Mathematics and Statistics - I	3	5

Course Objectives

1. To familiarize students with the basic concepts in Business Mathematics and Statistics
2. To make students understand various measures of central tendency.
3. To know principles of construction of Dispersion
4. To be able to choose rational options in practical decision making
5. To have rules for Differentiation

Syllabus:

Unit-1 Teaching Hours: 15

Statistics – Definition – scope and Limitation – Presentation of data- Simple Bar Diagram, Multiple Bar Diagram ,Component Bar Diagram ,Percentage Bar Diagram ,Pictogram Diagrammatic and graphical Representation of Data- Frequency Polygon, Frequency Curve, Cumulative Frequency Curve.

Unit-2 Teaching Hours: 15

Measure of central tendency – Arithmetic Mean ,Weighted Arithmetic Mean –Frequency Distribution ,Properties of AM Combination Mean ,Geometric Mean ,Harmonic Mean - Median and Mode ,Quartile and Deciles .

Unit-3 Teaching Hours: 15

Measure of Dispersion – Range, Merit and Demerit - Mean Deviation – Quartile Deviation - Standard Deviation — Relative Measure- Coefficient Variation

Unit-4 Teaching Hours: 15

Mathematics for Finance – Simple and compound Interest, Effective rate of interest – Annuities, Leasehold estate, Free Hold Estate, Amortization, Immediate Annuity, Present value of an immediate annuity - Discounts and mathematics present values.

Unit-5 Teaching Hours: 15

Basic calculus – Rules for Differentiation, Introduction, Function, Properties of limits – Continuity -Derivative of trigonometric function, Product Rule, Quotient Rule, Function. Proportion of Theory and Problem: 20:80

Text Books

1. Dr. P.R. Vittal, Business Mathematics and Statistics ,Margham Publications,Chennai,2013
2. S P Rajagopalan, R Sattanathan - Business Mathematics,Vijay Nicole Imprints (p) Ltd,2013
3. Prof. A. V. Rayarikar , P. G. Dixit,Business Mathematics and Statistics, NiraliPrakshan Publishers,2019
4. J.K. Sharma Business Statistics,Pearson Publication.
5. PA.Naviitham , Business Mathematics and Statistics, Jai Publishers, Trichy, April 2013
6. D.JosephAnbarasu, Business Statistics,Vijay Nicole Imprints Private Limited, Chennai,2015.
7. B L Agarwal Basic Statistics, New Age International Private Limited,New Delhi,4th Edition ,2006.
8. T. Veerarajan, Fundamentals of Mathematical Statistics,Yes Dee Publishing Pvt Ltd,Chennai,2017.
9. R.S.N Pillai, Bagavathi, Statistics Theory and Practice, S. Chand Company Limited New Delhi,7th Edition 2008.
10. P. A.Naviitham , Business Statistics & Operations Research, Jai Publishers, Trichy.

Course Outcomes

1. Apply basic terms of statistical data solving practical problems in the field of business.
2. Explain basic methods of Measure of central tendency.
3. Solve problems in the areas of simple and compound interest account, use of compound interest.
4. Discuss the effects of various types and methods of interest accounts.
5. Connect acquired knowledge and skills with practical problems.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Allied -I	FABA13A	Business Organization	3	6

Course Objectives

1. The course aims to provide the basic concept with regard to business enterprises 2. To obtain knowledge of business and its functional areas.
2. To understand in detail the types of Business.
3. To study the factors that influences the location
4. To obtain in depth understanding of the Stock Exchanges its functions, and to gain knowledge about Trade Associations and Chamber of Commerce

Syllabus:

Unit-I Teaching Hours: 18

Business - Meaning - Types of Business and Profession - Organization - Meaning and Importance of Business Organization.

Unit-II Teaching Hours: 18

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises.

Unit-III Teaching Hours: 18

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre.

Unit-IV Teaching Hours: 18

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

Unit-V Teaching Hours: 18

Trade Associations and Chamber of Commerce – Objectives - Functions – Differences between Trade Association and Chamber of Commerce.

Text Books:

1. Sundar K, Business Organization, Vijay Nicole Imprints Pvt. Ltd. Chennai.
2. G. Prasad, C.D. Balaji, Business Organization, Margham Publications, Chennai
3. Tapas Ranjan Saha, Business Organisation and Management , Vijay Nicole Imprints Pvt Ltd, Chennai
4. Gupta C B –Modern Business Organisation, National Publishing House,
5. Vasudevan and Radhaswami , Business Organization, S. Chand & Company, New Delhi.
6. Kathiresan, Dr. Radha Business Organization, Prasanna Publishers and Distributors,
7. P.C. Tulsian, Business Organisation and Management, Pearson Education, New Delhi
8. Subhanjali Chopra, Vandana Munjal, Rishika Nayyar, Business Organisation and Management, J.S.R. Publishing House.
9. Dr. Padmakar Asthana, Dr. I.M. Sahai, Business Organisation and management, Sahitya Bhawan Publications , Agra.
10. P.N.Reddy, Principles of Business Organisation and Management, S. Chand, Delhi.

Course Outcome

1. Understands the basic fundamentals of the business organization.
2. After the study of Unit-2, the student attains the knowledge of various forms and types of the business organization.
3. After the study of Unit-3, the student understands the main working aspects of organizations.
4. After the study of Unit-4, the student acquires an in depth understanding of the Stock Exchanges and its functions.
5. After the study of Unit-5, the student gain knowledge about Trade Associations and Chamber of commerce

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Language - 1	FBE10B	Professional English - I	3	6

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions

- Listening to Instructions

Speaking: Pair work and small group work.3

Reading: Comprehension passages –Differentiate between facts and Opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.- Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition-

Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking: Brainstorming. (Mind mapping).

Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

4

Reading: Comprehension passages –Note making.

Comprehension: Motivational article on Professional
Competence,

Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary
writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Core Theory	FBA21	Business Environment	3	5

Course Objectives

1. To know the factors that affect the business environment
2. To help understand how the Political Environment has an influence on Business organization.
3. To understand the various factors influencing Business Organisation.
4. To know how Economic Environment influence Business Organisation
5. To know how Financial Environment play a significant role in Business

Syllabus:

UNIT-I TeachingHours: 15

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II Teaching Hours: 15

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

UNIT-III Teaching Hours: 15

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

UNIT-IV Teaching Hours: 15

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

UNIT-V Teaching Hours: 15

Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non Banking Financial Companies NBFC's

Text books

1. Dr. S. Sankaran - Business Environment, Margham Publications, Chennai.
2. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, Mumbai.
3. Joshi - Business Environment- Kalyani Publishers, Chennai.
4. Namitha Gopal –Business Environment –Vijay Nicole Imprints, Chennai. 5. Dr. V. C. Sinha, Business Environment, SBPD Publications.
5. Rosy Joshi, Sangam Kapoo Priya Mahajan –Business Environment, Kalyani Publishers.
6. The Business Environment, , McGraw Hill Higher Education
7. Ivan Worthing, The Business Environment : A Global Perspective , Pearson . 9. Brinkman-Navarro-Harper, Business Environment (English, Paperback, 10. Francis Cherunilam, Business Environment

Course Outcomes

1. After the study of unit-1, the student will be able to know the factors that affect the business environment
2. After the study of unit-2, the student will be able to understand how the Political Environment influences Business Organisation.
3. After the study of unit-3, the student will be able to understand how Social Environment impact society
4. After the study of unit-4, the student will be able to know how Economic Environment

impact Business

5. After the study of unit-5, the student will be able to know how Financial

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Skill Based Subject	FSBA36	Business Communication	2	3

Course Objectives

1. To understand the concepts and basic functions of Communication.
2. To identify the various levels of organizational communication and its process.
3. To train the students draft effective business correspondence.
4. To draft effective business correspondence with clarity.
5. To have knowledge of the various traditional and modern equipment used for communication.

Syllabus:

UNIT– I Teaching hours: 9

Meaning and importance of Business Communication - Methods of Communication - Types of Communication - Communication Process - Objectives of Communication - Principles of Effective Communication.

UNIT- II Teaching hours: 9

Business letters - Structure of a letter - Qualities of a good business letter - Business enquiries - Offer and Quotations - Orders - Execution of orders - Cancellation of orders - Letters of Complaints - Collection letters.

UNIT– III Teaching hours:9

Circular Letters - Bank correspondence - Insurance correspondence - Letters to the Editor - Application for Situations.

UNIT– IV Teaching hours:9

Correspondence of a Company Secretary - Preparation of Agenda and Minutes - Annual Reports.

UNIT– V Teaching hours:9

Communication media - Telephone, Telex, Fax, Internet, E-Mail, Video Conferencing and Cell Phones.

Text Books

1. N.S. Raghunathan& B. Santhanam, Business Communication, Margham Publications
2. Sundar K- Business Communication, Vijay Nicole Imprints (P) Ltd.,
3. Rajendra Pal and Korlehalli - Essentials of Business Communication
4. Pillai and Bagawathi - Commercial correspondence and office management.
5. N.S. Pandurangan, B. Santhanam - Business Communication.
6. Lesikar, Flatley, Rentz, Lentz, Pande – Business Communication, Mc GrawHill ,New Delhi.
7. C.B.Gupta - Business Communication, Sultan Chand and Sons, New Delhi.

Course Outcome

1. After the study of Unit1, the student understands the concepts and basic functions of Communication.
2. After the study of Unit2, the student will be able to distinguish among various levels of organizational communication and its process.
3. After the study of Unit3, the student will be trained in effective business writing.
4. After the study of Unit4, the student will draft effective business correspondence and reports.
5. After the study of Unit5, the student understands the various traditional and modern equipment used for communication.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Language	CLT20	Tamil-II	4	6

நோக்கம்

- 1.மாணவர்கள்வாழ்க்கையில்அறநெறியுடன்வாழ்வதற்கும்மனதைஒருமுகபடுத்துவதற்கும்பக்திஇலக்கியங்களும்சிற்றிலக்கியங்களும்மாணவர்களுக்குபயன்படுகிறது.
- 2.பக்திஇலக்கியத்தின்வாயிலாகபுராணங்களின்முக்கியத்துவத்தையும்தெய்வங்களின்பெருமைகளையும்மாணவர்கள்அறிந்துக்கொள்கிறார்கள்.
- 3.கடவுளர்களையும்அரசர்களையும்பேரரிலக்கியங்கள்பேசியகாலங்களிற்சிற்றிலக்கியங்கள்எளியமக்களின்வாழ்க்கைமுறையைபற்றிபேசுகிறதுஎன்பதைமாணவர்கள்அறிந்துக்கொள்கிறார்கள்.
- 4.மாணவர்கள்வாழ்க்கையில்அறம்,ஒழுக்கம்சார்ந்தசெயல்பாடுகளில்தங்களைஇணைத்துக்கொள்வதற்குபக்திமார்க்கம்துணைப்புரிகின்றத.
- 5.மாணவர்கள்நாயன்மார்களைகற்பதினால்சிவனுடையபெருமைகளைஅறிந்துக்கொள்கின்றனர்.
- 6.மாணவர்கள்ஆழ்வார்களைபடிப்பதனால்திருமால்பெருமைகளைதெரிந்துக்கொள்கின்றனர்.
- 7.மாணவர்கள்சிற்றிலக்கியங்களைவாசிப்பதினால் 96 வகையானசிற்றிலக்கியங்களைப்பற்றிபுரிந்துக்கொள்கின்றனர்.
- 8.மொழித்திறன்பயிற்சிபெறுவதின்வாயிலாகமாணவர்கள்பொதுக்கட்டுரைகள்எழுதுவதற்குப்பயிற்சிப்பெறுகிறார்கள்

அலகு - 1 கவிதை

1. திருநாவுக்கரசர் - திருவதிகைபதிகம்
(கூற்றாயினவாறுவிளக்களீர் -
முதல் 5 பாடல்கள்)
2. மாணிக்கவாசகர் - அச்சோபதிகம்
(முக்திநெறியேஅறியாத -
முதல் 5 பாடல்கள்)
3. திருமூலர் - கல்வி
(முதல் 5 பாடல்கள்)

அலகு -2

1. ஆண்டாள் - நாச்சியார்திருமொழி
(கற்பூரம்நாறுமோ - எனத்தொடங்கும்
5 பாடல்கள்மட்டும்)
2. குலசேகராழ்வார் - பெருமாஸ்திருமொழி (4-ஆம்திருமொழி)
3. நம்மாழ்வார் - உயர்வரஉயர்நலம்உடையவன்
(எனத்தொடங்கும் 5 பாடல்கள்)

அலகு -3

1. பலபட்டடைசொக்கநாதப்புலவர் - அழகர்கிள்ளைவிடுதூது
2. ஜெயங்கொண்டார் - கலிங்கத்துப்பரணி (கடைத்திறப்பு)
3. முக்கூடற்பள்ளு - ஏசல்

அலகு -4

1. கண்ணதாசன் - ஏசுகாவியம் (ஊதாரிப்பிள்ளை)
2. குணங்குடிமஸ்தான்சாகிபு - மஸ்தான்சாகிபுபாடல்கள்
பராபரக்கண்ணி (1-40 கண்ணிகள்)
3. பட்டினத்தார்பாடல்கள் - திருவிடைமருதூர்
(காடேதிரிந்து - எனத்தொடங்கும்பாடல்
பா.எண்.279, 280)

அலகு -5

1. நேர்காணல்
2. நாளிதழுக்கு அறிக்கைத்தயாரித்தல்
3. பாடப்பகுதியை ஒட்டிய இலக்கியவரலாறு
சைவ, வைணவசமய இலக்கியங்கள், கிறிஸ்துவமும் தமிழும்,
இஸ்லாமியமும் தமிழும்;

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Language	FLE20	Communicative English-II	4	4

POLITE CONVERSATION

SESSION 1

TOPICS

- Using polite phrases
- Engaging in small talk
- Asking and answering politely

LOOKING BACK

SESSION 2

TOPICS

- Discussing biographical information
- Discussing things that happened
- Discussing things that happened

TECHNOLOGY

SESSION 3

TOPICS

- Referring to common devices
- Saying what things are for
- Understanding instructions

EXPERIENCES

SESSION 4

TOPICS

- Describing experiences and feelings
- Making comparisons
- Talking about extremes

ARRANGEMENTS

SESSION 5

TOPICS

- Arranging to meet someone
- Locations of workplaces
- Summing up arrangements

JOBS PEOPLE DO

SESSION 6

TOPICS

- Talking about jobs

- Rules at work
- Leisure

EXPLAINING

SESSION 7

TOPICS

- The meaning of words
- Describing quantities
- Referring to large and small quantities

RULES AND ABILITIES

SESSION 8

TOPICS

- Requirements and abilities at work
- Describing actions
- Talking about precautions

HEALTH AND HAPPINESS

SESSION 9

TOPICS

- Discussing good and bad points
- Giving advice
- Discussing food

DECISIONS AND PLANS

SESSION 10

TOPICS

- Making decisions
- Making plans
- Discussing plans

COMMUNICATION

SESSION 11

TOPICS

- Talking about communication
- Making phone calls
- Writing emails

DESCRIBING EXPERIENCES

SESSION 12

TOPICS

- Having fun
- Describing what you've done
- Details of experiences

PREPARATION AND PROGRESS

SESSION 13

TOPICS

- Checklists
- Talking about progress
- Travel preparations

TRANSPORTATION

SESSION 14

TOPICS

- Talking about transportation
- Positions and directions of movement
- Processes

THE FUTURE

SESSION 15

TOPICS

- Making predictions
- Giving opinions
- Skills for future careers

BREAKING THE ICE

SESSION 1

TOPICS

- Greeting people
- Discussing current situations
- Talking about different situations

BACKGROUND

SESSION 2

TOPICS

- Discussing biographical information
- Discussing past events
- Discussing education experiences

ACHIEVEMENT

SESSION 3 TOPICS

- Talking about experiences
- Discussing progress towards goals
- Talking about competition

NEWS

SESSION 4 TOPICS

- Discussing news stories
- Discussing recent events

• Talking about memories
SEEKING EMPLOYMENT
SESSION 5

TOPICS

- Understanding job adverts
- Researching the workplace
- Interviewing well – first steps

PLANNING

SESSION 6

TOPICS

- Deciding arrangements
- Describing arrangements
- Discussing plans and decisions

MAKING PREDICTIONS

SESSION 7

TOPICS

- Discussing predictions
- Describing the weather
- Discussing forecasts

ABILITIES AT WORK

SESSION 8 TOPICS

- Talking about yourself
- Answering awkward questions
- Making a mark at the end

PURCHASING

SESSION 9

TOPICS

- Buying and selling
- Advantages and disadvantages
- Comparisons

LEISURE

SESSION 10

TOPICS

- Talking about leisure
- Discussing likes and dislikes
- Describing feelings about experiences

LIFESTYLE

SESSION 11

TOPICS

- Time

- Giving advice
- Imaginary situations

NATURAL FORCES

SESSION 12

TOPICS

- Describing the environment
- Describing systems
- Describing positions and movement

TRANSPORTATION

SESSION 13

TOPICS

- Talking about cars and roads
- Explaining rules
- Discussing transportation

LANGUAGE FOR THE WORKPLACE

SESSION 14

TOPICS

- Plans and prospects
- Discussing situations at work
- Looking back

CONSUMER SOCIETY

SESSION 15

TOPICS

- Understanding advertisements
- Discussing precautions
- Describing trends

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Core Theory	FBA22	Mathematics & Statistics -II	3	5

Course Objectives

1. To enable the students to understand the the basic concepts in Business Mathematics and Statistic
2. To make students understand various tools and techniques using Matrix.
3. To know the principles of Correlation and Regression
4. To be able to choose rational options in the Time Series.
5. To develop skills in analysis of Index Number and weighted Index Numbers.

Syllabus:

Unit-I Teaching Hours: 15

Matrix Theory, Equal Matrices ,Diagonal Matrix ,Scalar Matrix, UnitMatrix ,Null Matrix, Row Matrix, Column Matrix, Matrix Operation – Operation on Determinants – Inverse of a Square Matrix (not more than 3)

Unit-II Teaching Hours: 15

Solving Simultaneous Equation using matrix Method, Simulation Linear Equations, General properties of matrices, Method of Reduction

Unit-III Teaching Hours: 15

Correlation .KarlPearson"s Correlation ,Positive Correlation ,Negative Correlation ,No Correlation ,Simple Correlation – Scatter Diagram – Numerical Value of the Correlation Coefficient - Concurrent Deviation method – Rank Correlation – Properties of Correlation Coefficient ,Limitation -Uses of Correlation in Business Regression – Regression Lines – Regression coefficients – Uses of Regression in Business Problems.

Unit-IV Teaching Hours: 15

Time Series – Component of time Series, Secular trend, Seasonal Variation, Cyclical Variation, Irregular Variation – Measurement of Trend, Graphic Method – Semi Average method – Moving Average method –Method of Least Squares – Measurement of Seasonal Variations – Simple Average Method – Ratio to Moving Average Method

Unit-V Teaching Hours: 15

Index Number – Weighted and UN weighted Index Numbers – Cost of Living Index Number – Average of Relative Price Indices-Quality Index Number- Test on index Numbers- Time reversal test, Factors reversal test- Circular test. Proportion of Theory and Problem: 20:80

Text Books

1. Dr. P.R. Vittal Business Mathematics and Statistic, MarghamPublications,Chennai ,2013
2. S P Rajagopalan, R Sattanathan - Business Mathematics,Vijay Nicole Imprints (P) Ltd,2013
3. Prof. A. V. Rayarikar , P. G. Dixit Business Mathematics And Statistics NiraliPrakshan Publishers,2019
4. Agarwal B.M. Business Mathematics & Statistics.
5. D.C. Sancheti ,V.K.Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi,2007
6. C.B.Gupta, Vijay Gupta An introduction to statistical methods , Vikas Publishing House Pvt.Ltd, 23rd edition 2004,2015, New Delhi
7. G.C.Beri ,Business Statistics, Mc Graw Hill Education Private Limited, Chennai 3rd edition, 2016
8. Mukeshkumar ,Anand Chauhan ,Business Mathematics Scientific International Pvt.Ltd , New Delhi-2017.
9. S.P.Rajagopalan , R.Sattanathan, Business Statistics and Operations Research 3rdEdition, Vijay Nicole Imprints Pvt Ltd ,2014.
10. S.K.Kapoor, Elements of Practical Statistics, Oxford and IBH Publishing Corporation Pvt.Ltd, New Delhi 2008

Course Outcomes

1. After the study of unit-1, the student will be able to Identify statistical tools needed to

solve various business problems.

2. After the study of unit-2, the student will be able to Solve Simultaneous Equations using matrix Method.
3. After the study of unit-3, the student will be able to apply Correlation & regression.
4. After studying unit-4, the student will be able to develop Time Series
5. After studying unit-5, Students can Use Index Number , Weighted and Unweighted Index Numbers in practical application .

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Allied - I	FABA23B	Principles of Banking System	5	6

Course Objectives

1. To know how banking system functions within the financial system
2. To know the concept of Social Responsibility of Banks
3. To understand the role of Reserve Bank of India
4. To know the functions of modern Commercial Banks
5. To know all about financial services

Syllabus:

UNIT-I Teaching hours: 18

Introduction - Origin of Banks - Definition of Bank - Types of Bank - Banking Systems – UnitBank - Merits of UnitBank - Demerits of UnitBanks - Branch Bank - Its merits and demerits - Financial System - Components of financial system

UNIT-II Teaching hours: 18

Concept of Social Responsibility of Banks - Role of banks in Primary, Secondary and Territory sector - Mixed Banking - Retail Banking - Wholesale Banking - Universal Banking.

UNIT-III Teaching hours: 18

Reserve bank of India (central bank) - Commercial Banks - Cooperative Banks - flow of cooperative funds - Urban Cooperative Bank - Land Development Banks - Development Bank - NABARD (National Bank for Agriculture and Rural Development) - Regional Rural Bank - EXIM bank

UNIT-IV Teaching hours: 18

Functions of Modern Commercial Banks - Savings account - Current account - Difference between savings account and current account - Fixed Deposit - Recurring Deposit - Granting of Loan - Clean Loan - Second loan - Overdraft -Cash Credit.

UNIT-V Teaching hours: 18

Factoring - Lease Finance - Export Finance - Credit Card - Credit Rating - E-business - E Commerce - E-banking - Automatic Teller Machines.

Text Books

1. Santhanam -Banking and Financial System, Margham Publications, Chennai.
2. S.N.Maheshwari -Banking Law Theory and Practice , Kalyani Publishers, Chennai.
3. Sundharam&Varshney- Banking Theory Law and Practice – Sultan Chand &Sons, New Delhi
4. Gurusamy -Banking Theory Law and Practices — Vijay Nicole Imprints (P) Ltd, Chennai.
5. K.P. Kandesami, S. Natarajan, R. Parameswaran, Banking Law and Practice, S. Chand, Delhi.
6. MooradChoudary, The Principles of Banking, Wiley
7. G.S. Popli, Anuradha Jain, Principles & systems of banking, PHI Learning Pvt Ltd.
8. Ashok Kumar Das, Principles of Banking for today's bankers
9. Dr. V.C. Sinha, Indian Banking System, sold by SBPD Publishing House.
10. RuchikaGahlot, Principles of Indian Banking, Lakshmi Publications.

Course Outcome

1. After the study of unit-1, student will have a complete knowledge on the origin of Banks
2. After the study of unit-2, student will be able to know the Concept of Social Responsibility of Banks
3. After the study of unit-3, student will be able to understand the roles of various banks
4. After the study of unit-4, student will be able to understand the Functions of Modern Commercial Banks

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Language II	FPE20B	Professional English - II	3	6

Course Objectives

To develop the language skills of students by offering adequate practice in professional contexts. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students

To focus on developing students' knowledge of domain specific registers and the required language skills.

To develop strategic competence that will help in efficient communication

To sharpen students' critical thinking skills and make students culturally aware of the target situation.

Syllabus

UNIT 1: COMMUNICATION

"1. Listening: Listening to instructions

2. Speaking: Telephone etiquette and Official phone conversations

3. Reading short passages (3 passages, one from each – Physics, Chemistry, Mathematics/Computer Science)

5. Writing: Letters and Emails in professional context

6. Grammar in Context:

Wh and yes or no,•

Q tags•

Imperatives•

7, Vocabulary in Context: Word formation - .

i) Creating antonyms using Prefixes

ii) Intensifying prefixes (E. g inflammable)

Changing words using suffixes

A) Noun Endings

B) Adjective Endings

C) Verb Endings "

UNIT 2: DESCRIPTION

"Listening – Listening to process description

Speaking - Role play

Formal: With faculty and mentors in academic environment, workplace communication

Informal: With peers in academic environment, workplace communication

Reading –Reading passages on products, equipment and gadgets

Writing – Writing sentence definitions (e.g. computer) and extended definitions (e.g. artificial intelligence)

Picture Description – Description of Natural Phenomena

Grammar in Context: Connectives and linkers.

Vocabulary – Synonyms (register) - Compare & contrast expressions.

+"

UNIT 3: NEGOTIATION STRATEGIES

"Listening - Listening to interviews of specialists / inventors in fields (Subject specific)

Speaking – Brainstorming. (mind mapping). Small group discussions (subject specific)

Reading – longer Reading text. (Comprehensive passages)

Writing – Essay Writing (250 words essay on topics related to subject area, like pollution, use of pesticides in cultivation, merits and demerits of devices like mobile phones, merits and demerits of technology in development)

Grammar in Context: Active voice & Passive voice – If conditional -

Collocations –Phrasal verbs "

UNIT 4: PRESENTATION SKILLS

"Listening - Listening to presentation. Listening to lectures. Watching – documentaries (discovery / history channel)

Speaking –Short speech

- Making formal presentations (PPT)

Reading – Reading a written speech by eminent personalities in the relevant field /Short poems / Short biography.

Writing - Writing Recommendations

Interpreting visuals - charts / tables/flow diagrams/charts

Grammar in Context – Modals

Vocabulary (register) - Single word substitution "

UNIT 5: CRITICAL THINKING SKILLS

"Listening - Listening to advertisements/news and brief documentary films (with subtitles)

Speaking – Simple problems and suggesting solutions.

Reading: Motivational stories on Professional Competence, Professional Ethics and Life Skills (subject-specific)

Writing Studying problem and finding solutions- (Essay in 200 words)

Grammar-Make simple sentences

Vocabulary -Fixed expressions"

Course Outcomes:

CO1 - Recognize their own ability in using the language for speaking with confidence in an intelligible and acceptable manner

CO 2 - Understand the importance of reading for life

CO 3 - Read independently unfamiliar texts with comprehension

CO 4 - Understand the importance of writing in academic life

Write simple sentences without committing error of spelling or grammar

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Value Education	FLT30	Value Education	2	2

COURSE OBJECTIVES:

To know the values of human, social, local and global life in the context of one's own setting.

SYLLABUS

UNIT 1

Value Education - Definition - relevance to present day - Concept of Human Values – self introspection - Self-esteem.

UNIT 2

Family values - Components, structure and responsibilities of family – Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT 3

Ethical values - Professional ethics - Mass media ethics - Advertising ethics – Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

UNIT 4

Social values - Faith, service and secularism - Social sense and commitment – Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities Redressal mechanisms.

UNIT 5

Effect of international affairs on values of life/ Issue of Globalization – Modern warfare Terrorism. Environmental issues – mutual respect of different cultures, religions and their beliefs.

REFERENCES

1. T. Anchukandam and J. Kuttainimathathil (Ed), “Grow Free Live Free”, KristuJyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed), ”Resource Book for Value Education”, Institute for Value Education, New Delhi 2002.
3. DNBI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
4. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
5. S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.
6. M.M.M.Mascarenhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993

Course Outcome:

- Appreciate human values and gain self-esteem
- Realize the importance of family and its members particularly women in the society
- Interpret the ethical values in the context of profession, media, family and personal life.
- Recognize the values of the society and its impact
- Formulate the ethical system at the international level and modern trends.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Soft Skills	FSS20	Soft Skills	1	2

SYLLABUS

UNIT 1 - 1.1. Skills in Listening and Writing 1.2. Skills in Reading and Understanding

UNIT 2 - 2.1. Skills to Read and Respond to Instructions 2.2. Skills of Interpretation and Transcoding Information

UNIT 3 - 3.1. Skills in Seeking and Responding to Information 3.2. Skills of Day-to-Day communication

UNIT 4 - 4.1. Grammatical skills and Spelling rules 4.2. Career skills

UNIT 5 - 5.1. Skills of formal and in-formal rules 5.2. Skills of non-verbal communication

Course Outcome:

- Demonstrate the skills for listening, writing, reading and writing
- Read and respond to instruction
- Seek and respond to information in day to day life
- Correct grammatical and spelling errors
- Actively engage in formal, in-formal and non-verbal communication

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
3	Language	FLT30	Tamil-III	4	6

நோக்கம்:

1. திருக்குறள்முதலானஅகிலக ;கியங்களைப்பற ;றிதெளிவாகஅறிந்துகொள்ளலாம்.
2. காப ;பியங்களில்பெருமைகளைபுரிந்துகொள்ளலாம் ;.
3. கம்பரின்சிறப்பையும்காப ;பியத்தின்சிறப ;பையும் ; அறிந்துகொள்ளமுடியும் ;.
4. சமயஇலக்கியங்கள் ;பற்றியஅறிவினைபெற்றுக்கொள்ளமுடியும் ;.
5. மாணவர்கள்விண்ணப்பம்எழுதவும்விவரக்குறிப்புகளைஎழுதும்முறையு ம ;அறிந்து கொள்ளலாம்.

அலகு -1 திருக்குறள் ;

1. வான்சிறப ;பு
2. வாழ ;க்கைத ; துணைநலம ;
3. நட்பு
4. ஒழுக்கமுடைமை
5. பொழுதுகண ;டுஇரங்கல்

அலகு -2சிலப ;பதிகாரம்

மதுரைக்காண்டம் - அடைக்கலகாதை
மணிமேகலை
ஆபுத ;திரன்திறம்அறிவித்தகாதை
பதிமுன்றாவதுகாதை

அலகு -3சுவகசிந்தாமணி

நாமகள்இலம்பகம் ;
ஏமாங்கதநாடுவர்ணனை
கம் ;பராமாயணம்
மந்தரைசூழ்ச்சிபடலம் ;
அயோத ;தியகாண்டம்

அலகு -4 பெரியபுராணம் ; - மெய்ப்பொருள்நாயனார்புராணம் ;
சீறாப்புராணம் ; - விடம்மபட்டபடலம்
இரட்சண்யயாத்திரிகம் - சிலுவைப்பாடுகள்

அலகு -5மொழித்திறன்

1. விண்ணப்பம் ;எழுதுதல்

2. தன்விவரக்குறிப்புஎழுதுதல்

இலக்கியவரலாறு

புதினெண்கீழ் ;க்கணக்குநூல்களில்அறஇலக்கியங் ;கள்

காப்பியஇலக்கியங் ;கள்.

பயன் :

1. உலகப்பொதுமறைதிருக்குறளைஆர்வமுடன்கற்றுப்பயன்பெறலாம்.

2. சிலப்பதிகாரத்தின்பெருமையைஅறிந்துகொள்ளலாம்.

3. காப ;பியங்களின்அமைப்பையும், சிறப்பையும் ;

ஆர்வமுடன்படிக்கலாம்.

4. இஸ்லாமியஇலக ;கியங்கள், கிருத ;துவஇலக ;கியங்கள்செய

;ததமிழுக்குசெய ;த

தொண் ;டைஅறிதல்.

5. மொழித்திறனைவளர ;த்துக்கொள்ளுதல்.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
3	Language	FLE30	General English-i	4	6

OBJECTIVES

1. To enhance students to learn and enjoy literary values
2. To expose students to different writing styles of eminent writers
3. To make them understand the implied irony and humor in the prescribed text
4. To make them relish the beauty of Shakespearian poem and other literary works
5. To understand the basic grammar and learn to write sentences

UNIT 1-PROSE

1. From Harrow– Winston Churchill
2. Tolerance –E.M. Forster

UNIT 2 -POETRY

1. Shall I Compare Thee to a Summer’s Day (Sonnet 18)–William Shakespeare
2. The Queen’s Rival – Sarojini Naidu
3. A Psalm of Life–Henry Wordsworth Longfellow

UNIT 3 -SHORT STORY

1. Where Love is, There God is – Leo Tolstoy
2. The Child–Prem Chand

UNIT 4 - ONE ACT PLAY

1. Refund – FrintzKarinthy Adapted by Perceval Wilde (Hungarian Literature) (Book of Plays)

UNIT 5 –

I GRAMMAR

1. Noun
2. Adjective
3. Singular/ Plural
4. Order of Adjectives

II- COMPOSITION

1. Letter Writing - Formal
2. Preparing Resume, Bio- data, and Curriculum Vitae

REFERENCE:

Krishnaswamy. N. Modern English- A Book of Grammar Usage and Composition, Macmillan, 2001. Print.

Active English Grammar and Composition. Board of Editors, Macmillan, 1981.

Course Outcome:

Unit I

1. Understand the narrative technique present in the essay
2. Learn new words and phrases
3. Comprehend the humor and irony implied in the text
4. Learn the philosophy of life that everybody has his own time to succeed in life.
5. Understand tolerance is the best policy

Unit II

Students learn to

1. Appreciate the elements and language of poetry
2. Critically analyze the features of poetry

3. Understand psychological conflict between the characters mother and daughter
4. Understand the comedy and irony present in the poem
5. Realize the importance of the values of life

Unit III

Students learn to

1. Evaluate the values of good and bad
2. Recognize the outcome of good deeds
3. Appreciate the moral values of life
4. Be generous and accept people around
5. Understand that a every child is gift from God

Unit IV

Students learn to

1. Appreciate the sense of humour present in the play
2. Understand the nuances of dialogue and structure of sentences
3. Understand expression related to the situations
4. Analyse and critically evaluate the play as a whole and try to enact on stage

Unit V:

Students will able to

1. Learn the basics of grammar
2. Differentiate noun from adjective
3. Understand the different places and functions of adjective
4. Practice letter writing
5. Write resume, Bio-data and curriculum Vitae

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
3	Core Theory	FBA32	Financial Accounting	4	5

Course Objectives

1. To familiar the students with basic accounting principles
2. To understand and prepare trial balance
3. To prepare balance sheet
4. To learn single and double entry method
5. To learn various types of shares and debentures.

Syllabus:

UNIT- I Teaching hours:15

Financial Accounting- Meaning and Definition - Accounting Concepts - Accounting Conventions - Objectives of Accounting - Rules of Accounting -Principles of Double Entry System - Bookkeeping- Journal - Ledger - Subsidiary Books - Purchases Book, Sales Book, Returns Book and Cash Books.

UNIT- II Teaching hours:15

Trial Balance - Meaning and Definition - Method of Trial Balance-Depreciation - Need for Depreciation - Causes of Depreciation - Objectives of Depreciation - Straight Line And Diminishing Balance Methods Of Charging Depreciation Only.

UNIT- III Teaching hours:15

Final Accounts - Introduction - Preparation Trading Accounting - Profit and Loss Account and Balance Sheet.

UNIT- IV Teaching hours:15

Single Entry System - Definition - Salient Features - Limitations - Difference Between Double Entry and Single Entry Systems - Ascertainment of Profit - Net Worth Method Only.

UNIT- V Teaching hours:15

Company Accounts - Meaning of shares - Types of Shares-Issue, Forfeiture and Reissue of Shares - Debentures - Issue of Debentures Only.

(Weightage of Marks: Problems - 80%, Theory - 20%)

Text Books

1. T.S. Reddy & A. Murthy - Financial Accounting ,MarghamPublishers,Chennai.
2. Jain.S.P- Introduction to Financial Accounting, Kalyani Publishers
3. Maheswari.S.N - Financial and Management Accounting, Sultan Chand, New Delhi.
4. Bhattacharya- Financial Accounting for Business Managers. PHI Learning
5. Prof.Jawarlal,Dr.Seema Srivastava-Financial Accounting,SultanChand,New Delhi.
6. Umamaheswari, Dr.Vasanthi,FinancialAccounting,CharulathaPublications,Chennai.
7. Dr.F.Elayaraja,Dr.S.Prabu, Financial Accounting,CharulathaPublications,Chennai
8. N.Ramachandran,Ramkumar Financial Accounting for ManagementMC GRAW Hills New Delhi.
9. Dr.NisikantJha,Introduction to Financial Accounting Himalaya Publishing House
10. S.Manikandan Financial Accounting Scitech Publications, Chennai.

Course Outcomes

1. After the study of Unit-1,the student is able to know the basic concepts of accounting, principles, convention, rules of accounting and various books of accounting.
2. After the study of Unit-2,the student is able to know the trial balance method, depreciation and their needs and various methods of charging depreciation.
3. After the study of Unit-3,the student is able to know the preparation of financial accounting, procedure for preparation of trading and profit and loss accounts and balance sheet.
4. After the study of Unit-4, the student is able to know the need for preparation of the single entry system and their uses.
5. After the study of Unit-5, the student is able to know the meaning of shares and its type.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
3	Core Theory	FBA33	Human Resource Management	4	5

Course Objectives

1. To understand the concepts and basic functions of Human Resource Management.
2. To learn the process of employee recruitment and selection.
3. To acquire knowledge in the training needs and methods.
4. To understand the need and methods of performance appraisal.
5. To analyse the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.

Syllabus:

UNIT– I Teaching hours: 15

Definition of HRM - Objectives of HRM - Nature and scope of HRM - Principles of HRM - Difference between Personnel Management and HRM - Duties and Responsibilities of HR Managers - Qualities of HR managers - role of HR managers - importance of HRM - challenges of HRM - Evolution and Growth of HRM - Environment of HRM - Strategic HRM.

UNIT– II Teaching hours: 15

Human Resource Planning - Features of HR planning - objectives - factors influencing HR planning - Recruitment - Principle of recruitment - objectives - steps involved in recruitment process - Sources of recruitment - Selection - definition - importance - process of Selection - Use of various tests - Interview techniques in selection - objectives - types - limitations - guidelines - Recruitment vs selection - Induction.

UNIT– III Teaching hours: 15

Employee Training and Development - Definition - Objectives - need and importance - Identification of Training needs - essentials of good training program - characteristics Process of training - Training Methods - on the job training methods - off the job training methods Executive development - advantages of training to employees - Techniques - effectiveness of training and development programs.

UNIT– IV Teaching hours: 15

Performance Appraisal - Definition - Features - Objectives - Advantages - limitations - characteristics of an effective performance appraisal systems - Need for Performance Appraisal - Process - Methods - Traditional and modern methods of performance appraisal - merit rating - concepts and methods - BARS - Compensation.

UNIT– V Teaching hours: 15

Transfer objectives - types - merits - demerits - characteristics of an effective transfer policy - Promotion and termination of services - Purpose of promotion - factors influencing promotion - types of promotion - Open and closed system of promotion - advantages, importance of promotion - demotion - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope - Approaches

TEXT BOOKS

1. Dr. J. Jayasankar - Human Resource Management - Margham Publications, Chennai.
2. Dr. C.D. Balaji - Human Resource Management - Margham Publications, Chennai.
3. Aswathappa K - Human Resource and Personnel Management, Himalaya Publishing House.Mumbai.
4. Gupta C B - Human Resource Management - Sultan Chand & Sons.
5. Sundar & Srinivasan J - Essentials of Human Resource Management - Vijay Nicole Imprints
6. Murugesan G - Human Resource Management - Lakshmi Publications Pvt. Ltd
7. Gary Dessler, Biju Varkkey – Human Resource Management – Pearson Education, Delhi

8. K.Aswathappa, Human Resource Management – Text and Cases – Mc Graw Hill Co, New Delhi
9. Durai Human Resource Management-Pearson Education, New Delhi
10. VSP Rao Human Resource Management,Excel Books New Delhi.

Course Outcome

1. After the study of Unit1, the student understands the concepts and basic functions of Human Resource Management.
2. After the study of Unit2, the student learns the process of employee recruitment and selection.
3. After the study of Unit3, the student acquires knowledge in identifying the training needs and methods.
4. After the study of Unit4, the student understands the need and methods of performance appraisal.
5. After the study of Unit5, the student can analyze the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
3	Allied -2	FABA35B	Services Marketing	3	6

Course Objectives

1. To have thorough understanding of services marketing,
2. To acquire the knowledge of services strategies
3. To understand the service rendered to customers.
4. To identify and fill the service gaps.
5. To understand the challenges in managing and delivering the quality services.

UNIT– I Teaching hours:18 MARKETING SERVICES

Introduction Growth of the service sector.The concept of services. Characteristics of services - classification of services - designing of the service - blueprinting, using technology in developing human resources, building service aspirations.

UNIT– II Teaching hours:18 MARKETING MIX IN SERVICE MARKETING

The seven Ps: Product decision, pricing strategies and tactics placing or distribution methods for services, promotion of services and. Additional dimension in services marketing - people, physical evidence and process.

UNIT– III Teaching hours: 18 EFFECTIVE MANAGEMENT OF SERVICE MARKETING

Managing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal orientation of service strategy.

UNIT– IV Teaching hours: 18 DELIVERING QUALITY SERVICES

The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers - the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT– V Teaching hours: 18 MARKETING OF SERVICES

Marketing of services - Financial - Bank Marketing - Mutual Funds Marketing - Health - Hospital services - Hospitality - hotel services marketing - tourism marketing - airlines services marketing - travel services marketing - railway services marketing - Educational Services - training services marketing - agricultural extension services marketing.

Text Books

1. Dr. L. Natarajan, Services Marketing -.Margham Publications, Chennai
2. Balaji. B -Services Marketing & Management. S.Chand, New Delhi
3. Valerie Zeithaml - Services Marketing - Tata McGraw-Hill Pub.
4. WirtzJochan, Services Marketing, People, Tech, Strategy, Pearson.
5. Lovelock, Chatterjee.S.M, Pearson Education, India.
6. Zeithaml, Services Marketing, SE Indian Education.
7. Rao, Services Marketing, Pearson.
8. Dr. Tarvi Gupta, Dr. Smita Mishra, Dr. Mamta Rani - Services Marketing, Nithya Publications.
9. Vinnie JauhariKirti Dutta, Services Marketing, Oxford University Press.
10. Mathur, Services Marketing, New Age International Pvt.Ltd Publishers.

Course Outcome

1. After studied Unit1, the student will have thorough understanding of marketing services,
2. After studied Unit2, the student acquires knowledge of services strategies including service product and delivery
3. After studying Unit3, the student gains a Customer Service oriented mindset.
4. After studying Unit4, the student learns to Identify and fill the service gaps.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
3	NME	FNCS34	Introduction to Information Technology	2	2

COURSE OBJECTIVES:

The subject aims to build the concepts regarding:

- Major components of Computer System and its working principles.
- Role of an Operating System and basic terminologies of networks.
- How the Information Technology aids for the Current Scenario.
- To understand the Computer Software.
- To understand internet applications

UNIT-I

Introduction: Characteristics of Computers-Technological Evolution of Computers-The Computer Generations-Categories of Computer. Data and Information: Introduction-Types of Data-A Simple Model of a Computer-Data Processing Using a Computer-Desktop Computer.Acquisition of Number and Textual Data: Introduction- Input Units- InternalRepresentation ofNumeric Data-Representation of Characters in Computers–Error-Detecting Codes.

UNIT-II

Data Storage: Introduction-Memory Cell-Physical Devices Used as Memory CellsRandom Access Memory-Read Only Memory- Secondary Memory- Floppy Disk Drive- Compact DiskRead Only Memory (CDROM)-Archival Memory. Central Processing Unit: The Structure of aCentral Processing Unit-Specification of a CPU-Interconnection of CPU with Memory and I/OUnits.

UNIT-III

Computer Networks: Introduction-Local Area Network (LAN)- Applications of LANWide Area Network (WAN)–The Future of Internet Technology. Output Devices: IntroductionVideo Display Devices-Flat Panel Displays–Printers.

UNIT-IV

Computer Software: Introduction-Operating System-Programming Languages–A Classification of Programming Languages. Data Organization: Introduction-Organizing a DatabaseStructure of a Database- Database Management System-Example of Database Design.

UNIT-V

Some Internet Applications: Introduction- E-mail- Information Browsing Service- The WorldWide Web- Information Retrieval from the World WideWeb-Other Facilities Provided by Browsers - Audio on the Internet.SocietalImpactsof Information Technology: CareersinInformation Technology.

TEXTBOOKS:

1. Rajaraman,V.2008.IntroductiontoInformationTechnology.[SixthPrinting]. PrenticeHall of India Pvt. Limited, New Delhi.(UNIT I toV)
2. Nagpal,D.P.2010.ComputerFundamentals.[FirstEdition,Revised].S.Chand &CompanyLtd, New Delhi. (UNIT I(Introduction: Characteristics of Computers to Categories of Computer))

REFERENCE BOOKS:

1. ITL EducationsSolution Limited. 2009. Introduction toComputer Science. [Fourth Impression].Pearson Education, New Delhi.
2. Alexis Leon and Mathews Leon. 1999. Fundamentals of Information Technology.[FirstEdition]. Leon TECHWorld, New Delhi

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Language	FLT40	Tamil-IV	4	6

நோக்கம்:

1. சங்கஇலக்கியங்களில் தொன்மைகளையும் ; சிறப்பினையும் ; அறிந்துகொள்ளுதல்.
2. பண்டைத்தமிழர்பண்பாட்டையும் ;, நிலப்பாகுபாட்டையும் ; தெரிந்துகொள்ளலாம்.
3. பண்டைத்தமிழர்களின் அகஒழுக்கங்களையும் ;, புறஒழுக்கங்களையும் ; அறிந்துக் கொள்ளலாம்.
4. பத்துப்பாட்டுநூல்களின் சிறப்பினை தெரிந் ;துகொள்ளலாம்.
5. தமிழ்இலக்கியவரலாற்றினை படிக்கும் ஆர்வத்தை தூண்டுதல்.

அலகு - 1

1. குறுந்தொகை - திணைக்கு 1 பாடல்வீதம் 5 பாடல்கள் - (3, 7, 145, 275, 364)
2. நற்றிணை - திணைக்கு 1 பாடல்வீதம் 5 பாடல்கள் - (72, 110, 216, 238, 310)
3. ஐங்குறுநூறு - வேட்கைப்பத ;து

அலகு -2

1. புறநானூறு - (பாடல்கள் - 114, 138, 163, 204, 205)

2. பதிற்றுப்பத ;து - (ஐந்தாம ; பத்துபாடல்கள் - 42, 45)

அலகு -3

1. கலித்தொகை - முல ;லைக்கலி (பாடல்எண் ;.111)

நெய்தற்கலி (பாடல் - 136)

2. பரிபாடல் - திருமால் - 1 : 36 – 73

வையை – 6 : 1 – 24

அலகு -4 வுநயஉஹிபெர்ழரசள : 18

பத ;துப்பாட்டு - குறிஞ்சிப்பாட்டு (முழுவதும்)

அலகு -5

சங்கஇலக்கியவரலாறு

1. எட்டுத்தொகைநூல்கள்

2. பத்துப்பாட்டுநூல்கள்.

பயன் :

1. முச்சங்கம்பற்றியசெய்திகளைதெரிந்துகொள்ளுதல்.

2. தமிழர்களின்ஒழுக்கங்கலானகாதல், வீரம்
;பற்றிஅறிந்துபயன்;பெறலாம்.

3. சங்ககாலவள்ளல்களின்சிறப்பினைஅறிந்துகொள்ளலாம்.

4. ஆற்றுப்படைஇலக்கியங்கள்பற்றியபுரிதலைபெறலாம்.

5.

இலக்கியவரலாற்றைஅறிந்துகொள்ளுதல்மூலம்அரசின்போட்டித்
தேர்வுகளில்வெற்றிபெறலாம்.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Language	FLE40	General English -II	4	6

OBJECTIVES

1. To enhance students to understand literary values
2. To expose students to different writing styles of eminent writers
3. To make them understand the implied irony and humour in the prescribed text
4. To make them relish the lyrical beauty of Tagore's poem and other literary works
5. To understand the basic grammar and learn to write sentences

UNIT – 1 PROSE

1. My Financial Career– Stephen Leacock
2. Secret of Work–Swami Vivekananda

UNIT -2 POETRY

1. Where the Mind is Without Fear –Rabindranath Tagore
2. Stopping by Woods on a Snowy Evening – Robert Frost
3. The World is Too Much With Us – William Wordsworth

UNIT-3 SHORT STORY

1. The Gift of the Magi - O Henry
2. Rip Van Winkle - Irving Washington

UNIT -4 ONE ACT PLAY

1. Marriage Proposal – Anton Chekov

Outcome

UNIT-5: I- GRAMMAR

1. Verb

2. Adverb

3. Concord

4. Tenses

II COMPOSITION

5. Report Writing

6. Reading Comprehension

REFERENCE:

Krishnaswamy. N. Modern English- A Book of Grammar Usage and Composition, Macmillan, 2001. Print.

Active English Grammar and Composition. Board of Editors, Macmillan, 1981. Print.

Course Outcome:

Unit-1

Students are able to

- 1 Understand and appreciate the style of Leacock
- 2 Enjoy the humour and wit presented in the prescribed text
- 3 Comprehend the philosophy of Swami Vivekananda
- 4 Learn new words and phrases
- 5 Understand the moral values and practise in personal life

UNIT -2 POETRY

Course Outcome:

Students are able to

1. Grasp the lyrical beauty of the poem of Tagore

2. Identify the mysticism present in Tagore poem
3. Understand the patriotic values and sense of integration Grasp the lyrical beauty of the poem of Robert Frost
4. Identify the rhythm present in Frost poetry and understand its philosophical meaning
5. Realize how the nature is being depleted
6. Understand the cyclic nature of life

UNIT-3 SHORT STORY

Course Outcome:

Students are able to

1. Appreciate the value of true love
2. Learn the narrative style
3. Assess the flow of language
4. Enjoy the twist of the story
5. Enjoy the aesthetic sense of the story and learn to appreciate the imaginary world.

UNIT -4 ONE ACT PLAY

Course Outcome:

Students are able to

1. Appreciate the sense of humour present in the play
2. Understand the nuances of dialogue and structure of sentences
3. Learn new expression related to the situations
4. Study the stage directions and background
5. Analyse and critically evaluate the play as a whole and try to enact on stage

UNIT-5: I- GRAMMAR

Course Outcome:

Students are able

1. Learn the basics of grammar
2. To learn verb and adverb and know to differentiate them
3. To write reports

4. To comprehend a passage and answer the specific questions

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Core Theory	FBA41	Organizational Behavior	4	5

Course Objectives

1. To understand the significance of Organizational Behavior.
2. To learn the dynamics of groups in the organization.
3. To understand the importance of leadership and motivation in organizations
4. To know how organizational culture, organizational climate and conflicts influence the functioning of an organization
5. To know the importance of management of change in organizations.

Syllabus:

UNIT– I Teaching Hours: 15

Organizational behavior - meaning - Nature - importance - Role - historical development of organizational behavior - organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance.

UNIT– II Teaching Hours: 15

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behavior.

UNIT– III Teaching Hours: 15

Leadership concept - characteristics - leadership theories - leadership styles - managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance -

motivators - financial and Non-financial - theories of motivation. Morale - Meaning - Characteristics - Determinants of Morale.

UNIT– IV Teaching Hours: 15

Organizational culture - Definition - Determinants of Organizational culture - Characteristics - Types - Functions. Organisational Climate - Definition - Determinants of Organisational Climate - Distinction between Organisational Culture and Organisational Climate. Organisational Effectiveness - Definition - factors influencing Organisational Effectiveness - Approaches to Organisational Effectiveness. Organisational Conflict - Definition - Features - Sources of Conflict - Different stages of conflict - Measures to stimulate conflicts.

UNIT– V Teaching Hours: 15

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - organizational development - meaning and process.

Text books

1. Dr. C.D. Balaji - Organisational Behaviour - Margham Publications, Chennai.
2. J. Jayasankar - Organizational Behavior, Margham Publications, Chennai.
3. Aswathappa. K. - Organizational Behavior - HPH, Bombay.
4. K.Sundar and J.Srinivasan - Elements of Organisational Behaviour - Vijay Nicole Imprints Private Limited, Chennai.
5. S.S. Khanka - Organizational Behavior. S.Chand, New Delhi.
6. Dr.P.K.Ghosh, Partho Ghosh - Organisation Behaviour - Laxmi publications Pvt. Ltd.
7. Richard L Hughes, Robert , Gordon – Leadership Enhancing the Lessons of Experience, Tata Mc Graw Hill, New Delhi.

Course Outcome

1. After the study of Unit- 1, students will be able to know the importance of organizational behavior.

2. After the study of Unit- 2, students will be able to know the dynamics of groups in organizations.
3. After the study of Unit- 3, students will be able to understand the leadership concept.
4. After the study of Unit- 4, students will be able to understand the significance of organizational culture in functioning an organization.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Core Theory	FBA42	Management Accounting	4	5

Course Objectives

1. To familiarize the students with basic management accounting concepts and gain knowledge in marginal costing.
2. To apply the financial perspective of accounting for cost. Identify problems associated with relying on financial accounting information for internal decision making.
3. To organize cost information according to the decision-making needs of the organization.
4. To know the meaning of marginal costing techniques for the decision making process.
5. To know the distinction between cash flow and fund flow statement, finally to know the method for preparing the cash flow statement.

Syllabus:

UNIT– I

Management Accounting - Definition - Objectives and functions - Advantages and limitations - Distinction between Financial Accounting and Management Accounting - Meaning of Financial statements - Tools of Financial Statement Analysis - Comparative Financial Statements - Common Size Financial Statements - Trend Percentages.

UNIT– II

Ratio Analysis: Meaning - Definition - Significance - Limitations - Classification - Liquidity Ratios (Short Term Solvency Ratios) and Long term Solvency Ratios.

UNIT- III

Budget and Budgetary Control - Objectives - uses - limitations - preparation of production, sales, purchase, cash and flexible budget.

UNIT- IV

Fund Flow Analysis: Meaning - Definition - Uses of Fund Flow Statement - Limitations of Fund Flow Statement - Preparation of Fund Flow Statement - marginal costing - definition - advantages and disadvantages - marginal cost statement - contribution - cost - volume profit analysis - P/V ratio - BEP - margin of safety.

UNIT- V

Cash flow Analysis: Meaning - Definition - Uses of Cash Flow Statement - Limitations of Cash Flow statement - Distinction between Fund Flow Statement and Cash Flow Statement - Preparation of Cash Flow Statement.

(Weightage of Marks: Problems - 80%, Theory - 20%)

Text Books

1. T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications, Chennai.
2. Murthy A and Gurusamy S - Management Accounting :Theory and Practice - Vijay Nicole Imprints Private Limited, Chennai.
3. Manmohan &Goyal - Management Accounting - SaithyaBhavan, Agra.
4. R.S. Pillai &Bhagavathi - Management Accounting - S. Chand & Co. Ltd, New Delhi.
5. S.N. Maheswari - Management Accounting - Sultan Chand & Sons, New Delhi.

Course Outcome

1. After the study of Unit- 1, students will acquire the basic knowledge required for application of tools for decision making.
2. After the study of Unit- 2, students can describe the fundamental concepts of ratio analysis and uses of ratios.
3. After the study of Unit- 3, students will be able to know the budgets and budgetary control and prepare the budgets.
4. After the study of Unit- 4, students are able to know the concept of fund flow management and its objectives. To know the various methods to find out the profit and to select the projects.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Allied -2	FABA45C	Hotel Management	5	6

Course Objectives

1. To provide students with a detailed knowledge on the origin, history and operations of the hospitality industry.
2. To make students to understand the various departments that are operating in the hotels
3. To make students familiar about various job positions, duties and responsibilities of staffs
4. To familiarize students about various equipment's, machineries software applications that are existing in the hotel industries
5. To provide insight into hotel products, guest needs, pricing, marketing, promotion, overall Control.
6. To make students to understand about licensing laws, governments regulations, food and Beverage dispensing rules and procedures

Syllabus:

Unit-I Teaching Hours: 18

Hotel industry - introduction and evolution - classification of hotels - types of accommodation - intermediary accommodation, grouping of accommodation – Development of Hotel Industry in India - industry define - early history of hotel industry - Hotel Industry vs. Tourism Industry.

UNIT– II Teaching Hours: 18

Characteristics of hotels - Major and minor departments in the hotels and its activities. Duties and responsibilities of various department staffs - Major and minor equipment's and tools in various departments, its usage and operations

UNIT– III Teaching Hours: 18

Types of hotel guests and their needs - Selection of hotel-Room rates - Hotel brochures and tariffs - Property Management systems - Reservation Management system – Revenue Management system - Guest account Management system - General Management system – Back office and system

UNIT– IV Teaching Hours: 18

Marketing functions at its relevance to Hotel Industry - Model of consumer market – Personal characteristics affecting consumer behaviour - Buyers decision process - Defining Customer Value and Satisfaction - Relationship Marketing - Retaining Customers - sales - purchasing - storage system - industry levels - ordering levels - costing - recipe costing - menu pricing - hotel security.

UNIT– V Teaching Hours: 18

License - permission from authorities - Labor Department - City corporations - police – State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospects of Hotel Industry.

Text Book:

1. Sudhir Andrews, Hotel Front Office Training Manual.
2. Sudhir Andrews, Hotel Food and Beverage Service Training Manual
3. Sudhir Andrews, Hotel House Keeping Training Manual
4. J M S Negi – S.Chand, Professional Hotel Management, New Delhi.
5. Jatashankar R.Tewari, Hotel Front Office- Operation and Management - Oxford University Press India 2016, Mumbai
6. Branson & Lennox, Hotel Housekeeping Management.
7. Jagmohan Negi, Gaurav Manohar- Hospitality Management Current Trends and Practices- University Science Press Laxmi Publications, New Delhi.
8. R.K. Malhotra- Encyclopedia of Hotel Management and Tourism Services- Tourism Marketing, Anmol Publications Pvt.Ltd, New Delhi.
9. Karma, Krishnan.K, Robert, Cmill, S.Kaushal- Hospitality Operation Management, Wheeler Publishing, New Delhi.

Course Outcomes

1. After the completion of Unit1, students will be able to understand the historical background of the hospitality industry.
2. After completion of the Unit2, students will be able to understand the Major and the minor departments in the hotels
3. At the end of the Unite 3 students shall be able to understand the different types of guests and their needs
4. At the end of the Unit4 the students will be able to get acquainted with the underlying principles and concepts of marketing and their relevance in hospitality industry
5. After the completion of the Unit5 students shall be able to understand the licensing laws and regulations of the hospitality industries.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	NME	CNCS44	Introduction to Internet technology	2	2

COURSE OBJECTIVS

The subject aims to build the concepts regarding:

- Fundamentals of Internet, Connectivity and its Resource Requirements.
- To understand the Internet Technology and its applications
- To Understand WWW and Web Browsers.
- Mailing system and applications of Internet.
- To Understand relay chat

UNIT-I

Introduction to internet: What is Internet? Evolution and History of Internet- Growth of Internet-Owners of Internet- Internet Services- How does the Internet Works?-Anatomy of Internet-Internet Addressing-Internet vs Intranet-Impact of Internet- Governance of Internet.

UNIT-II

Internet Technology and Protocol: ISO-OSI Reference Model-Internet Connectivity: Getting Connected- Different Types of Connections- Levels of Internet Connectivity- Internet Service Provider. Internet Tools and Multimedia: Current Trends on Internet-Multimedia and Animation.

UNIT-III

WWW and Web Browser: WWW-Evolution of Web-Basic Elements of WWW-Web Browsers- Search Engines- Search Criteria. Web Publishing: Web Publishing- Web Page

Design.

UNIT-IV

Email: E-Mail Basics- E-Mail System-E-Mail Protocol-E-Mail Addresses-Structure of an EMail Message-E-Mail Clients&Servers-MailingList-E-MailSecurity.

UNIT-V

Usenet and Internet Relay Chat: What is Usenet?-Newsgroup Hierarchies-What is a Newsreader?- How do you Read Newsgroups?- Who Administers Usenet?- Common News reading Tasks- How to Read Articles from Network News?- Relationship between Netnews and E-Mail-What is IRC?-Channels-Nicknames- Microsoft NetMeeting. Internet and Web Security: Overview of Internet SecurityAspects and Need of Security-E-Mail Threats and Secure E-mail-Web Security and Privacy Concepts-Firewall.

REFERENCE BOOKS:

1. Deitel,H.M Dietel,P.J.andGoldbergA.B.2008.Internet&Worldwide Web- How toProgram.[Third Edition].PHL,New Delhi.
2. Comdex.2000.Teachyourselfcomputersandtheinternetvisually.[First Edition]. IDGBookIndia (p)Ltd.
3. Ramachandran,T.M.Nambissan.2003.AnOverviewofinternetandweb development. [FirstEdition].T M-Dhruv Publications.

COURSE OUT COMES :

- Students understand the Fundamentals of Internet, Connectivity and its Resource Requirements.
- Students understand the Internet Technology and its applications
- Students understand the basis of WWW and Web Browsers.
- Students learn how to Mailing system and applications of Internet.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Skill Based Subject	CSBA46	Entrepreneurship Development	2	3

Course Objectives

1. To understand the meaning of the term Entrepreneurship
2. To know the history of the concept and identify the changing trends in the business.
3. To know the problems of entrepreneurs with the focus on women/rural/ and small scale entrepreneurs.
4. To understand the role placed by the government in promotion and development of entrepreneurs and prepare project report.
5. To motivate students to become entrepreneurs.

Syllabus:

Unit-1: Teaching Hours: 9

Introduction - Understanding the meaning of Entrepreneurial ship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs - Entrepreneurial Scene in India - Factors influencing Entrepreneurship – Functions of an Entrepreneur

Unit-2: Teaching Hours: 9

Entrepreneurial growth - Role played by government and Non-Government agencies in promoting Entrepreneurship - Entrepreneurship Development Programmes - SISI, TIIC, SIDBI, DIC, NSIC, IDBI, IFICI Problems of Entrepreneurs: Women entrepreneurs - Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs.

Unit-3: Teaching Hours: 9

How to enter into the Market? - Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility – Technical Feasibility - Legal Feasibility.

Unit-4: Teaching Hours: 9

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report.

Unit-5: Teaching Hours: 9

Procedure for starting an enterprise – factors involved in selecting new Unit- Franchising and Acquisition – Qualities of successful Entrepreneurs –Case Study.

Text Book:

1. Jayashree Suresh, Entrepreneur Development, Margham Publications, Chennai
2. Khanka - Entrepreneurial Development - S.Chand, New Delhi.
3. Raj Shankar –Essentials of Entrepreneurship – Vijay Nicole Imprints Pvt. Ltd, Chennai
4. P.Saravanel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai - 1997.
5. Monica Loss, F.L.Bascunan Entrepreneurship Development Global Academic Publishers and Distributors.
6. Dr.D.Kesavan, N.Vivek Entrepreneurial Development Notion Press.
7. Janani, Sujeetha, Asokhan, Priyadharshini, “A Text book on Entrepreneurship Development and Management in Extension, Write and Print Publications.
8. Robert Hisrich, Michael Peter, Deen Shepherd- Entrepreneurship MC Graw Hill, New Delhi.
9. A.K. Lal, Entrepreneurship Development and Management, Snap deal
10. M.C.Garg. Entrepreneurial Development Free Books Centre.Net

Course Out Comes

1. After the study of unit-1, the student will be able to understand the enterprise, entrepreneur and entrepreneurship.
2. After the study of unit-2, the student will be able to get the complete picture of government programs available for entrepreneurs.
3. After the study of unit-3, the student will be able to understand and prepare a business plan and make a presentation.
4. After the study of unit-4, the student will be able to write a project report for starting an entrepreneur.
5. After the study of unit-5, the student will be able to assess the qualities of an entrepreneur and learn to be a successful entrepreneur.