

**MEENAKSHI ACADEMY OF HIGHER EDUCATION
AND RESEARCH**


**(Deemed To Be University U/S 3 OF UGC ACT, 1956), CHENNAI.
12, Vembuliamman Koil Street, West K.K. Nagar, Chennai – 600 078**

**FACULTY OF HUMANITIES AND SCIENCE
BACHELOR OF BUSINESS ADMINISTRATION**



**REGULATIONS AND SYLLABUS
(REGULATIONS – 2018)**

Effective from the Academic Year 2018 – 2019


PRINCIPAL
FACULTY OF HUMANITIES & SCIENCE
MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH
(Deemed to be University)
No. 12, Vembuliamman Koil Street,
West K.K. Nagar, Chennai-600 078

MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH

REGULATIONS -2018

Vision

- To be a world-class institution, transforming society through value-based diverse programs and healthcare advancements, leading to the all-around development of human resources, knowledge, innovation, entrepreneurship, and research.

Mission

- To become an institute of eminence by developing world-class professionals in the field of healthcare, science, liberal arts, technology and research with a focus on the societal good.
- To create an enabling state-of-the-art infrastructure, intellectual capital and provide best-in-class learning experience with a freedom to innovate and invent.
- To foster values and ethics so as to develop students and learners into responsible citizens of the Nation and the world.



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MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH

**FACULTY OF HUMANITIES AND SCIENCE
REGULATIONS -2018**

VISION

- Provide quality education which would make learning effective and expand the frontiers of knowledge to serve the society

MISSION

- To be a world class institution committed to develop individuals to meet global challenges.
- To instil a sense of confidence and leadership qualities in the minds of students for the wholesome personality development



Dr. S. Senthil

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LIST OF PROGRAMS:

STREAMS IN ARTS

- B.A (Bachelor in English)
- B. Com (Bachelor in Commerce)
- B. Com (CA) (Bachelor in Commerce with Computer Applications)
- B. Com (CS) (Bachelor in Commerce with Corporate Secretary ship)

STREAMS IN SCIENCE

- B.C.A (Bachelor in Computer Applications)
- B.Sc. (Bachelor in Computer Science)
- B.Sc. (Bachelor in Mathematics)
- B.Sc. (Bachelor in Visual Communication)

STREAMS IN PROFESSIONAL PROGRAM

- B.B.A (Bachelor in Business Administration)




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FACULTY OF HUMANITIES AND SCIENCE

REVISED REGULATIONS -2018

In exercise of the powers conferred by the Board of Management, Meenakshi Academy of Higher Education and Research, Chennai here by makes the following Regulations:

1. SHORT TITLE

These Regulations shall be called “THE REGULATIONS FOR B.A., B.Sc., B.C.A., B.Com., AND B.B.A DEGREE PROGRAMS UNDER FACULTY OF HUMANITIES AND SCIENCE OF MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH”.

2. COMMENCEMENT

They shall come into force from the academic year 2018 –2019 onwards.

The Revised Regulations and the Syllabus are subject to modification by the Standing Academic Council of MAHER from time to time.

3. TITLE OF THE PROGRAM

It shall be called as Bachelor of Arts (English), Bachelor of Science (Computer Science / Mathematics / Visual Communication), Bachelor of Computer Applications, Bachelor of Commerce (General / Computer Applications / Corporate Secretaryship) and Bachelor of Business Administration.

4. ELIGIBILITY FOR ADMISSION

Candidates should have passed in the Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Academic Council of MAHER and the subjects specified below:



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For all B.A., B.Sc., B.C.A., B.Com and B.B.A Degree Programs - Under
Faculty of Humanities and Science

S.No.	Program and Branch	Major Subjects Of Study In HSE (+2)
1	B.A English	A Pass in the Higher Secondary Examinations (Academic or Vocational Stream)
2	B.Sc Mathematics	Mathematics or Statistics or Business Mathematics
3	B.Sc Visual Communication	A Pass in the Higher Secondary Examinations (Academic or Vocational Stream)
4	B.Sc Computer Science	Computer Science or Mathematics or Statistics or Business Mathematics
5	B.C.A	Computer Science or Mathematics or Statistics or Business Mathematics
6	B.Com (General)	Accountancy and Commerce
7	B.Com (Computer Applications)	Accountancy, Commerce and Computer Science



M. S. Canth

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8	B.Com (Corporate Secretaryship)	Accountancy and Commerce
9	B.B.A	A Pass in the Higher Secondary Examinations (Academic or Vocational Stream)

5. CRITERIA FOR SELECTION

Students for all Degree Programs shall be admitted based on performance at the Qualifying Examination conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Academic Council of MAHER.

6. AGE LIMIT FOR ADMISSION

Candidate should have completed the age of 17 years at the time of admission or would complete the age of 17 years on or before 31st December of the year of admission to the first year Degree Program.

7. ELIGIBILITY CERTIFICATE

No candidate from other states shall be admitted to the Degree Program unless the candidate has obtained and produced Eligibility Certificate issued by this University. The candidate has to make an application to MAHER with the Original and Xerox copies of the following documents along with the prescribed fee.

- 1) Higher Secondary or equivalent Examination Mark Sheet and
- 2) Transfer Certificate Candidate should obtain Eligibility Certificate before the last date for admission as notified by MAHER.



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8. REGISTRATION

A candidate admitted to the Degree Program of MAHER shall register by remitting the prescribed fees along with the application form for registration duly filled in and forwarded to this MAHER through the Head of the Institution within the stipulated date.

9. DURATION OF THE PROGRAM

The Duration of the program is for a period of three years (Six semesters). Each academic year shall comprise of two semester's viz. Odd and Even semesters. Odd semesters shall be from June / July to October / November and Even Semesters shall be from November / December to April / May. There shall be not less than 90 working days for each semester (Exclusive of the days for the conduct of University end-semester examinations).


10. CUT OFF DATES FOR ADMISSION TO EXAMINATIONS

The candidates admitted from 1st June to 31st July of the academic year be registered to take up their of November of the academic year. There will not be any admission after 31st July for the academic year.

11. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study under the Faculty of Humanities and Science of MAHER for a period of not less than three academic years and passed the examinations of all the Six Semesters prescribed earning a minimum of 140 credits as per the distribution given in Regulation 12 for Part I, II, III, IV & V and also fulfilled such other conditions as have been prescribed thereof.




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12. PROGRAM OF STUDY, CREDITS AND SCHEME OF EXAMINATION.

12.1 The Program Components and Credit Distribution shall consist of the following: (Minimum Number of Credits to be obtained)

Program Component	Name of the Course	Credits allotted for Four Semester Language Papers (B.A & B.Sc Courses)	Credits allotted for Two Semester Language Paper (B.Com, B.B.A & B.C.A Courses)
PART I	Tamil or Other Languages	12	6
PART II	English	12	6
PART III	Core Courses	60	76
	Allied Courses	20	16
	Project/ Three Elective Courses	15	15
PART IV	i. Basic Tamil/ Advanced Tamil/ NME (Non Major Elective)	4	4
	ii. Soft Skill Courses	12	12
	iii. Environmental Studies	2	2
	iv. Value Education	2	2
PART V	Extension Activities	1	1
Total Credits		140	140



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12.2 DETAILS OF PROGRAM OF STUDY OF PARTS I – V

12.2.1 **PART I:** Tamil: According to the syllabus and text-books prescribed from time to time

12.2.2 **PART II:** English: According to the syllabus and text-books prescribed from time to time

12.2.3 **PART III :** Core, Allied and Project/Three Elective Courses: As prescribed by the Board of Studies.

12.2.4 **PART IV:** I Non Major Elective (NME). II. Soft Skill Courses. III. Environmental Studies. IV. Value Education

12.2.5 **PART V:** Extension Activities: Students shall be awarded a maximum of 1 Credit for Compulsory Extension Service. All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red Cross or any other Service Organizations in the Faculty of Humanities and Science and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the Faculty of Humanities and Science before 31st March in a year. If a student lacks 40 hours attendance in the first year, he or she shall have to compensate the same during the subsequent years. Those students who complete minimum attendance of 40 hours in one year will get 'half-a-credit and those who complete the attendance of 80 or more hours in Two Years will get 'one credit'. Literacy and Population Education and Field Work shall be compulsory components in the above extension service activities.

12.2.6 Scheme of Examinations and syllabus of each programme given separately in Annexure –I



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13 INSTRUCTIONAL (TEACHING) HOURS

13.1 For First, Second, Third and Fourth semesters:

Course	BA, BBA and B. Com	B. Sc without Practical	B. Sc and BCA with Practical
Language	4+2hours*	4+2hours*	4+2hours*
English	4+2hours@	4+2hours@	4+2hours@
Core course I	5 hours	5 hours	5 hours Theory 3 hours Practical
Core course II	5 hours	5 hours	-
Allied course	6 hours	6 hours	5 hours Theory 3 hours Practical
Non-Major Elective Course	2 hours	2 hours	2 hours
Total	30 hours	30 hours	30 hours

*2 hours for Part IV Environmental Studies/ Value Education

@2 hours for Soft Skills Courses.


13.2 For Fifth and Six Semesters:

Program	BA,BBAandB.Com	B.Scand BCA
CoreCourse(each)	6hours	6hours
ElectiveCourse(each)	5hours	5hours

14. EXAMINATION AND EVALUATION

14.1 Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose, Students shall register for all the arrear




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subjects of earlier semesters along with the current (subsequent) Semester Subjects.

14.2 Marks for Internal and End Semester Examinations for PART I, II, III, and IV

Category	Theory	Practical
Internal Assessment	25	40
End-Semester (University) Examination	75	60

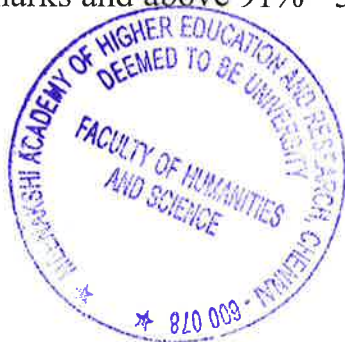
14.3 Procedure for Awarding Internal Marks

Course	Particulars	Marks
	Tests (2 out of 3)	10
Theory Papers	Attendance	5
	Seminars	5
	Assignments	5
	Total	25
	Attendance	5
Practical Papers	Test best 2 out of 3	30
	Record	5
	Total	40
	Internal Marks (best 2 out of 3 presentations)	20
Project	Viva-Voce	20
	Project Report	60
	Total	100

14.4 (i) Awarding Marks for Attendance (out of 5)

Attendance below 60% = 0 marks, 61 % to 75% = 3 marks,

76 % to 90% = 4 marks and above 91%= 5 marks



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(ii) Conducting Practical and Project Viva-voce Examination: By Internal and External Examiners

14.5. Question Paper Pattern for End Semester (University) Examination

SECTION – A

(30 words) 10 questions out of 12 questions

10 X 2 marks = 20 marks

SECTION – B

(200 words) 5 questions out of 7 questions

5 X 5 marks = 25 marks

SECTION – C

(500 words) 3 questions out of 5 questions

3 X 10 marks = 30 marks


TOTAL = 75 marks

14.6. PASSING MINIMUM

14.6.1 The passing minimum for Internal Assessment shall be 40% out of 25 Marks (i.e. 10 Marks). Failed candidates in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing tests and by submitting Assignments.

14.6.2 For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper / Practical / Project and Viva-Voce.




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14.6.3 In the aggregate [External/Internal] the passing minimum shall be of 40%.

14.6.4. He/She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 credit to qualify for the Degree.

14.7. RETOTALLING OF THE ANSWER SCRIPTS:

There shall be no revaluation of for UG Students. However, all UG Students who appeared for their Semester Examinations are eligible for applying for re totalling of their answer scripts.

15. CONDONATION

15.1. Students must have 75% of attendance in each course for appearing the examination.

15.2. Students who have 74% to 70% of attendance shall apply for Condonation in the prescribed form with the prescribed fee of Rs.500/- (Rupees Five Hundred only).

15.3. Students who have 69% to 60% of attendance shall apply for Condonation in prescribed form with prescribed fee of Rs.500/- (Rupees Five Hundred only) along with the Medical Certificate.

15.4. Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.




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16. CLASSIFICATION OF SUCCESSFUL STUDENTS

16.1. PART I TAMIL / OTHER LANGUAGES;

PART II ENGLISH AND

PART III CORE SUBJECTS, ALLIED, ELECTIVES COURSES AND PROJECT:

16.1.1 For each of the three parts, there shall be separate classification on the basis of CGPA as indicated in regulation 18.2.


16.1.2 A successful candidate who secures 75% and above of the marks in his / her first appearance in all the subjects in Part III within the prescribed period will be declared to have passed in first class with Distinction.

16.1.3 Successful Students passing the Examinations for the Part I, Part II and Part III courses and securing the marks (a) 60 percent and above and (b) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively; all other successful candidates shall be declared to have passed the examination in the THIRD Class.

17. **MARKS AND GRADES:** The following table shows the marks, grade points and letter grades to indicate the performance of the Student:

MARKS	GRADEPOINTS	LETTERGRADE
96 and above	10	S+
90- 95	9.5	S
86-90	9	D++
81-85	8.5	D+
76-80	8	D
71-75	7.5	A++




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66-70	7	A+
61-65	6.5	A
56-60	6	B+
51-55	5.5	B
46-50	5	C+
40-45	4.5	C
Below 40	0	F

18.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester: = $\frac{\sum i C_i G_i}{\sum i C_i}$

That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

CGPA for the entire programme: = $\frac{\sum n \sum i C_{ni} G_{ni}}{\sum n \sum i C_{ni}}$

That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme Where,

C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n_i = Semester in which such courses were credited.

18.2. Letter Grade and Class

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
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9.51 and above	S+	First Class Exemplary *
9.01-9.50	S	
8.51-9.00	D ++	
8.01-8.50	D +	First Class with Distinction *
7.51-8.00	D	
7.01-7.50	A ++	
6.51-7.00	A +	First Class
6.01-6.50	A	
5.51-6.00	B +	
5.01-5.50	B	Second Class
4.51-5.00	C +	Third Class
4.00 - 4.50	C	
Below 4.00	F	Fail

*The Students who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses only) are eligible.


19. RANKING

Students who pass all the examinations prescribed for the Program in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction.

20. RE-ADMISSION AFTER BREAK OF STUDY

a) The calculation of the break of study of the candidate for readmission shall calculate from the date of first discontinuance of the Course instead of from the date of admission.




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- b) Candidates having break of study shall be considered for re admission provided, they are not subjected to any disciplinary action and no charges pending or contemplated against them.
- c) All readmissions of candidates are subject to the approval of the Vice-Chancellor.
- d) A candidate having a break of study upto 3 years from the date of discontinuation shall apply for the readmission for condonation to the Academic Officer of this University. The candidates may be readmitted in the corresponding course of study. The candidate has to fulfill the attendance requirements of the University and shall be granted exemption in the subjects he/she has already passed.
- e) Candidates having a break of study of 4 years and above from the date of discontinuance and more than two spells of break will not be considered for readmission.

21. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

21.1 The candidate has to successfully complete the program in 6 years i.e., double the duration of the program from the date of joining.

21.2 Students qualifying during the extended period (after normal period of 3 years), shall not be eligible for RANKING.

22. Grievance Redressal Committee

The College shall form a Grievance Redressal Committee for each course in each department with the Course Teacher and the HOD as the members. This




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Committee shall solve all grievances relating to the Internal Assessment marks of the students.

SUMMARY OF CREDIT ALLOCATION

Course Component	Name of the Course	Credits allotted for Four Semester Language Papers (B.A & B.Sc Courses)
PART I	Tamil or Other Languages	12
PART II	English	12
PART III	Core Courses	60
	Allied Courses	20
	Project/ Three Elective Courses	15
PART IV	i. Basic Tamil/ Advanced Tamil/ NME (Non Major Elective)	4
	ii. Soft Skill Courses	12
	iii. Environmental Studies	2
	iv. Value Education	2
PART V	Extension Activities	1
	Total Credits	140

Course Component	Name of the Course	Credits allotted for Two Semester Language Paper (B.Com, B.B.A & B.C.A Courses)
PART I	Tamil or Other Languages	6
PART II	English	6
PART III	Core Courses	76
	Allied Courses	16
	Project/ Three Elective Courses	15
PART IV	i. Basic Tamil/ Advanced Tamil/ NME (Non Major Elective)	4
	ii. Soft Skill Courses	12
	iii. Environmental Studies	2
	iv. Value Education	2
PART V	Extension Activities	1
	Total Credits	140




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PROGRAM AND PROGRAM SPECIFIC OUTCOME

PROGRAMS BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM OUTCOMES (PO's)

PO1: Critical Thinking Skills: To prepare the students to describe, examine, and develop resolutions for both structured and unstructured business glitches and issues using solid and logical reasoning patterns for evaluating information, materials, and data.

PO2: Technical Skills: To prepare the students to be proficient in the uses of technology in modern organizational procedures.

PO3: Entrepreneurial Skills: To formulate the students to demonstrate the essentials of creating and managing innovation, modernization, and high-growth potential ventures.

PO4: Management Skills: To enhance the students to validate practical competence in domestic and global business through the study of key disciplines within the field of business management.

PO5: Ethics: To prepare the students to apply ethical principles and be committed to professional ethics and responsibilities and norms of the Management practice under all circumstances.

PROGRAM SPECIFIC OUTCOMES (PSO's)


PSO1: Analyze the theoretical knowledge with practical aspects of Organizational setting and techniques of management.

PSO2: Determine the conceptual and analytical abilities required for effective decision making.

SEMESTER 1

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
I	I	Language Course - I (LC); Tamil	LT 2101	Tamil - I	3	0	0	3	25	75	100
	II	English Language Course - I (ELC); English	LE 2102	English I	3	0	0	3	25	75	100
	III	Core Course CC - I	CO 2102	Financial Accounting	3	1	0	4	25	75	100
		Core Course CC - II	MS 2301	Principles of Management	3	1	0	4	25	75	100





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		Allied Course AC - I	CO 2104	Managerial Economics	3	1	0	4	25	75	100
		Non Major Elective - I		Non Major Elective - I	2	0	0	2	25	75	100
	IV	Career Development Course - I	CD 2801	Soft Skills - 1; Essentials of Language and Communication	2	0	1	3	40	60	100
				Total				23			700

SEMESTER II

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks	
			Code	Title	L	T	P		CI A	External		
II	I	Language Course - II (LC); Tamil	LT 2201	Tamil - II	3	0	0	3	25	75	100	
	II	English Language Course - II (ELC); English	LE 2202	English II	3	0	0	3	25	75	100	
	III		Core Course CC - III	LE 2000	Business Communication	3	1	0	4	25	75	100
			Core Course CC - IV	CO 2106	Management Accounting	3	1	0	4	25	75	100
			Allied Course AC - II	MS 2304	Allied II International Trade	3	1	0	4	25	75	100
	IV		Non Major Elective - II		Non Major Elective - II	2	0	0	2	25	75	100
			Career Development Course - II	CD 2802	Soft Skills - II : Essentials of Spoken and Presentation Skills	2	0	1	3	40	60	100
				Total				23			700	




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SEMESTER III

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
III	III	Core Course CC - V	MS 2305	Financial Management	3	1	0	4	25	75	100
		Core Course CC - VI	MS 2306	Organizational Behavior	3	1	0	4	25	75	100
		Core Course CC - VII	CS 2461	Computer Application in Business	3	0	1	4	25	75	100
		Core Course CC - VIII	MS 2308	Marketing Management	3	1	0	4	25	75	100
		Allied Course AC - III	MA 2565	Business Statistics	2	2	0	4	25	75	100
	IV	Career Development Course - III	ES 2981	Environmental Studies	2	0	0	2	25	75	100
		Career Development Course - IV	CD 2803	Soft Skills - III : Personality Enrichment	2	0	1	3	40	60	100
Total								25			700

SEMESTER IV

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
IV	III	Core Course CC - IX	CO 2116	Business Taxation	3	1	0	4	25	75	100
		Core Course CC - X	MS 2309	Business Regulatory Framework	3	1	0	4	25	75	100
		Core Course CC - XI	MS 2310	Financial Services	3	1	0	4	25	75	100





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		Core Course CC - XII	CS 2465	Management Information System	3	1	0	4	25	75	100
		Allied Course AC - IV	MA 2574	Operations Research	2	2	0	4	25	75	100
	IV	Career Development Course - VI	VE 2001	Value Education	2	0	0	2	25	75	100
		Career Development Course - V	CD 2804	Soft Skills - IV: Computing Skills	2	0	1	3	40	60	100
		Total						25			700

SEMESTER V

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
IV	III	Core Course CC - XIII	MS 2312	Business Ethics and Values	3	1	0	4	25	75	100
		Core Course CC - XIV	MS 2313	Marketing Research	3	1	0	4	25	75	100
		Core Course CC - XV	MS 2314	Production Management	3	1	0	4	25	75	100
		Core Course CC - XVI	MS 2315	Material Management	3	1	0	4	25	75	100
		Core Elective I		Core Elective I	2	2	0	5	25	75	100
		Total						21			500




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SEMESTER VI

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
IV	III	Core Course CC - XVII	MS 2311	Business Environment	3	1	0	4	25	75	100
		Core Course CC - XVIII	MS 2317	Services Marketing	3	1	0	4	25	75	100
		Core Course CC - XIX	MS 2316	Human Resources Management	3	1	0	4	25	75	100
		Core Elective II		Core Elective II	3	2	0	5	25	75	100
		Core Elective III		Project Work (Group)	3	1	1	5	20	80	100
	V	Extension Activities		NSS/NC C/CSS	1			1			
				Total				25			500

NON-MAJOR –SEMESTER 1

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
I	IV	Non Major Elective - I	NE 2911	Basics Of Retail Marketing	2	0	0	2	25	75	100
			NE 2912	Basics of Banking	2	0	0	2	25	75	100
			NE 2913	Basics of Computer skills	1	0	1	2	25	75	100

*students will be provided an option to choose any one course from above electives



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NON-MAJOR –SEMESTER II

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
II	IV	Non Major Elective - II	NE 294 2	Concept of Self Help Group	2	0	0	2	25	75	100
			NE 294 3	Fundamentals of Disaster Management	2	0	0	2	25	75	100
			NE 294 4	Basics of Business Insurance	1	0	1	2	25	75	100


*students will be provided an option to choose any one course from above electives

CORE ELECTIVES- SEMESTER V

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
IV	III	Core Elective I	CO 2122	Entrepreneurial Development	2	2	1	5	25	75	100
			CO 2123	Visual Basic Programming	2	1	2	5	40	60	100
			CO 2152	Portfolio Management	2	1	2	5	25	75	100

*students will be provided an option to choose any one course from above electives





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CORE ELECTIVES –SEMESTER VI

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CIA	External	
IV	III	Core Elective II	MS 2318	Customer Relationship Management	3	1	1	5	25	75	100
			MS 2319	Visual Basic Programming - Practical	3	1	1	5	40	60	100
			MS 2320	Capital Markets	3	2	0	5	25	75	100
		Core Elective III	MS2 391	Project Work (Group)	3	1	1	5	20	80	100
			MS2 392	Essentials of Information Technology	3	1	1	5	25	75	100
			MS2 393	Indian Economics in Global Scenario	3	1	1	5	25	75	100

*students will be provided an option to choose any one course from above electives




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SEMESTER 1

Title of the Course	Principles of Management	Code	MS2301
Core	First Year & First Semester	Credit	4
Course Objectives	1. To make the students to understand the basic concepts of Management. 2. To prepare the students to know about the significance of the management in business.		
Course Outline	Unit 1: Introduction Definition – Importance – Nature and Scope of Management – Process of Management – Role and functions of Managers – Levels of Management – Scientific Management – Contributions Management by different schools of thought.		
	Unit 2: Planning Nature – Importance – types of Planning – Steps in Planning – Objective of Planning – Policies – Decision making Process – Types of Decisions.		
	Unit 3: Organisation Meaning and Types of organisation – Principles – Formal and Informal organisation – Organisation Structure – Span of Control – Departmentalisation – Basis – Meaning and Importance of Departmentalisation. Polices – Meaning and Types – procedures – Forecasting.		
	Unit 4: Authority & Responsibility Authority – Definition – Sources – Limitations – Different between Authority and Responsibility – Delegation of Authority – Meaning – Principles and importances – Centralisation Vs Decentralisation.		
	Unit 5: Direction, Coordination & Control Direction – Nature – Purpose. Co-ordination – Need – Types and Techniques – Requisites for Excellent Co-ordination. Controlling – Meaning – Importance – Control Process.		
References	1. Gupta, C.B. Management Theory & Practice, Sulthan Chand & Sons, New Delhi. 2. Prasad, L.M. Principles & Practice of Management, Sultan Chand & Sons, New Delhi. 3. Tripathi, P.C. & Reddy, P.N. Principles of Managements, Tata Mac. Graw Hill, New Delhi. 4. Wehrich and Koontz, Management – A Global Perspective. 5. N. Premavathy, Principles of Management, Sri Cishnu Publications, Chennai. 6. Jayasankar, J. Business Management, Margham Publication, Chennai. 7. Sundar, K. Principles of Mangement, Vijay Nicole Imprints Pvt.Ltd., Chennai.		




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Course Outcomes

MS2301.1 Able to assume the roles and responsibilities associated with managerial functions.

MS2301.2 Able to identify the key contributors and their contributions in the development of management school of thought.

MS2301.3 Able to compare numerous approaches in management for problem solving and decision making.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2301.1	3	3	3	1	3	2	1
MS2301.2	3	2	1	2	1	1	3
MS2301.3	1	3	1	1	3	2	2
Average	2.33	2.66	1.66	1.33	2.33	1.67	2




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Title of the Course	Managerial Economics	Code	CO2 104
Core	First Year & First Semester	Credit	4
Course Objectives	1. To make the students to understand the basic concepts of Managerial Economics. 2. To prepare the students to know about the significance of the Decision making skill in business		
Course Outline	Unit - I		
	Nature and scope of managerial economics - definition of economics - important concepts of economics - relationship between micro, macro and managerial economics - nature and scope - objectives of the firm.		
	Unit - II		
	Demand analysis - Theory of consumer behaviour - Marginal utility analysis - indifference curve analysis. Meaning of demand - Law of demand - Types of demand - Determinants of demand - elasticity of demand - Demand forecasting		
	Unit - III		
Production and cost analysis - Production - Factors of production - Production function - Concept - Law of variable proportion - Law of return to scale and economies of scale - cost analysis - Different cost concepts - Cost output relationships - Short run and long run - Revenue curves of firms - Supply analysis			
Unit - IV			
Pricing methods and strategies - Objectives - Factors - General consideration of pricing - methods of pricing - Dual pricing - Price discrimination			
Unit - V			
Market classification - Perfect competition - Monopoly - Monopolistic competition - Duopoly - Oligopoly.			
Reference	1. Dr.S.shankaran, Managerial Economics – MarghamPulication – Chennai 2. P.L.Metha, Managerial Economics – Sultan Chand Publications – New Delhi		




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3. RL Varsheny and K.L Maheswari, Managerial Economics - Sultan Chand Publications – New Delhi
4. Joel Dean, Managerial Economics – Prentice Hall of India Pvt.Ltd - New Delhi
5. Spencer M H, Contemporary Economics – Worth Publishers –New York
6. VI Mote Samuel Paul G.S.Gupta, Managerial Economics – Concepts and Cases – Tata McGraw Hill - New Delhi

Course Outcomes

CO2104.1 Able to assume the roles and responsibilities associated with managerial functions.


CO2104.2 Able to identify the key contributors and their contributions in the development of management school of thought.

CO2104.3 Able to compare numerous approaches in management for problem solving and decision making.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO2104.1	2	1	2	2	0	2	0
CO2104.2	2	2	1	1	2	1	2
CO2104.3	0	2	1	2	1	2	1
Average	2.00	1.67	1.33	1.67	1.5	1.67	1.5





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SEMESTER 2

Title of the Course	Management Accounting	Code	CO2106
Core	First Year & Second Semester	Credit	4
Course Objectives	<p>1.To enable the students to get Knowledge about the Various techniques of Management principles</p> <p>2.To make the students to get practical skill in solving Management problems</p>		
Course Outline	<p>UNIT I: INTRODUCTION</p> <p>Management Accounting –Meaning-scope-Importance-Limitations-Management Accounting Vs Cost Accounting-Management Accounting Vs Financial Accounting</p>		
	<p>UNIT II :FINANCIAL STATEMENT ANALYSIS</p> <p>Analysis and Interpretation of Financial statements- Nature and significance – Types of Financial Analysis- Tools of Analysis- Compative Statements- Common size Statement-Trend Analysis</p>		
	<p>UNIT III :RATIO ANALYSIS</p> <p>Meaning-Advantages- Limitations- Types of Ratios- Liquidity Ratios- Profitability Ratios-Turnover Ratios- Capital structure Ratios-Leverage Ratios-Calculation of Ratios</p>		
	<p>Unit – IV CASH FLOW ANALYSIS & MARGINAL COSTING</p> <p>Meaning of cash flow statements- Advantages – Limitations- Preparation of cash flow statement- Types of cash flows – Operating, Financing and Investing cash flows Application of Marginal costing in Decision Making – Make or Buy – Shutdown or Continue – Exploring New Market</p>		
	<p>Unit – V BUDGETARY CONTROL & CAPITAL BUDGETING CONTROL</p> <p>Budgetary Control- Meaning- Preparation of Various Budgets- Cash Budget-Flexible Budget-Production Budget-Sales Budget. Capital Expenditure Control- Meaning of Capital Budgeting- Assessment of Capital Expenditure through Pay Back Method, Net Present value Method And Accounting Rate of Return Method</p>		
References	<ol style="list-style-type: none"> 1. Maheswari, S.N., Management Accounting, Sultan Chand & Sons 2. Murthy A and Gurusamy S. Management Accounting- Theory & Practice, Vijay Nicole Imprints Pvt Ltd. Chennai 3. Charles T. Horngren And Gray Sundem, N, Introduction to Management Accounting, Prentice Hall 4. Sharma and Shashi K. Gupta, Management Accounting, Kalyani Publishers 		




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	<p>5. Reddy, T.S. & Dr. Hariprasad Reddy, Y, Management Accounting, Margham Publications, Chennai</p> <p>6. Hansen-Mowen, Cost Management Accounting and Control, South Western College</p>
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Course Outcomes

CO2106.1 Able to assume the roles and responsibilities associated with managerial functions.

CO2106.2 Able to identify the key contributors and their contributions in the development of management school of thought.

CO2106.3 Able to compare numerous approaches in management for problem solving and decision making.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO2106.1	2	1	3	2	3	3	2
CO2106.2	2	3	1	3	1	1	2
CO2106.3	3	2	2	1	2	2	1
Average	2.33	2.00	2.00	2.00	2.00	2.00	1.67



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Title of the Course	Business Communication	Code	LE2000
Core	First Year & Second Semester	Credit	4
Course Objectives	1. To facilitate the students to understand the concept of Communication. 2. To Know the Basic Techniques of the Modern forms of Communication		
Course Outline	Unit 1: Communication Definition – Methods – Types – Principles of Effective Communication – Barriers to Communication – Business letters – lay out		
	Unit 2: Business Letters Meaning – Kinds of Business Letters – Application for a situation – Interview – Appointment letter – Acknowledgement – Promotion – Enquires – Reply Letter to Enquires – Orders – Sales Letter – Circular Letter – Complaints Letter		
	Unit 3: Correspondence Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Share Holders & Directors		
	Unit 4: Reports & Meeting Reports – Meaning – writing of Reports – Meeting – Agenda – Minutes – Memorandum – Office order – Circular Notes.		
	Unit 5: Forms of Communication Modern forms – Fax – email – video conference – Internet – Websites – uses of the various forms of communication.		
References	Rajendra Paul & Korlahalli, J.S. Essentials of Business Communication, Sultan Chand & Sons, New Delhi. 2. Shirley Taylor, Communication for Business, Pearson Publication, New Delhi. 3. Bovee, Thill, Schatzman, Business Communication Today – Peason Education Private Ltd – New Delhi. 4. Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore. 5. Simon Collin, Doing Business on the Internet, Kogan Page Ltd, London. 6. Mary Ellen Guffey, Business Communication – Process and Product, International Thomson Publishing, Ohio.		


Course Outcomes

LE2000.1 Able to Relate to the various concepts and processes of managerial communication.

LE2000.2 Able to identify the gap between current level of communication skills and the expected industry standards.

LE2000.3 Able to develop essential communication skills required for managing a business.





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Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
LE2000.1	3	1	2	2	2	2	1
LE2000.2	2	3	2	3	3	3	3
LE2000.3	1	3	3	3	2	2	3
Average	2.00	2.33	2.33	2.67	2.33	2.33	2.33




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Title of the Course	INTERNATIONAL TRADE	Code	MS2304
Core	First Year & Second Semester	Credit	4
Course Objectives	1. To enable the students to get Knowledge about the Market Development support for enterprises, Trade intelligence, Policy & Export Strategy 2. To Understand the Trade in Global Context		
Course Outline	UNIT I Difference between Internal and International Trade – Importance of International Trade in the Global Context		
	UNIT II Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's, Heckscher – Ohlin theories only)		
	UNIT III Balance of Trade, Balance of payment concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rate.		
	UNIT IV International Monetary System: IMF – International Liquidity – IBRD		
	UNIT V WTO and its implications with special reference to India		
References	1. Cherunilam Franchis, International Trade and Export Management – Himalaya Publishing House, Mumbai. 2. T.T Sethi, Money Banking & International Trade – S.Chand & Co., - Delhi. 3. Paul.R.Krugman and Maurice Obsfeld, International Economics (Theory and Policy)- Pearson Education Asia – Addison Wesley Longman (p) Ltd – Delhi – 92. 4. Robert J. Carbaugh, International Economics – Thomson Information Publishing Company – California. 5. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd. New Delhi- 14.		

Course Outcomes

MS2304.1 Able to assume the roles and responsibilities associated with managerial functions.

MS2304.2 Able to identify the key contributors and their contributions in the development of management school of thought.

MS2304.3 Able to compare numerous approaches in management for problem solving and decision making.



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Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2304.1	3	3	3	2	2	2	2
MS2304.2	1	2	2	3	2	2	3
MS2304.3	3	2	2	3	3	3	3
Average	2.33	2.33	2.33	2.67	2.33	2.33	2.67




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SEMESTER 3

Title of the Course	Financial Management	Code	MS2305
Core	Second Year & Third Semester	Credit	4
Course Objectives	<p>1. Students should be able to Explain both the theoretical and practical role of financial management in business corporations.</p> <p>2. To prepare the students to Analyze the importance of cost of capital in financial decision making</p>		
Course Outline	<p>UNIT I Introduction</p> <p>Meaning and Objectives of Financial Management- Functions of financial management. Finance-Importance of Finance – Sources of Finance- Role of financial manager in financial management.</p>		
	<p>UNIT II Capital Structure</p> <p>Meaning- Factors Affecting Capital Structure- Planning- Theories of Capital Structure-Determining Debt Equity Proportion- Leverage Concept.</p>		
	<p>UNIT III Cost of Capital</p> <p>Definition-Cost of equity capital – Cost of preference capital – Cost of debt – Cost retained earnings – Weighted average (or) composite of capital (WACC).</p>		
	<p>UNIT IV Dividend</p> <p>Meaning- Dividend policies – Factors affecting dividend payment – Provisions on dividend payment in company law – Dividend models -Walter’s models- Gordon’s models – M.M.models -Hypothesis models.</p>		
	<p>UNIT V Working Capital</p> <p>Working capital – Meaning and Importance- Factors influencing working capital- Determining (or) forecasting of working capital requirements- Working capital Operating Cycle.</p>		
References	<ol style="list-style-type: none"> 1. I.M. Pandey , “Financial Management”, Vikas Publishing House. 2. Prasanna Chandra, Financial Management, Tata McGraw Hill Publications. 3. S.N. Maheswari, Financial Management, Sultan Chand & Sons. 4. Y.Khan and Jain Financial Management, Sultan Chand & Sons. 5. P.Periyasamy, Financial Management, Vijay Nicole Imprints Pvt.Ltd.Chennai. 6. A. Murthy, Financial Management, Margam Publications Chennai. 7. Srivatsava, Financial Management, Himalaya Publications. 		




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Course Outcomes

MS2305.1 Able to compute the problems in capital structure.


MS2305.2 Able to Estimate the required return on projects of differing risk and evaluate different investment decision.

MS2305.3 Evaluate the importance of working capital management and its role in meeting firm's strategic objectives

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2305.1	3	1	2	2	2	2	2
MS2305.2	3	3	2	2	2	3	3
MS2305.3	1	2	3	3	3	3	3
Average	2.33	2.00	2.33	2.33	2.33	2.67	2.67




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Title of the Course	Marketing Management	Code	MS2308
Core	Second Year & Third Semester	Credit	4
Course Objectives	<p>1. To enable the students to get Knowledge about the Marketing with other functional areas ,Market Development support & Marketing Strategy</p> <p>2.To Understand the Various Concepts of Marketing Channels</p>		
Course Outline	UNIT I Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with other functional areas – concept of Marketing mix- Marketing approaches – Various Environmental factors affecting the marketing functions.		
	UNIT II Buyer Behavior – Consumer goods and Industrial goods – Buying Motives – Factors influencing buyer Behaviour. Market Segmentation – Need and Basis of Segmentation – Targeting – Positioning		
	UNIT III The Product – Characteristics – benefits – Classifications – Consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging		
	UNIT IV Physical Distribution: Importance – Various Kinds of marketing channels – distribution problems. Sales management: Motivation, Compensation and Control of Salesmen.		
	UNIT V A brief overview of Advertising – Publicity – Public Relations – Personal Selling – Direct Selling and Sales promotion.		
References	<ol style="list-style-type: none"> 1. Philip Kotler, 2003, Marketing Management , 11 th edition, Pearson Education (Singapore) pte Ltd, New Delhi. 2. V.S. Ramaswamy&S.Namakumari, 1994, Principles of Marketing , First edition , S.G.Wasani / Macmillan India Ltd, NEW Delhi. 3. Crrainfield, Marketing Management , Palgrave Macmillan 4. Sontakki . C.N, Marketing Management, Kalyanni Publishers, Ludhiana. 5. Gary Armstrong & Philip Kotler, 2013, Marketing – An Introduction , Sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi 6. R.S.N.Pillai and Bagavathi, Modern Marketing , S.Chand& Co, New Delhi 		



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Course Outcomes

MS2308.1 Able to assume the roles and responsibilities associated with managerial functions.


MS2308.2 Able to identify the key contributors and their contributions in the development of management school of thought.

MS2308.3 Able to compare numerous approaches in management for problem solving and decision making.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2308.1	2	2	3	3	3	3	3
MS2308.2	3	1	2	3	2	2	3
MS2308.3	1	2	3	2	3	3	2
Average	2.00	1.67	2.67	2.67	2.67	2.67	2.67




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Title of the Course	Organisational Behaviour	Code	MS2 306
Core	Second Year & Third Semester	Credit	4
Course Objectives	1. To facilitate the students to understand the concept of Organisation. 2. To Know the Basic behaviour among individual, groups in an organisation.		
Course Outline	Unit 1: Need and Scope of Organisational Behaviour – Theories of Organisational Behaviour – Individual difference Vs Group Intelligence tests – Measurement of Intelligence- Personality Tests – Nature – Types and uses of Perception		
	Unit 2: Motivation – Financial and Non financial motivational techniques – Job satisfaction – meaning – Factors – Theories – Measurement – Morale – Importance – Employee attitudes and behavior and their significance to employee productivity.		
	Unit 3: Work environment – Good house keeping practices – Design of work Place – Fatigue – Causes and preventions and their importance – Leadership – Types and theories of leadership.		
	Unit 4: Group Dynamics – Cohesiveness – Co-operation – Competition – Resolution – Sociometry – Group norms – Role position status..		
	Unit 5: Organizational culture and climate – Organizational Development.		
References	Uma Sekaran, Organisational Behaviour Text & cases, 2nd Edition, Tata McGraw Hill Publishing Co Ltd. 2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt Ltd, 1st edition. 3. S.S Khanka, Organisational Behaviour, S.Chand & Co, New Delhi. 4. J.Jayashankar, Organisational Behaviour, Margham Publications, Chennai – 3.		


Course Outcomes

MS2306.1 Able to analyse the organizational behaviour concepts, and correlate organizational behaviour concepts with individual and group behaviour.

MS2306.2 Able to Evaluate personality types, perception and learning process on human behaviour

MS2306.3 Able to recognize the application of motivational theories in practical terms.




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Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2306.1	2	3	3	2	3	2	2
MS2306.2	2	2	2	2	2	3	3
MS2306.3	3	3	2	2	3	3	3
Average	2.33	2.67	2.33	2.00	2.67	2.67	2.67




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SEMESTER 4

Title of the Course	Business Taxation	Code	CO2116
Core	Second Year & Fourth Semester	Credit	4
Course Objectives	<p>1.To make the students to gain knowledge of the principles of the Indirect Tax. 2.To highlight the students about the customs duty, Excise duty, GST</p>		
Course Outline	<p>UNIT I Tax – features – canons – objectives of taxation - Tax vs. Duty – Direct Tax vs. Indirect Tax – Powers of Union / States – varieties of indirect taxes – movement towards GST.</p>		
	<p>UNIT II Central excise duty- concept and definitions - Basis of levy- Types of Excise Duty – Classification & Valuation of Goods – Clearance of Goods – Procedure for assessment and payment of excise duty – Philosophy of CENVAT - Registration & Filing of Returns</p>		
	<p>UNIT III Customs Act – objectives – levy and collection – classification of goods – procedure for assessment & payment of customs duty – types of customs duty – valuation of goods – clearance of goods - warehousing provisions - Duty drawback provisions.</p>		
	<p>UNIT IV Value Added Tax- short title and commencement – definition- advantage of VAT over the existing tax law – registration – charging sections- Input Tax Credit- Reversal – concept of exempted sales and zero rated sales. Service Tax – Definition- Statutory Framework – Levy & Collection – Administration – Principles of Valuation – Persons liable to pay service tax</p>		
	<p>UNIT V GST in India-An Introduction –Taxable Event –Supply – Charge of GST- Exemptions from GST- CGST – SGST- Assessment and Audit.</p>		
References	<p>1. Dr.Vinod K Singhania, Monica Singhania, Students Guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi.</p> <p>2. GirishAhiya, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law House Pvt. Ltd. New Delhi.</p> <p>3. Dr.Sanjeev Kumar, Systematic Approach to Indirect Taxes with Practical problems and solutions, Bharat Law House Pvt. Ltd., New Delhi.</p> <p>4. T.S.Reddy and Y.Hari Prasad Reddy, Indirect Taxes</p>		



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Course Outcomes

CO2116.1 Able to assume the roles and responsibilities associated with managerial functions.

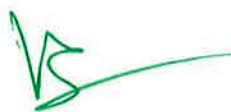
CO2116.2 Able to identify the key contributors and their contributions in the development of management school of thought.

CO2116.3 Able to compare numerous approaches in management for problem solving and decision making.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO2116.1	3	2	3	3	3	1	2
CO2116.2	2	1	2	3	2	2	3
CO2116.3	3	3	2	2	2	3	2
Average	2.67	2.00	2.33	2.67	2.33	2.00	2.33




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Title of the Course	Financial Services	Code	MS2310
Core	Second Year & Fourth Semester	Credit	4
Course Objectives	To make the students to gain knowledge of the financial services To highlight the students about the financial players in service sector		
Course Outline	UNIT I MEANING AND IMPORTANCE financial services –types of financial services ,financial service and economic environment-financial players in service sector		
	UNIT II Merchant banking -functions-issue management-managing of new issues underwriting-capital market stock exchange-role of SEBI		
	UNIT III Leasing and Hire purchase -concept and features –types of lease accounts –factoring-functions of factoring		
	UNIT IV Venture capital-credit rating-consumer Finance		
	UNIT V Mutual funds –meaning functions advantages types –Institutions Involved -UTI		
References	<ol style="list-style-type: none"> 1. Financial Services-M.Y.Khan. 2. Financial Services-B.Santhanam 		




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Course Outcomes

MS2310.1 Able to assume the roles and responsibilities associated with managerial functions.


MS2310.2 Able to identify the key contributors and their contributions in the development of management school of thought.

MS2310.3 Able to compare numerous approaches in management for problem solving and decision making.

Mapping Function of PO's and CO's & PSO's


Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2310.1	2	1	3	1	2	2	2
MS2310.2	3	2	2	2	2	3	3
MS2310.3	2	3	1	3	1	1	2
Average	2.33	2.00	2.00	2.00	1.67	2.00	2.33




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Title of the Course	Business Regulatory Frame Work	Code	MS2309
Core	Second Year & Fourth Semester	Credit	4
Course Objectives	1. To acquire students with general business law issues to help become more informed sensitive and effective business leaders. 2. To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively		
Course Outline	Unit - I Brief outline of Indian Contract Act - Special contracts Act - Sale of goods Act - Contract of Agency.		
	Unit - II Brief outline of Indian Companies Act, 1956.		
	Unit - III Brief outline of FEMA - Consumer Protection Act.		
	Unit - IV The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP - IDRA - an overview.		
	Unit - V Brief outline of Cyber Laws - WTO - Information Technology agreement ITA - General Agreement on Trade in services.		
References	1. Business Laws - N.D. Kapoor.SultanChand , New Delhi. 2. K.S.Anantharaman, 2003 Business and Corporate Laws, Sitaraman& Co. Pvt Ltd. 3. Chandrasekaran, 2004 Sitaraman& Co. Pvt Ltd, Intellectual Property Law. 4. Bare Acts – FEMA, Consumer Protection Act 5. Acharya – 2004, Intellectual Property Rights Asia Law – House Publication.		




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Course Outcomes

MS2309.1 Students will be able to general business law issues to become more informed, sensitive and effective business leaders.

MS2309.2. Understand fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

MS2309.3 Identify critical issues of partnership business and can recognize rights and duties of partners.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2309.1	3	2	2	3	3	2	3
MS2309.2	3	3	3	2	1	2	2
MS2309.3	3	1	1	1	2	1	2
Average	3.00	2.00	2.00	2.00	2.00	1.67	2.33




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SEMESTER 5

Title of the Course	Business Ethics and Values	Code	MS231 2
Core	Third Year & Fifth Semester	Credit	4
Course Objectives	<p>1. To facilitates the students to understand the concept of ethical rules in the organisation.</p> <p>2. To Know the Basic ethical principles to be followed in a business and society.</p>		
Course Outline	Unit 1: Role and importance of Business Ethics and Values in Business-Definition of Business ethics-impact of business policy and Business strategy-Role of CEO-Impac on the Business culture.		
	Unit 2: Types of Ethical issues –Bribes-Coercion-Deception-Theft-Unfair Discrimination.		
	Unit 3: Ethics internal-Hiring Employees-Promotions-Discipline- Wages-Job Description-Exploitation of employees		
	Unit 4: Ethics External-Environment Protection-Natural-Physical-Society-Relationship of values and ethics-Indian Ethos-Impact on the performance		
	Unit 5: Social Responsibilities of Business		
References	<p>DrS.Sankaran,Business Ethics and Values,MarghamPubilications,Chennai.</p> <p>2.Mamoria&Mamoria,Business Planning &Policy,Himalaya Publication House,Mumbai.</p> <p>3.D.Senthil Kumar &Dr.A.SenthilRAjan,Business Ethics and Values, Himalaya Publication House,Mumbai.</p> <p>DrS.Sankaran,Business Ethics and Values,MarghamPubilications,Chennai.</p>		

Course Outcomes

MS2312.1 Able to understand the ethical components for managerial decision making in organization

MS2312.2 Able to apply the knowledge of ethics in managerial decision making.

MS2312.3 Able to understand the concept of CSR in business organization.




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Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2312.1	2	1	1	2	2	2	3
MS2312.2	2	3	2	2	3	2	2
MS2312.3	3	2	3	3	1	2	2
Average	2.33	2.00	2.00	2.33	2.00	2.00	2.33




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Title of the Course	Marketing Research	Code	MS2313
Core	Third Year & Fifth Semester	Credit	4
Course Objectives	1.To enable the students to get Knowledge about the Market Research 2.To Analysis and reporting research findings to the management.		
Course Outline	UNIT I Introduction-Definition of Marketing Research-Nature and Scope-Marketing Research as aid to rational decision-making. Marketing Research Methodology		
	UNIT II Sampling techniques-Random-Stratified-Area-Quota Questionnaire-Interview techniques-Interviewing skills on the part of Investigator		
	UNIT III Motivation Research-Product Research		
	UNIT IV Consumer Survey-Sales Control Research		
	UNIT V Media Research-Various Techniques-Measuring advertising effectiveness-Analysis and reporting research findings to the management		
References	1. D DSharma,Marketing Research –Principles,Application and Cases,Sultan Chand Publications,New Delhi. 2. SujaR.Nair,MarketingResearch,HimalayaPublications,New Delhi. 3. C R.Kothari-1990-Research Methodology Methods and Techniques-Second Edition-VishwaPrakasham Publications-New Delhi. 4. G.C.Beri-1993-Marketing Research-Second Edition-Tata Mc-Graw Hill Publication-New Delhi. 5. GuptaSunil,Bansal.S.P.VermaO.P.MarketingResearch,KalyaniPublications,Ludhiana.		



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Course Outcomes

MS2313.1 Able to understand the process of marketing research and its different processes.

MS2313.2 Able to identify sources of information

MS2313.3 Able to analyse and interpret both qualitative and quantitative data.

Mapping Function of PO's and CO's & PSO's


Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2313.1	2	1	2	2	2	2	3
MS2313.2	1	2	2	2	2	3	2
MS2313.3	3	3	3	3	2	2	2
Average	2.00	2.00	2.33	2.33	2.00	2.33	2.33



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Title of the Course	Material Management	Code	MS2315
Core	Third Year & Fifth Semester	Credit	4
Course Objectives	<p>To enable the students to get Knowledge about the Material Handling & Management To Understand the Concept of Inventory, Vendor & Store Management</p>		
Course Outline	UNIT I		
	Materials management –Definitions and function- Importance of materials management.		
	UNIT II Integrated materials management-The concept-Service functions advantages-inventory control-Function of inventory-Importance-Replenishment stock- Material demand forecasting -MRP-Basis tolls-Inventory control-ABC-VED-FSN analysis-Inventory control of spares and slow moving items- EGO –ESQ-Stores planning.		
	UNIT III Purchase management –Purchasing- Procedure –Dynamic Purchasing –Principles –import substitution-International purchase –Import purchase procedure.		
	UNIT IV Stock keeping and materials handing –Objectives – Function store keeping- Stores responsibilities-Location of store house-centralized store room-Equipment –security measures- Protection and prevention of stores.		
UNIT V Vendor rating –Vendor management –Purchase department – Responsibility-Buyer-seller relationship –Value analysis-ISO –Types.			
References	<p>1. Sumathi & Saravanavel, Production & Materials management, Margham Publications, Chennai.</p> <p>2. M.M. Varma, 1999, Materials Management, 4th Edition, Sultan Chand & Sons, New Delhi</p> <p>3. Hill, Operations management, Palgrave Macmillan.</p>		




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Course Outcomes

MS2315.1 Decide the purchase procedure and analyse and execute store management functions.

MS2315.2 Design suitable strategy of inventory control by applying concepts of EOQ and ROP, Value analysis etc.

MS2315.3 Develop and forecast production and sales and make facility layout decisions

Mapping Function of PO's and CO's & PSO's


Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2315.1	2	3	2	2	2	2	3
MS2315.2	2	2	3	3	3	2	2
MS2315.3	3	2	1	2	1	2	2
Average	2.33	2.333333333	2	2.333333333	2	2.00	2.333333




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Title of the Course	Entrepreneurial Development	Code	CO2122
Core	Third Year & Fifth Semester	Credit	4
Course Objectives	1.To enable the students to get Knowledge about the Entrepreneurship & Entrepreneurial Development Programme 2.To Understand the Role and growth of government & society in Entrepreneurial Development		
Course Outline	UNIT I Entrepreneurship –Meaning-Types-Qualities of an Entrepreneur-Classifications of Entrepreneurs- Factors Influencing entrepreneurship –Functions of Entrepreneurs.		
	UNIT II ENTREPRENEURIAL DEVELOPMENT AGENCIES Commercial Banks-District Industries Centre-National Small Industries Corporation-Small Industries Development Organisation-Small Industries Service Institute. All India Financial Institutions. SIPCOT and its Objectives. MSME Sector and its coverage-Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises-Development Organisation(MSME-DO)-Objectives of SIDCO-Functions of Tamil Nadu SIDCO-IRBI and its Role. NABARD and its role in the Rural Development of India-Introduction to Micro units Development Refinance Agency(MUDRA).		
	UNIT III PROJECT MANAGEMENT Business idea generation techniques-Identification of Business Opportunities-Feasibility study-Marketing, Finance, Technology & Legal Formalities-Preparation of Project Report-Tools of Appraisal		
	UNIT IV ENTREPRENEURIAL DEVELOPMENT PROGRAMMES Entrepreneurial Development Programmes(EDP)-Role, Relevance and Achievements-Role of Government in organizing EDPs-Critical Evaluations		
	UNIT V ECONOMIC DEVELOPMENT AND ENTREPRENEURIAL GROWTH Role of Entrepreneur in Economic Growth-Strategic Approaches in the changing Economic scenario for small scale Entrepreneurs-Networking, Niche play, Geographic Concentration, Franchising/ Dealership-Development of Women Entrepreneurship-Self-help groups and Empowerment of Women in India-Financing SHG and their role in Micro-financing. Financial inclusion and its penetration in India, Challenges and Government role in Financial inclusion-PradhanMantri Jan-DhanYojana-Six Pillars of its Mission objectives.		
References	1. Saravanavel, P. Entrepreneurial Development, Principles, Policies and Programmes, Vishva Kary Publishing House-1997, Chennai.		




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2. Tulsian P.C & Vishal Pandey, Business Organisation and Management, Pearson Education India, 2002, Delhi.
3. Janakiram, B. and Rizwana,M. Entrepreneurship Development, Text and Cases, Excel Books India, 2011, Delhi.
4. Arun Mittal & Gupta, S.L- Entrepreneurship Development, International Book House Pvt. Ltd, 2011, Mumbai.
5. S.Anil Kumar, S.Poornima, K.Abraham, K.Jayashree- Entrepreneurship Development New Age International(P) Ltd,2012, Delhi.
6. Gupta.C.B. and Srinivasan .N.P, Entrepreneurship Development, Sultan Chand & Sons.
7. Raj Shankar, Entrepreneurship , Vijay Nicole Imprints Pvt. Lt. Chennai.

Course Outcomes

CO2122.1Examine the characteristics of an entrepreneur as well their role in the economic development of the country.


CO2122.2Process & develop business plan , foreseeing the entry barriers to the industry

CO2122.3Identify stages of growth in entrepreneurial ventures along with changing face of family business in India

Mapping Function of PO's and CO's & PSO's


Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO2122.1	2	2	1	1	1	2	2
CO2122.2	1	2	2	2	2	3	2
CO2122.3	3	1	3	1	2	2	3
Average	2.00	1.67	2.00	1.33	1.67	2.33	2.33




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Title of the Course	Production Management	Code	MS2314
Core	Third Year & Fifth Semester	Credit	4
Course Objectives	To enable the students to get Knowledge about the production process Management To Understand the Concept of Inventory, Vendor & Store Management.		
Course Outline	UNIT I Production system –Introduction –Production-Productivity-Production management-objectives-Fuctions –Scope RELationship with other functional areas.		
	UNIT II Production planning and control-Routing and Scheduling –Dispatching-Maintenance management-Types of maintenance-Breakdown-Preventive-Routing-Maintenance scheduling.		
	UNIT III Plant location-Introduction need for selecting a suitable location-Plant location problems- Advantages of urban,semi-urban and rural locations-Systems view of locations-Factors influencing plant location-Plant layout-Plant layout problems-Objectives-Principles of plant layout-Factors influencing layout-Types of layout.		
	UNIT IV Work and method study-Importance of work study –work study procedures-Time study-Human considerations in work study-Introduction to method study-Objectives of method study-Steps involved in method study-Work measurement-Objectives of work,measurement – Techniques of work measurement –Computation standard time Allowance –Comparison of various techniques.		
	UNIT V Quality control-Types of inspection –Centralized and decentralized –P chart –X – Chart – Construction – Control –TQM.		
References	1.R.Khanna, Industrial Engineering & Management, DanpatRAi Publishing House. 2. Martand T TElsang,, ""Production Management::, S.Chand&Co, New Delhi. 3. Sharma Gagan Deep, Gursharnjit ,HarPreet Singh ,Production and Operations Management"" , KalyaniPublishers,Ludhiana. 4. R.Senapati, 2002", Production and Materials Management ",ARS Publications, Arapakkam,T.N.		




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Course Outcomes

MS2314.1 Decide the purchase procedure and analyse and execute store management functions.

MS2314.2 Design suitable strategy of inventory control by applying concepts of EOQ and ROP, Value analysis etc.

MS2314.3 Develop and forecast production and sales and make facility layout decisions

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2314.1	2	3	2	2	2	2	3
MS2314.2	1	2	2	3	3	2	2
MS2314.3	2	1	1	1	2	2	1
Average	1.67	2.00	1.67	2.00	2.33	2.00	2.00




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SEMESTER 6

Title of the Course	Human Resource Management	Code	MS2316
Core	Third Year & Sixth Semester	Credit	4
Course Objectives	<p>1. To facilitates the students to understand the role of human resources in the organisation.</p> <p>2. To Know the Basic concepts and techniques involved in effective human resource management.</p>		
Course Outline	<p>Unit 1: Introduction Nature and scope of human resources management – Differences between personnel management and HRM –Environment of HRM- Human resources planning- Recruitment-selection- methods of selection- Uses of various tests-Interview techniques in selection and placement.</p>		
	<p>Unit 2: Training Meaning- Induction-methods-techniques-Identification of the training needs-Training and Development –performance appraisal-Transfer-promotion and termination of services-Career Development</p>		
	<p>Unit 3: Compensation Cost to company-CTC Fixed and Flexible pay-Components- Incentives –Benefits –Motivation-Welfare and social security Measures</p>		
	<p>Unit 4: Labour Relations Need –Functions of Trade Unions –Forms- of collective bargaining- Workers participation in management- Types and effectiveness Industrial Disputes and Settlements (laws excluded)</p>		
	<p>Unit 5: Human Resource Audit Human Resource Audit- Nature-Benefits-Scopes- Approaches</p>		
References	<ol style="list-style-type: none"> 1. Rao, VSP, Human resource Management, Excel Books 2. Ashwathappa, Human Resource Management, Himalaya Publishing House 3. Garry Deseler, Human Resource Management, Prentice Hall 4. Prasad, L.M. Human Resource Management. Sulthan Chand & sons 5. Tripathi, Human Resource Management, Prentice Hall 		



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Course Outcomes

MS2316.1 Able to demonstrate the understanding of theoretical concepts and framework required for effective Human Resource Management.

MS2316.2 Able to develop an overview on various functions and processes of human resource management.

MS2316.3 Able to identify the human resource needs of an organization and plan accordingly.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2316.1	2	2	3	1	2	2	2
MS2316.2	3	3	2	2	1	1	1
MS2316.3	1	3	1	3	3	3	3
Average	2.00	2.67	2.00	2.00	2.00	2.00	2.00




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Title of the Course	Business Environment	Code	MS2311
Core	Third Year & Sixth Semester	Credit	4
Course Objectives	<p>1.To Impart the Knowledge of Business Environment</p> <p>2.To enable the students to know the factors influencing the changes in the Business Climate</p>		
Course Outline	<p>UNIT I INTRODUCTION</p> <p>The concept of Business Environment- Its Nature and Significance –Brief overview of Political, cultural, Legal, Economic, Social and Global Environments and Their impact on Business and Strategic Decisions</p>		
	<p>UNIT II POLITICAL ENVIRONMENT</p> <p>Meaning- Government and Business Relationship In India- Provisions of Indian constitution pertaining to Business</p>		
	<p>UNIT III SOCIAL ENVIRONMENT</p> <p>Meaning- cultural heritage- Social attitudes- Impact of foreign culture- Castes and Communities- Joint Family systems- Linguistic and Religious groups- Types of social Organization- Social Responsibilities of Business</p>		
	<p>UNIT IV ECONOMIC ENVIRONMENT</p> <p>Economic systems and impact on Business –Macro Economic parameters like GDP, Growth Rate Population- Urbanisation. Fiscal Deficit- Plan investment- Per Capita income and their impact on Business decisions- Five year planning</p>		
	<p>UNIT V GLOBAL ENVIRONMENT</p> <p>Factors Determining Global Environment- Forex Environment –Financial Environment, Financial system –Commercial Banks- Financial institutions- RBI- Monetary policy- Stock exchange –IDBI- Non Banking Financial Companies (NBFCs)</p>		
References	<ol style="list-style-type: none"> 1. Sankaran S., Business Environment 2. Francis Cherunilam, Business Environment, Himalaya Publishing House 3. Ashwathappa, Business Environment, Himalaya Publishing House 4. Dasgupta & Sengupta, Government and Business in India 		



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	<p>5. Srinivasan,K.,Productivity and social Environment,ASIA</p> <p>6. Dhanbakiyam&Kavitha.M,Business Environment, Vijay Nicole Imprints pvt.Ltd,Chennai</p>
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Course Outcomes

MS2311.1 Able to Know and analysis different business environment.


MS2311.2 Able to Evaluate the major factors which affect the business.

MS2311.3 Able to Understand and analyze various political, technological and economic environment in the business

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2311.1	2	1	2	2	1	3	3
MS2311.2	2	2	1	3	2	1	2
MS2311.3	1	3	1	2	1	2	1
Average	1.67	2.00	1.33	2.33	1.333333	2.00	2




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Title of the Course	Services Marketing	Code	MS2317
Core	Third Year & Sixth Semester	Credit	4
Course Objectives	1.To enable the students to get Knowledge about the Effective Management of Service Marketing 2.To Understand the Concept of service strategy.		
Course Outline	UNIT I Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service –classification of service designing of the services, blueprinting using technology, developing human resources, building service aspirations.		
	UNIT II Marketing Mix in Service Marketing: The seven PS: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing-people, physical evidence and process.		
	UNIT III Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation –internal marketing of services-external versus internal Orientation of service strategy.		
	UNIT IV Delivering Quality Service: Causes of Service- quality gaps. The customer expectations versus perceived services gap. Factors and techniques to resolves this gap. Customer relationship management. Gaps in services –quality standards, factors and solutions-the services performance gap-key factors and strategies for closing the gap. External communication to the customers-the promise versus delivery gap-developing appropriate and effective communication about service quality.		
	UNIT V Marketing of service With special Reference To:1 Financial services, 2.Health services,3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5.Public utility service, 6.Educational services.		
References	1.S.M.Jha,Servicesmarketing,HimalayaPublishers,India. 2. Baron,ServicesMarketing,SecondEdition,Palgrave Macmillan, 3.Dr. L.Natarajan Services Marketing,Margham Publications, Chennai 4. Thakur G.S. Sandhu supreet & Dogra Babzan Servicesmarketing, Kalyanni Publishers,Ludhianna. 5.Dr. B.Balaji,Services Marketing and Management ,S.Chand& Co, New Delhi.		




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Course Outcomes

MS2317.1 Able to examine the nature of services, and distinguish between products and services.

MS2317.2 Able to identify the major elements needed to improve the marketing of services.

MS2317.3 Able to develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2317.1	2	1	2	2	2	2	1
MS2317.2	2	2	1	2	1	2	2
MS2317.3	3	3	3	1	3	2	3
Average	2.33	2.00	2.00	1.67	2.00	2.00	2.00




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Title of the Course	Customer Relationship Management	Code	MS2318
Core	Third Year & Sixth Semester	Credit	4
Course Objectives	1.To enable the students to understand the concept of customer relationship management. 2.To impart knowledge on the process and plan of implementing CRM in organisations.		
Course Outline	UNIT I Communication –need / Mode of communication –barriers,channels of communication- oral-written-listening skill-Verbal skill-interpersonal communication and intra personal communication,Essentials of Business letter.		
	UNIT II CRM –concept and approach –CR in competitive environment public relation and image building.		
	UNIT III Banker –customer relationship-retaining and enlarging customer base-customer services-quality circle.		
	UNIT IV Nature and types of customer – complaint redressal methods Talwar and Goiporia committee report,customer service committee,customer day-Copra Forum – Ombudsman.		
	UNIT V Market Segment –Customer Data Base – Market Research. Review and Evaluation of customer Satisfaction.		
References	1. H.peeru Mohamed &A.Sangadevan,Customers Relation Management –A Step- by- step approach.Vikas Publishing House Private Limmited ,Noida. 2. MukeshChaturvediAbhinav ,Chaturvedi ,Customers Relationship Management-An Indian Perspective,ExcelBooks,New Delhi.		



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Course Outcomes

MS2318.1 Able to Demonstrate an understanding of the terms and benefits of **CRM** on a company's bottom line.


MS2318.2 Able to Analyze the different components of a **CRM** plan

MS2318.3 Able to Describe how **CRM** creates value for organizations and **customers**.

Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MS2318.1	2	1	3	3	2	1	2
MS2318.2	3	3	2	2	3	2	2
MS2318.3	1	0	0	1	1	1	2
Average	2.00	2.00	2.50	2.00	2.00	1.33	2.00




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ANNEXURE I

MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH FACULTY OF HUMANITIES AND SCIENCE

(Deemed to be University)

SYLLABUS

PART I-TAMIL

Common for UG students who study PART I - Tamil for four semesters/ two semesters (i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science), B.Sc (Visual Communication),B.C.A/B.Com.(General),B.Com (CS),B.Com (CA) & B.B.A)

முதற்பருவம் (First Semester)

1.செய்யுள்:

அ.	மனோன்மணியம்	தமிழ்த் தெய்வ வணக்கம் 'நீராருங் கடலுடுத்த' என்று தொடங்கும் முதற்பாடல் 'கடல்குடித்த...' என்று தொடங்கும் ஆறு கண்ணிகள்.
ஆ.	இராமலிங்க அடிகளார்	ஆறாந்திருமுறையில் இடம் பெற்றுள்ள அருள் விளக்க மாலையில் 'கோடையிலே', 'கதிக்கு வழி, 'தனித்தனி' எனத் தொடங்கும் மூன்று பாடல்கள் மட்டும்.
இ.	கவிமணி தேசிய விநாயகம் பிள்ளை	மலரும் மாலையும் என்னும் நூலில் இடம் பெற்றுள்ள 'கோவில் வழிபாடு' வாழ்க்கைத் தத்துவங்கள் எனும்; தலைப்பிலுள்ள கவிதை முழுமையும்.
ஈ.	பாரதியார்	'கண்ணன் என் சேவகன்' என்ற தலைப்பில் அமைந்துள்ள கவிதை முழுமையும்.
உ.	பாரதிதாசன்	'அழகின் சிரிப்பு' நூலில் இடம் பெற்றுள்ள 'ஆல்' என்ற தலைப்பில் உள்ள பாடல்கள்.
ஊ.	ஈரோடு தமிழன்பன்	'அந்த நந்தனை எரித்த நெருப்பின் மிச்சம்' என்ற நூலில் இடம் பெற்றுள்ள 'வாக்குச் சீட்டுகளுக்கு ஓர் அர்த்தம் வரட்டும்' என்னும் கவிதை மட்டும்.
எ.	கவிஞர் வைரமுத்து	திருத்தி எழுதிய தீர்ப்புகள் என்னும் நூலில் இடம் பெற்றுள்ள 'நிலத்தை ஜெயித்த விதை கவிதை மட்டும்.
2.	இலக்கணம்	
	இலக்கணக்குறிப்பு	பாடத்திட்டத்தில் இடம் பெற்றுள்ள செய்யுட்களில் அமைந்துள்ள இலக்கணக் குறிப்புகளை எடுத்துக் காட்டுதல்.
3.	மொழித்திறன்	
	1. கலைச் சொல்லாக்கம் 2.நேர் காணல் 3. பொருந்திய சொல் தருதல் 4.மரபுத் தொடர்.	
4.	பாடந்தழுவிய இலக்கிய வரலாறு	
5.	பொதுக்கட்டுரை	Note: இடஞ்சுட்டிப் பொருள் விளக்கம் செய்யுள் பகுதியில் இடம் பெற வேண்டும்.



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இரண்டாம் பருவம் (Second Semester)

1.செய்யுள்:

அ.	திருநாவாவுக்கரசர் தேவாரம்	நான்காம் திருமுறை- நமச்சிவாயத் திருப்பதிகம் 10 பாடல்கள்
ஆ.	குலசேகர ஆழ்வார்	பெருமாள் திருமொழி - 'ஆலைநீள் கரும்பன்னவன் எனத் தொடங்கும் தேவகி புலம்பல் (முழுமையும்)
இ.	நளவெண்பா	கலி நீங்கு காண்டம் தேர்ந்தெடுக்கப்பட்ட 40 பாடல்கள்
ஈ.	சீறாப்புராணம்	மானுக்குப் பிணை நின்றபடலம் தேர்ந்தெடுக்கப்பட்ட 65 பாடல்கள்
உ.	கண்ணதாசன்	ஏசு காவியம்-பாடுகளின் பாதை - தேர்ந்தெடுக்கப் பட்ட பாடல்கள் மட்டும்
2.	இலக்கணம் இலக்கணக் குறிப்பு -செய்யுட் பகுதியில் அமைதல் வேண்டும்.	
3.	உரைநடை டாக்டர் மு.வ.வின் 'நல்வாழ்வு' நூல் முழுமையும் பாரி நிலையம் சென்னை -60 108	
4.	பாடந் தழுவிய இலக்கிய வரலாறு	
5.	மொழி பெயர்ப்பு பொது (ஆங்கிலத்திலிருந்து தமிழ்) இடஞ்சுட்டிப் பொருள் விளக்கம் செய்யுட் பகுதியில் இடம் பெற வேண்டும்.	



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SYLLABUS

Part I Tamil

Common for UG/ students who study PART II - Tamil for four semesters

(i.e. B.A.(English)/ B.Sc.(Mathematics), B.Sc(Computer Science), B.Sc (Visual Communication))

1.செய்யுள்:

திருக்குறள்	- அன்புடைமை	- அதிகாரம்	8
	கல்வி	- அதிகாரம்	40
	கேள்வி	- அதிகாரம்	42
	அறிவுடைமை	- அதிகாரம்	43
	சிலப்பதிகாரம்	- வழக்குரை காதை	
	மணிமேகலை	- 17. உலக அறவி புக்க காதை	
	சீவக சிந்தாமணி	- விமலையார் இலம்பகம் (42 பாடல்கள்)	
	கம்பராமாயணம்	- குகப்படலம் (46 பாடல்கள்)	
	பெரிய புராணம்	- காரைக்கால் அம்மையார் புராணம்	

2. இலக்கணம்:

செய்யுள் பகுதியிலிருந்து அணி இலக்கணம் மட்டும்.

3. சிறுகதை:

அறிஞர் அண்ணாவின் சிறுகதைகள்

1. கொக்கரக்கோ
2. சரோஜா ஆறணா
3. பேய் ஓடிப் போச்சு
4. 1938-40 ஒரு வசீகர வரலாறு
5. சாது
6. செவ்வாழை
7. பொங்கல் பரிசு
8. வேலை போச்சு
9. விழுப்புரம் சந்திப்பு
10. காலிழந்தான்

4.பாடம் தழுவிய இலக்கிய வரலாறு:

நீதி இலக்கியங்கள், ஐம்பெருங்காப்பியங்கள், சோழர் கால இலக்கியங்கள்.



5. பயன்பாட்டுத் தமிழ்:

1. அகர வரிசைப் படுத்துதல்
2. ஒரு பொருள் குறித்த பல சொற்கள்
3. பல பொருள் குறித்த ஒரு சொல்
4. எழுத்துப் பிழை நீக்கம்
5. ஒற்றுப் பிழைகளை நீக்கி எழுதுதல்
6. தொடர் பிழை நீக்கம்
7. பிறமொழிச் சொற்களை நீக்கி எழுதுதல்.



B

நான்காம் பருவம் (Fourth Semester)

1. செய்யுள்:

புறநானூறு : 212, 213, 214, 215, 216

- அ. 212 பாடியவர் -பிசிராந்தையார், கோப்பெருஞ்சோழனின் மாண்பைப் பாடியது. திணை -இயன்மொழி "நுங்கோ யாரென வினவின் எங்கோக்...." (10 அடிகள்)
- ஆ. 213 பாடியவர் - புல்லாற்றூர் எயிற்றயினார் கோப்பெருஞ்சோழன் தன் மக்கள் மேல் போருக்கு எழுந்த போது பாடியது. வஞ்சித் திணை, துணை வஞ்சித்துறை "மண்டமர் அட்ட மதனுடைய நோன்றாள்" (24 அடிகள்)
- இ. 214 கோப்பெருஞ்சோழன் வடக்கிருந்த போது பாடியது. பொதுவியல் திணை, பொருண்மொழிக்காஞ்சித்துறை "செய்குவம் கொல்லோ நல்வினை எனவே" (13 அடிகள்)
- ஈ. 215 கோப்பெருஞ்சோழன் பிசிராந்தையார் வருவார் எனப் பாடியது. பாடாண் திணை, இயன்மொழித்துறை "கவைக் கதிர் வரகின் அவைப்புறு வாக்கல்...." (9 அடிகள்)
- உ. 216 கோப்பெருஞ்சோழன் பாடல், பாடாண்திணை இயன்மொழித் துறை. "கேட்டல் மாத்திரை அல்லது யாவதும்..." 12 அடிகள்)

குறுந்தொகை : பாடல் எண், 2, 3, 16, 20, 31, 40, 49, 69, 124, 167

பா.எண் 2	- குறிஞ்சித்திணை இறையனார்	- தலைவன் கூற்று "கொங்குதேர் வாழ்க்கை"5
பா.எண். 3	- குறிஞ்சித்திணை தேவகுலத்தார்	- தலைவி கூற்று "நிலத்தினும் பெரிதே ..." 4
பா.எண்.16	- பாலைத்திணை பாலை பாடிய பெருங்கடுங்கோ	- தோழி கூற்று "உள்ளார் கொல்லோ தோழி5
பா.எண். 20-	பாலைத்திணை கோப்பெருஞ்சோழன்	- தலைவி கூற்று "அருளும் அன்பும் நீக்கித் ..."4
பா.எண். 31-	மருதத்திணை ஆதிமந்தியார்	- தலைவி கூற்று "மள்ளார் குழிகிய விழவினாலும் 6
பா.எண். 40-	குறிஞ்சித் திணை செம்புலப்பெயல் நீரார்	- தலைவன் கூற்று "யாயும் ஞாயும்..." 5
பா.எண். 49-	நெய்தல் திணை அம்முவனார்	- தலைவி கூற்று "அணிற் பல்லன்ன5
பா.எண். 69-	குறிஞ்சித்திணை கடுந்தோட் கரவீரனார்	- தோழி கூற்று "கடுங்குண்குரக்கலை 6



VS

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பா.எண். 69-	குறிஞ்சித்திணை கடுந்தோட் கரவீரனார்	-	தோழி கூற்று "கருங்கண் தாக்கலை 6
பா.எண். 124-	பாலைத்திணை பாலை பாடிய பெருங்கடுங்கோ	-	தோழி கூற்று உமணர் சேர்ந்து4
பா.எண். 167-	முல்லைத்திணை கூடலூர்கிழார்	-	செவிலித்தாய் கூற்று "முளிதயிர் பிசைந்த ...6
கலித்தொகை:	நெய்தற்கலி 133 பாலைக்கலி 9 பட்டினப்பாலை	-	"மாமலர் முண்ட "எறித்தருகதிர்த் முழுவதும்

இலக்கணம்: திணை, துறை, விளக்கம்

நாடகம்: "பாண்டியன் பரிசு" - பாரதிதாசன்

இலக்கிய வரலாறு : பாடம் தழுவிய இலக்கிய வரலாறு

சங்க இலக்கியங்கள்: பாட்டும் தொகையும்

மொழிபெயர்ப்பு : அலுவலகக் கடிதம் (ஆங்கிலத்திலிந்து தமிழில்
மொழிபெயர்த்தல்)
இடம் சுட்டிப் பொருள் விளக்கம் செய்யுட் பகுதியில்
அமைதல் வேண்டும்.



VB

SYLLABUS

PART II - ENGLISH

Common for UG students who study PART II - English for four semesters/ two semesters (i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science), B.Sc (Visual Communication),B.C.A/B.Com.(General),B.Com (CS),B.Com (CA) & B.B.A)

First Year - First Semester

Unit I Prose :

Textures of English (Cambridge University Press India Pvt. Limited)

Headache	–	R.K. Narayan
A Little Bit of What You Fancy	–	Desmond Morris
My Early Days	–	Abdul Kalam
How to Escape from Intellectual Rubbish	–	Russell
Town by the Sea	–	Amitav Ghosh
Key To Courage	–	I.A. R Wylie

Unit II Poetry :

Verse (Macmillan Publishers India Limited)

Written in Early Spring	–	Wordsworth
When I have Fears	–	John Keats
Ulysses	–	Tennyson
Obituary	–	Ramanujan
The Unknown Citizen	–	Auden
For Elkana	–	Ezekiel

Unit III Short Stories

Vignettes A Collection of Short Stories Ed. Dr.P. N.Ramani

(New Century Book House(P) Limited)

Upper Division Clerk	–	Manohar Malgonkar
The Doll's House	–	Katherine Mansfield
Marriage is a Private Affair	–	Chinua Achebe
The Man Who Knew Too Much	–	Alexander Baron
The Ransom of Red Chief	–	O Henry
The Adventure of the German Student	–	Washington Irving



Handwritten signature in green ink.

Unit IV

Grammar

Tense, Aspect, Auxiliaries (Primary and Modal), Concord, Negatives, Interrogatives (Yes or No, Wh) Tag questions, Completing the sentences , Common errors
Synonym, Antonym, Word class, Use in sentences of words (Text based)

Unit V

Functional English Comprehension, Note Making,
A Handbook of English Grammar – Dr. H.M. Williams and
Dr. V. Saraswathi (Anu Chitra Publications)



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PART II - ENGLISH

Second Semester

Unit I Prose :

Textures of English (Cambridge University Press India Pvt. Limited)

History of Chess	–	Barbara Mack
To Know When to Say, "It's None of Your Business"	–	Mc Cormick
The India of My Dreams	–	Indira Gandhi
The Second Crucifixion	–	Collins and Lapiere
How to Avoid Argument	–	Sam Horn
Six Thinking Hats	–	Edward Bono

Unit II Poetry :

Verse (Macmillan Publishers India Limited)

Leave this Chanting	–	Tagore
The Stone	–	Gibson
Mending Wall	–	Frost
The Ballad of Father Gilligan	–	W.B. Yeats
Hawk Roosting	–	Hughes
The Listeners	–	De La Mare

Unit III Biographical sketches

Portraits in Prose –An Anthology of Biographical Sketches

Ed: S.Jagadisan (Orient Blackswan Private Limited)

Socrates	–	Sir Richard Livingstone
Sir Issac Newton	–	Nathaniel Hawthorne
Leo Tolstoy	–	Ronald Seth
Alexander Fleming	–	Philip Cane
Mother Teresa	–	John Frazer
Martin Luther King	–	R.N.Roy

Unit IV Grammar

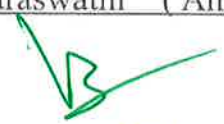
Grammar Voice, Articles, Prepositions, Reported Speech,
Conditional sentence,
Completing the sentences, Common Errors
Synonym, Antonym, Word class.
Use in sentences (Words as different word classes -Text based))

Unit V

Functional English Completing a dialogue , Expansion of hints
Use in sentences (Words as different word classes -Text based))

A Handbook of English Grammar – Dr. H.M. Williams and
Dr. V. Saraswathi (Anu Chitra Publications)

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Part II English

Common for UG/ students who study PART II - English for four semesters
(i.e. B.A.(English)/ B.Sc.(Mathematics), B.Sc(Computer Science),
B.Sc (Visual Communication)

Second Year - Third Semester

Unit I – Prose

Classic Assets (Emerald Publishers)

My Visions for India	–	Abdul Kalam
On Saying Please	–	A. G. Gardiner
The Lady or the Tiger?	–	Frank Stockton
How to be a Doctor	–	Stephen Leacock
The Sporting Spirit	–	George Orwell
The Portrait of a Lady	–	Kushwant Singh

Unit II – Drama

Six One Act Plays Ed; Dr. Nafeesa Kaleem –
(Anu Chitra Publications)

The Dear Departed	–	Stanley Houghton
The Boy Comes Home	–	A. A. Milne
The Discovery	–	Herman Ould
The Shirt	–	Francis Dillon
The Pie and the Tart	–	Hugh Chesterton
Refund	–	Fritz Karinthy

Unit III – Fiction

Stevenson – Dr. Jekyll and Mr. Hyde (Retold by Kennet) – S. Chand & Company Ltd

Unit IV – Grammar

Grammar Clauses, Types of sentences, Linkers, Adjectives and Adverbs, Degree of Comparison, Conjunctions and Sentence Linkers
Gerunds and infinitives,
Beginning sentences with It
Completing the sentences
Synonym, Antonym, Word class
Use in sentences (Phrases - Text based)

Unit V

Functional English Letter Writing(Informal), Report Writing, Diary writing

A Handbook of English Grammar and Research, M. Williams and Dr. V. Saraswathi (Anu Chitra Publications)



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PART II – ENGLISH
SECOND YEAR - Fourth Semester

(Effective from the academic year 2009 -2010 for the students admitted from 2008 -09)

Unit I – Prose

Classic Assets (Emerald Publishers)

Tree Speaks	–	C. Rajagopalchari
Nehru - Some Memories	–	Arnold Toynbee
Tolerance	–	E.M.Forster
The Lion and the Lamb	–	Leonard Clark
Professions for Women	–	Virginia Woolf
Little Things	–	Samuel Smiles

Unit II – Drama

Selected Scenes from Shakespeare's Plays – Book I
(Emerald Publishers)

Funeral Oration (Julius Caesar)
Trial for a Pound of flesh (The Merchant of Venice)
He Kills Sleep (Macbeth)
Play out a Play(Henry IV Part I)
Patterns of Love (As You Like It)

Unit III – Fiction

Arthur Conan Doyle – The Hound of the Baskervilles – Abridged by Aanand Kuma Raju
(Blackie Books)


Unit IV

Grammar - Phrasal Verbs-
Transformation of Sentences Negatives, voice, direct and
Indirect , Changing clauses into phrases and phrases into
Clauses, Common Errors Completing the sentences
Synonym, Antonym, Word class
Use in sentences (Idioms - Popular ones only)

Unit V -

Functional English Letter Writing(Formal), CV, Paragraph Writing
Use in sentences (Idioms - Text based)
A Handbook of English Grammar – Dr. H.M. Williams and
Dr. V. Saraswathi (MADR Publications) Rs.52/-




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SYLLABUS
SOFT SKILL I, II , III

Common for UG/ students who study

(i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science), B.Sc (Visual Communication), BCA, BBA, B.COM(GEN),(C.A),(C.S))

SOFT SKILLS –I

ESSENTIALS OF LANGUAGE AND COMMUNICATION

OBJECTIVES

We enable students to build a repertoire of functional vocabulary and to move from the lexical level to the syntactic level. we train students to summon words, phrases relevant to the immediate communication tasks. we enable students to comprehend the concept of communication. v teach students the four basic communication skills Listening, Speaking, Reading and Writing.

UNIT 1:

Recap of language skills - vocabulary, phrase, clause, sentence.

UNIT 2:

Fluency building

UNIT 3:

Principles of Communication

UNIT 4:

Types of Communication

UNIT 5:

LSRW in Communication.

REFERENCE:

WEBSITES :

1. www.shg-india.net
2. www.tnruralbazaar.com



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SOFT SKILLS – II

ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS

OBJECTIVES:

We train Students to become aware of their thinking style and to enable them to convert thinking into performance. We prepare students to evolve mental models for intra-personal and inter-personal transactions. We make students reflect and improve their use of body language - Posture, Gesture, Facial expression, Tone.

UNIT I:

Thinking and Articulation - Cognitive, Affect, critical, creative aspects of articulation.

UNIT II:

Acquisition of Oral and Aural Skills.

UNIT III:

Communication Boosters - Body language.

UNIT IV:

Function of Cultural Codes in Presentation - Etiquette.

UNIT V:

Models of Presentation.

REFERENCES

RECOMMENDED TEXTS:

1. Powell 1998. MacMillan Company
2. Cotton, et al. Market Leader. Longman.
3. Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi.
4. Gardner, Howard. 1993. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.
5. De Bono, Edward. 2000. Six Thinking Hats. 2nd Edition. Penguin Books.



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SOFT SKILL III

PERSONALITY ENRICHMENT

OBJECTIVES

To make students understand the concepts and components of personality, thereby to apply the acquired knowledge to themselves and to march towards excellence in their respective academic careers. 2. To enable students to keep themselves abreast of general knowledge and current information. 3. To bring out creativity and other latent talents with proper goal setting so that self-esteem gets enhanced. 4. To sharpen memory skills and other study skills which are vital for academic excellence. 5. To give training for positive thinking which will keep the students in a good stead at the time of crisis.

UNIT I: INTRODUCTION

Definition of Personality Components of Personality - structural and functional aspects. Determinants of Personality- biological, psychological and socio-cultural factors. Assessment of Personality - observation, interview and psychological tests. Misconceptions and Classifications. Need for personality development.

UNIT II: SELF-AWARENESS AND SELF MOTIVATION

1. Self analysis through SWOT and Johari window. 2. Elements of motivation. 3. Seven rules of motivation. 4. Techniques and strategies for self motivation. 5. Motivation checklist and Goal setting based on the principle of SMART. 6. Self motivation and life.

UNIT III: GENERAL KNOWLEDGE AND CURRENT AFFAIRS

1. Regional, National and International events. 2. Geographical, political and historical facts. 3. Information on sports and other recreational activities. 4. Basic knowledge with regard to health and health promotion.

UNIT IV: MEMORY, DECISION MAKING AND STUDY SKILLS

1. Definition and importance of memory. 2. Causes of forgetting. 3. How to forget (thought stopping), how to remember (techniques for improving memory) 4. The technique of passing exams. 5. The rational decision making process. 6. Improving creativity in decision making and components of creativity.


UNIT V: POWER OF POSITIVE THINKING

1. Thinking power- seven steps for dealing with doubt. 2. Traits of positive thinkers and high achievers, 3. Goals and techniques for positive thinking. 4. Enhancement of concentration through positive thinking. 5. Practicing a positive life style.

REFERENCES

1. Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company. 2. Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House. 3. Dudley, G.A. (2004). Double your learning power. Delhi: Konark Press. Thomas publishing Group Ltd. 4. Lorayne, H. (2004). How to develop a super power memory. Delhi: Konark Press. Thomas publishing Group Ltd. 5. Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata Mc Graw Hill.




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SYLLABUS
SOFT SKILL IV

Common for UG/ students who study (i.e. B.A.(English)/ B.Sc.(Mathematics), BBA, B.COM(GEN),(C.A),(C.S))

SOFT SKILL – IV
COMPUTING SKILLS

OBJECTIVE:

The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel, MS Access, Power point etc., at two levels based on their knowledge and exposure. It provides essential skills for the user to get adapted to any work environment, as most of the systems in any6 work place have MS Office installed for their day to day activities. The course is highly practice oriented rather than regular class room teaching. Pre-requisite : NIL.

UNIT I:

Introduction to Computers - Classification of Computers; Role of Computers in society; Inside the Computers - Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming - Overview, need for languages, skills; Networking Basics; Virus; Hacking.

UNIT II:

Word Processing - Open, Save and close word document; Editing text - tools, formatting, bullets; Spell Checker; Navigating in word - keyword, Mouse; document formatting - paragraph alignment, indentation, headers and footers, numbering; printing - preview, options.

UNIT III:

File Management - Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders - editing, retrieving, deleting, renaming, subfolders - manipulate windows - maximize, minimize; Power point basics - terminology, templates, viewing.

UNIT IV:

Spreadsheets - MS Excel - opening, entering text and data, formatting, navigating; Formulas - entering, handling and copying; Charts - creating, formatting and printing, header and footer, centering data, printing.

UNIT V:

Networks - Internet Explorer - components; www - working, browsing, searching, saving - Bookmark - favorite, create, delete - Printing a web page; email - creating, receiving, reading and sending messages. Note: Unit II to Unit V needs exposure thru practicals.

REFERENCES:

1. Introduction to Computers - Peter Norton, Tata McGrawHill. 2. Microsoft 2003 - Jennifer Ackerman Kettel, Guy HatDavis, Curt Simmons, Tata McGraw-Hill. EXAMINATION:
1. Internal assessment could be based on theory and/or practicals. 2. End semester is based on practicals.




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SYLLABUS
III SEMESTER
ENVIRONMENTAL STUDIES

Common for UG/ students who study

(i.e. B.A.(English)/ B.Sc.(Mathematics), B.Sc(Computer Science), B.Sc(Visual Communication) BCA, BBA, B.COM(GEN),(C.A),(C.S))

Objective: This course is designed

1. To enable students understand interrelationships of living organisms and their environments.
2. To enhance the knowledge and attitudes towards environment.
3. To understand the growing concern for conservation of biodiversity, prudent use of natural resources, effects of population and pollution on environment.
4. To create an awareness on the laws and ethics in environmental issues.

Unit 1 – Introduction & Natural Resources (6 Hours)

The multi-disciplinary nature of environmental studies – Definition, Scope and importance, Need for public awareness. Natural Resources: Renewable and non – renewable resource Used and over - exploitation of forest, water and food resources

Unit 2 – Ecosystems (4 Hours)

Concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – Energy flow in the ecosystem and ecological pyramids

Unit 3 – Biodiversity and its conservation (6 Hours)

Introduction – definition: genetic, species and ecosystem diversity – Value of biodiversity – consumptive use, productive use, social, ethical, aesthetic and optional Values – India as a mega – diversity nation – Hot spot of bio-diversity – Threats to bio-diversity, habitat loss, poaching of wildlife, man wildlife conflicts.

Unit 4 – Environmental Pollution (6 Hours)


Definition – Causes, effects and control measures of – Air pollution, water pollution, soil pollution – solid waste management – causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution.

Unit 5 – Social Issues and the Environment (8 Hours)

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, water shed management – Disaster management floods, earthquake, cyclone and landslides.

Environment ethics – issues and possible solutions – climate change, global warming, nuclear accidents and holocaust.




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SYLLABUS
VALUE EDUCATION - IV

Common for UG/ students who study

**(i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science),
B.Sc (Visual Communication), BCA, BBA, B.COM (GEN),(C.A),(C.S))**

UNIT-I Introduction

Value education – Education and institution culture-cultural values. Fivefold moral culture & nonviolence personality development: submission purpose and philosophy of life (perfection).

UNIT-II Structure in life:

Physical structure of human body-Five factors to balance in life-Four structure in life-Introspection-Thought process.

UNIT-III Desire and Anger:

Moralization of desire-Neutralizations of Anger.


UNIT-IV Human resource development:

Eradication of worries-greatness of blessings/friendship-peace-family-peace of mind.

UNIT-V Laws of nature:

Unified force-cause and effect system-purity of thought and deed-genetic centre.




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I SEMESTER
ALLIED MATHEMATICS-I
(For B.Sc., Computer Science, BCA)

UNIT-I

Theory of equations -Relation between roots and coefficients – Transformation of equations-Increasing and decreasing the roots of an equation-Reciprocal equation –Horner's method-Newton's method of finding roots.

UNIT-II

Matrices: Characteristics roots and characteristic vectors- Properties (Statements only) Cayley Hamilton theorem (Statements only) verification-To find the inverse using the above theorem –Diagonalization of a matrix and using it to find the powers of a matrix.

UNIT-III

Trigonometry- Expansions of $\cos n\phi$, $\sin n\phi$, $\tan n\phi$, in powers of ϕ - hyperbolic functions- Inverse hyperbolic function- Real and Imaginary parts of $\sin(\alpha + i\beta)$, $\cos(\alpha + i\beta)$, $\tan^{-1}(\alpha + i\beta)$

UNIT-IV

Multiple integrals- Application of double integral- Integral in evaluating area between curves- Evaluation of triple integrals – Jacobian of two and three variables- Beta and Gamma functions-Relation- Evaluation of double and triple integrals using Beta and Gamma functions.

UNIT-V

Fourier Series- Definition- Finding Fourier coefficients for a given periodic function with period 2π - Odd and Even function- Half Range series.

Books for Reference:

1. S. Narayanan and T.K. Manickavachagam Pillai – Ancillary Mathematics, S. Viswanathan Printers, 1986, Chennai.
2. P. Kandasamy and K.Thilagavathi , Allied Mathematics Volume I and II-2004, S.Chand and Co., New Delhi.
3. Ancillary Mathematics Volume I and II by P. Balasubramanian & K.G.Subramanian.



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II SEMESTER
ALLIED- MATHEMATICS-II
(For B.Sc., Computer Science and BCA)

UNIT-I

Differential equation of the form $(aD^2+bD+C)y = e^{ax} \phi(x)$ where a, b, c are constants, $\phi(x) = \sin mx$ (or) $\cos mx$ (or) x^m . Solution of homogeneous linear differential equations of the form $(ax^2D^2+bxD+C)y = X$, where x is a function of x – variation of parameters.

UNIT II

Formation of Partial differential equations by eliminating arbitrary constants and arbitrary function – Solutions of standard types of first order equations – $f(p,q) = 0$; $p(x,p,q) = 0$, $f(y,p,q) = 0$, $f(z,p,q) = 0$, $z = px+qy+f(p,q)$ – Charpit's method (Problem Only) Lagrange method of solving linear partial differential equation $Pp+Qq+R$.

UNIT III

Vector Calculus – Scalar and Vector point function, Differentiation of Vectors, Differential operators, Directional Derivative, gradient, Divergence and curl.

UNIT IV

Integration of Vectors : Line, Surface and Volume Integrals. Theorems of Gauss, Green, Stokes theorems (Statement Only) Verification Simple Problems.

UNIT V

Laplace transformation : Definition – Laplace Transform of e^{at} , $\cos at$, $\sin at$, $\cosh at$, $\sinh at$, t^n , n-a Positive integer – $e^{at} f(t)$, $t^n f(t)$, $f(t)$, $f'(t)$ – Inverse Laplace Transform – Solving differential equation of second order with constant coefficients using Laplace Transform – Solving simultaneous equations using Laplace Transform.

Books for Reference :

1. S. Narayanan and T.K. Manickavasgam Pillai – Ancillary Mathematics, S. Viswanathan Printers, 1986, Chennai.
2. P. Kandasamy and K. Thilagavathi, Allied Mathematics Volume I and Volume II – 2004, S. Chand and Co., New Delhi.
3. Ancillary mathematics Volume 1 and 2 by P. Balasubramanian & K. G. Subramanian.

