

Bachelor of Business Administration (BBA) Entrepreneurship and Family Business

Programme Overview

The Bachelor of Business Administration (BBA) in Entrepreneurship and Family Business programme is designed to prepare aspirants for start-ups as well as for younger generation of family businesses. The uniqueness of the programme is to impart knowledge and skills in various critical aspects of starting-up, running, managing and scaling Family Businesses and New Ventures through innovative pedagogies, real-world case studies, internships and experiential learning. During the first two years, both candidates from new venture stream and family business will expose to common business management courses. In the final year, they will take up specific courses in their domain ending pitching their own business. Most importantly, the programme will help students to deal with the technological changes that are taking place on account of globalization, competition, automation and how family businesses and entrepreneurial start-ups be managed successfully.

Programme Educational Objectives

- Initiate new ventures through innovation and change.
- Scale up and diversify family businesses by exploring global opportunities
- Train them to carry in-depth analysis of disciplinary and interdisciplinary subjects and enable them to get hands-on experience in the industry
- Provide guidance and knowledge that enables students to tackle the greatest challenges of technological changes.

Programme Outcome

Students who graduate in entrepreneurship will be able to:

- Be critical thinkers who are capable of identifying new business opportunities / expansion of family businesses.
- Communicate clearly and effectively to develop and evaluate business plans and funding proposals.
- Apply relevant financial principles to assess capital needs / cash flow needed for growth, break-even analysis and pre-and post-funding valuation.
- Understand ethical issues related to owning a business and the responsibility towards both investors and employees.
- Apply interpersonal skills to effectively market a product or service and develop skills needed to effectively lead an organization.

**B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND
TECHNOLOGY**

Vandalur, Chennai – 600048

Bachelor of Business Administration (BBA)

Entrepreneurship and Family Business

CURRICULUM & SYLLABUS

Semester I

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	AECC	ENC1183	General English I	3	1	0	3
2.	AECC	LNC1182/ LNC 1184	German I/ Tamil I	3	1	0	3
3.	PC	COC1101	Financial Accounting	4	2	0	5
4.	PC	COC1102	Business Management	4	1	0	5
5.	PC	COC1131	Business Regulatory Framework	3	1	0	4
6.	PA	COC1132	Statistics for Business	4	1	0	4
8.	AECC	COC1107 LNC1191 LNC1192	Business Environment and Ethics Basic Tamil I / Advanced Tamil I	2	0	0	2
Total				23	5	2	26

Semester II

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	AECC	ENC1284	General English II	3	1	0	3
2.	AECC	LNC1282/ LNC1284	German II/Tamil II	3	1	0	3
3.	PC	COC1201	Advanced Financial Accounting	4	2	0	5
4.	PC	COC1232	Human Resource Management	4	1	0	4
5.	PC	COC1203	Business Economics	4	1	0	4
7.	PA	COC1234	Essentials of Business Analytics	0	0	4	2
8.	AECC	COC1225 LNC1291 LNC1292	Office Record & Management/ Basic Tamil II / Advanced Tamil II	2	0	0	2
Total				22	6	2	23

Semester III

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	PC	COC2131	Organizational Behaviour for Business	4	1	0	5
3.	PC	COC2141	Business Plan I	4	1	0	5
4.	PC	COC2103	Marketing Management	4	1	0	5
5.	PC	COC2104	Entrepreneurship Development	4	1	0	5
6.	PC	COC2132	Fundamentals of International and Trade	4	0	0	3
7.	SS	COC2133	Industrial And labour laws	4	0	0	3
8.	AECC	COC2135	EVS	2	0	0	2
Total				26	4	0	28

Semester IV

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	PC	COC2231	Fundamentals of Business Taxation	4	2	0	5
2.	PC	COC2232	Innovation and Creativity	4	0	0	3
3.	PC	COC2233	Cost and Management Accounting	4	2	0	5
4.	PC	COC2234	Production and Material Management	4	1	0	5
6.	PC	COC2235	Business Risk Management	4	0	0	3
7.	PC	COC2241	Business Plan II	4	1	0	5
8.	SS		Summer Internship	0	0	0	4
Total				24	6	0	30

**Semester V
(Entrepreneurship Stream)**

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	PC	COC3141	Managing New Enterprise	3	1	0	3
2.	PC	COC3142	Feasibility Analysis	3	1	0	3
3.	PC	COC3143	Ideation of New Business	3	1	0	3
4.	PC	COC3144	Finance for New Venture	3	1	0	3
5.	PC	COC3145	Business in Emerging Markets	3	0	0	3
6.	PC	COC3146	Designing New Business Model	3	1	0	3
7.	PC	COC3147	Introduction to Mergers and Acquisitions	3	1	0	3
8.	SS	COC3104	Personality Development	2	0	0	2
9.	SS	COCPT01	Placement Training and library	0	0	1	0
Total				23	6	1	23

**Semester V
(Family Business Stream)**

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	PC	COC3148	Fundamentals of Family Business	3	1	0	3
2.	PC	COC3149	Corporatization of Family Business	3	1	0	3
3.	PC	COC3150	Business Succession Planning	3	1	0	3
4.	PC	COC3151	Turnaround Strategies	3	0	0	3
5.	PC	COC3152	Strategic Cost Management	3	1	0	3
6.	PC	COC3153	Business Diversification	3	1	0	3
7.	PC	COC3154	Personal financial planning	3	1	0	3
8.	SS	COC3104	Personality Development	2	0	0	2
9.	SS	COCPT01	Placement Training and library	0	0	1	0
Total				23	6	1	23

Semester VI

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	PC	COC3241	Business Plan Presentation/Pitching for Funding	0	0	10	5
2.	PC	COC3242	Pre Incubation at Crescent Innovation and Incubation Council(CIIC)	0	0	0	5
3.	SS	COC3204	NSS	2	0	1	2
4.	AECC	COC3205	Value Education	2	0	0	2
5.	PC	COC3232	Project Management	4	2	0	4
6.	SS	COCPT02	Placement Training and library	0	0	1	0
		Total Credits		8	2	12	18

Total Credits : 148

SEMESTER I

ENC 1183

GENERAL ENGLISH I

L T P C

3 1 0 3

OBJECTIVES:

- To make students learn English literary texts.
- To train them in appreciating and critically analyzing literary texts.
- To train in using the four skills, Reading, Writing, Speaking and Writing skills
- To encourage them to use appropriate vocabulary and grammatical expressions.

MODULE I

8

Prose Education

Poem William Shakespeare - "All the World's a Stage"

Letter Writing Formal and Informal

Short Story O Henry - "Robe of Peace" (Extensive Reading)

Essential English Grammar - 1-3 MODULES

MODULE II

8

Prose Employment & Unemployment

Poem Ben Jonson - "On Shakespeare"

Short Story Rudyard Kipling "The Miracle of PuranBhagat" (Extensive Reading)

Essential English Grammar " 4-7 MODULES

MODULE III

9

Prose A Dead Planet

Poem Robert Herrick - "Gather Ye Rosebuds"

Note Making

Short Story H.G.Wells "The Truth About Pyecraft" (Extensive Reading)

Essential English Grammar " 8-10 MODULES

MODULE IV

8

Prose Riddles

Poem Oliver Goldsmith - "The Village Schoolmaster"

Essential English Grammar " 11-13 MODULES

6

MODULE V

Prose Killers

A Short Story

Poem William Blake - "From Auguries of Innocence"

Précis Writing

Short Story William Somerset Maugham - "Mabel" (Extensive Reading)

Essential English Grammar " 14-17 MODULES

MODULE VI**Prose** Galloping Growth**Poem** Robert Browning- "The Last Ride Together"**Developing story from hints****Short Story** John Galsworthy - "Quality" (Extensive Reading)**Essential English Grammar**-- 18 &19 Modules**TOTAL HOURS – 45****REFERENCES:**

1. Krishnaswamy. N, Sriraman T. **Current English for Colleges**. Hyderabad: Macmillan Indian Ltd, 2006.
2. Dahiya SPS. Ed. **Vision in Verse- An Anthology of Poems**. New Delhi: Oxford University Press, 2002.
3. Murphy, Raymond. **Essential English Grammar**. New Delhi: Cambridge University Press, 2009.
4. Seshadri, K G Ed. **Stories for Colleges**. Chennai: Macmillan India Ltd, 2003.

OUTCOMES:

After completing the course the students would be able to

- Respond to literary texts efficiently.
- Appreciate and critically analyse literary texts.
- Use the four skills of the language
- Use vocabulary and grammatical expressions effectively.

OBJECTIVES:

- To improve the proficiency of students in German language.
- To create awareness of using vocabulary among students.
- To expose them to correct grammatical forms of the language.
- To empower them for successful communication in social and academic contexts.

MODULE I**8**

Introduction to German alphabets, phonetics and pronunciation- Introducing themselves and others using simple sentences and answer to some basic personal questions-: Introduction to different types of articles and verbs, Nouns

MODULE II**8**

Understanding and responding to everyday queries like instruction, questions, - number & gender, pronouns, present and past tense.

MODULE III**7**

Short telephone messages, requests etc., if spoken slowly and clearly-- Detailed overview of articles, adjectives with/without articles, Prepositions

MODULE IV**7**

Asking and giving directions using simple prepositions- Ability to fill basic information on forms while registering for courses / classes.

MODULE V**8**

Ability to extract and understand relevant information in a public announcement, broadcast, newspaper, radio etc-- dative & accusative

MODULE VI**7**

Ability to describe about people, work, immediate environment, education and other topics related to personal needs in a concise manner-- Understanding of matters which are familiar and are encountered regularly like instances at school, work, at public places, places of leisure etc.

L – 45; T – 30; TOTAL HOURS – 75**TEXT BOOKS:**

Course book : Tangram aktuell 1 ó Lektion 164 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, ISBN 978-3-19-001801-7

Practice book: Tangram aktuell 1 ó Lektion 164 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, ISBN 978-3-19-001801-7

REFERENCES:

- NETZWERK A1 TEXTBOOK, Deutsch als Fremdsprache, Stefanie Dengler, Paul Rusch, Helen Schmitz, Tanja Sieber, Langenscheidt and Klett, ISBN : 9788183076968
- STUDIO D A1 (SET OF 3 BOOKS + CD), Hermann Funk. Cornelsen, ISBN: 9788183073509
- Willkommen! Beginner's course. Paul Coggle, Heiner Schenke. 2nd edition. (chapter 1 - 6) ISBN: 9781444165159
- Willkommen! Beginner's course. Paul Coggle, Heiner Schenke. ISBN: 978-1-444-16518-0
- An Introduction to the German Language and Culture for Communication, Updated Edition Lovik, Thomas A., J. Douglas Guy & Monika Chavez. Vorsprung -. New York, Houghton Mifflin Company, 1997/2002. ISBN 0-618-14249-5

OUTCOMES:

On completion of the course, students will be able to

- Show their proficiency in German Language.
- Use appropriate vocabulary in real life contexts.
- Use appropriate grammatical forms while communicating with people.
- Effectively use the language in social and academic contexts.

LNC 1184

TAMIL I

L T P C

3 1 0 3

OBJECTIVES:

- r%fkhw;wr; rpe;jidfiscs;slf;fpajw;fhy ,yf;fpaq;fismwpKfk; nra;jy;
- GJf;ftpij>rpWfij>ciueilMfpa ,yf;fpaq;fspd; eak; ghuhl;Ljy;
- re;jpg; gpiopad;wpvOjkhzth;fisg; gapw;Wtpj;jy.;

MODULE I ,Ugjhk; E}w;whz;LkuGf;ftpijfs 8

kNdhd;kzpak; Re;judhh; - jkpo;j;jha; tho;j;J>ghujpahh; - Nahfrpj;jp>ghujpjhrd; - ePq;fNsnrhy;Yq;fs;>fz;zjhrd; - fhyf;fzpj; -

MODULE II GJf;ftpijfs 8

<NuhLjkpod;gd; - fdhf;fhZk; tpdhf;fs;>kPuh - Cprfs;>ituKj;J - me;jp>eh.fhkuhrd; - mypfs;>jhkiu - xUfjTk; nfhQ;rk; fs;spg;ghYk;>nkhopngah;g;Gf; ftpijfs; - fPjhQ;ryp>Kk;igthrpfs; (10 ftpijfs; kl;Lk;)

MODULE III rpWfijfs; 8

GJikg;gpj;jd; - ghy;tz;zk; gps;is>gp.v];.uhikah - gzk; gpioj;jJ> n[afhe;jd; - tpjpAk; tpgj;Jk;. fp.,uh[ehuhazd; - ehw;fhyp>R.rKj;jpuk; nkhopngah;g;Gr; rpWfijfs; - fhfpjcwT>khjtpf;Fl;b - nea;g;ghahrk;>me;Njhd;nrfht; - gr;Nrhe;jp

MODULE IV nkhopg;gapw;rp 7

fiyr;nry;yh;fk;>gpiojpUj;jk; (xUik>gd;ik> y-s-ofu> u=wfu> z-e-dfuNtWghLfs;)>maw;nrehw;fisjy;

MODULE V ,yf;fpatuyhW 7

ghle;jOtpal (,Ugjhk; E}w;whz;LkuGf; ftpijfs;>GJf;ftpijapd; Njhw;wKk; tsh;r;rpAk;>rpWfijapd; Njhw;wKk; tsh;r;rpAk;)

MODULE VI gilg;gpyf;fpak 7

ftpijvOjy;>rpWfijtiujy;

L – 45; T – 30; TOTAL HOURS – 75

REFERENCES:

1. nghJj;jkpo; - nra;As;jpul;L - jkpo;j;JiwntspaPL
2. jkpo; ,yf;fpatuyhW - Nrhk. ,stuR
3. rpWfijj; njhFg;G (fl;Liuf;fsQ;rpak;)

OUTCOMES:

- khzth;fs; r%fkhw;wr; rpe;jidfismwpe;Jnfhs;th;
- re;jpg;gpiofisePf;fpvOJk; jpwd; ngWth;
- Gj;jpyf;fpaq;fisg; gilf;Fk; jpwdAk; jpwdha;Tnra;Ak; jpwdAk; ngWth;

COC 1101	FINANCIAL ACCOUNTING	L	T	P	C
		4	2	0	5

OBJECTIVES:

- To facilitate the understanding of Accounting in General
- To give a comprehensive understanding of the system of Financial Accounting
- To understand the intermediate concepts for assets, liabilities and stockholders' equity
- To develop skill, related to problem solving and critical thinking
- To understand the Book-Keeping and Accountancy.

MODULE I INTRODUCTION TO ACCOUNTING 12

Meaning and scope of Accounting, Basic + Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance

MODULE II FINAL ACCOUNTS 15

Preparation of Final Accounts of a Sole Trading Concern, Closing Stock, Adjustments, Outstanding and Prepaid items, Depreciation, bad debts, Provision for Bad and Doubtful Debts, Provision for Discount on Debtors, Provision for Discount on creditors, Interest on Capital and Drawings, Abnormal Loss of stock.

MODULE III RECTIFICATION OF ERRORS 18

Classification of Errors, Rectification of Errors, Preparation of Suspense Account- Profit & loss adjustment Account.

MODULE IV BANK RECONCILIATION STATEMENT 18

Introduction, Procedure for reconciling the cash book balance with the pass book balance, Methods of Bank Reconciliation Statement.

MODULE V DEPRECIATION ACCOUNTING 15

Depreciation, Meaning, Causes, Methods, Straight Line Method, Written down Value Method, Change in method of depreciation (retrospective and prospective method)

Insurance claims - Insurance claims, Average Clause (Loss of stock only)

L – 52; T – 26; TOTAL HOURS – 78

PROPORTION OF THEORY : PROBLEM – 20:80

TEXT BOOK:

- Financial Accounting - T.S.Reddy&A.Murthy, Margham Publications,

Chennai.

REFERENCES:

- Financial Accounting by Hanif and Mukherjee, MCGRAW hill education
- Financial Accounting by P.C. Tulsian, Pearson
- Jain & Narang (2015) Financial Accounting, Kalyani Publishers.

OUTCOMES:

On successful completion of this course students are able to

- Explain the fundamental concept of financial accounting system
- Recognize the transaction, understand the accounting cycle and various accounts books
- Recognize the error and its rectification
- Understand the depreciation and its different treatment in accounting
- Understand the financial statement of its importance and method of preparation for sole proprietorship
- Understand the importance of bank reconciliation system and method of preparation of reconciliation statement

COC 1102

BUSINESS MANAGEMENT

L T P C

OBJECTIVES:

- To facilitate the understanding of Accounting in General
- To give a comprehensive understanding of the system of Financial Accounting
- To understand the intermediate concepts for assets, liabilities and stockholders' equity
- To develop skill, related to problem solving and critical thinking
- To understand the Book-Keeping and Accountancy.

MODULE I MANAGEMENT 10

Meaning ó Role of Management ó Management Process ó Importance ó Management & Administration ó Levels of Management ó Taylor's Scientific Management ó Fayol's Administrative Management Principles.

MODULE II PLANNING 20

Nature & Characteristics ó Importance ó Advantages & Limitations ó Steps in Planning ó Types of Plan ó Standing Plan ó Objectives ó Policies ó Procedures ó Rules ó Strategies ó Single use Plans ó Programmes and Budgets.

Management by Objectives: Concept, Process and Limitations. Decision Making: Process, Limitations and Techniques used in decision making.

MODULE III ORGANIZATION 15

Importance ó Types ó Line, Functional, Line and Staff ó Committee Organization ó Authority and Responsibility ó Delegation of Authority ó Principles, Types, advantages and Barriers to Delegation ó Departmentalization ó Formal and Informal Organization. Staffing: Nature & Importance ó Functions of Staffing (In Brief)

MODULE IV DIRECTING 10

Nature & Importance ó Elements of Directing Function ó Supervision ó Span of Supervision ó Factors Determining span of supervision.

Motivation: Importance ó Types of Motivators ó Maslow's Theory ó Herzberg's Two factor theory ó Douglas McGregor's Theory X & Theory Y.

MODULE V CONTROL 10

Need for Control ó Controlling Process ó Controlling Tools & Techniques. Coordination: Need & Importance ó Principles & techniques of Coordination

Leadership: Importance ó Formal & Informal Leaders ó Leadership Styles ó Traits of a Good Leader.

L – 52; T – 13; TOTAL HOURS-65

TEXT BOOK

- Business Management ó DinkarPagare
- Principles of Management ó C.B.Guptha

REFERENCES:

- J. Jayasankar, 1st Edition. 2004, Reprint2008-Principles of Management (Business Management). Margham Publication. Chennai
- P.C.Tripathi& P.N Reddy, 1991, Principles of Management. Tata Mc.Graw, Hill. New Delhi.
- Weihrich and Koontz, Management, 10th Edition, 1993, A Global Perspective.
- N. Premavathy, 2nd Edition, 2003, Principles of Management, Sri Vishnu Publication. Chennai.

OUTCOMES:

At the end of this course, the students will be able to:

- understand different types of functions plans and the managerial decisions
- understand the organizational chart and explain the staffing process
- understand the different control technique in the organizations
- understand the appropriate way to lead and motivate the team
- Understand how to implement management knowledge into the business.

COC 1131

**BUSINESS REGULATORY
FRAMEWORK**

L	T	P	C
3	1	0	4

OBJECTIVES:

- ✓ To impart basic knowledge of the Indian Industrial legislations.
- ✓ To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.
- ✓ To familiarize with the different concepts and practices of the Public Relations in organizations.

MODULE I

Introduction and Meaning of Law of contract of Elements of contract: Offer and Acceptance- Capacity of parties-Consideration-Free Consent Legality of Object-Discharge of Contract - Quasi contract.

MODULE II

Indemnity- Meaning, Contract of Indemnity, Rights of Indemnity-Holder when sued.

MODULE III

Guarantee- Meaning, Kinds and Types of Guarantee, Rights of Surety. Contract of Guarantee, Differences Between contract of Indemnity and Guarantee.

MODULE IV

Sale of Goods Act of Contract of sales and agreement to sale-sale, pledge, charge, hypothecation and mortgage

MODULE V

Companies Act of Definition of Formation of Memorandum of Association of Articles of Association.

TEXT BOOKS

1. Sreenivasan MR of Business Law-Margham Publication-2012
 2. Kapoor ND - Business Law
- REFERENCES
1. Kapoor ND - Elements of Mercantile Law
 2. Saravanavel P. Alarm, S.B. Business Law
 3. Gulson SS and Kapoor GK of Handbook of Business Law

REFERENCES

1. Kapoor ND - Elements of Mercantile Law
2. Saravanavel P. Alarm, S.B. Business Law
3. Gulson SS and Kapoor GK of Handbook of Business Law

Objectives:

- To develop among students to arrange, representation, analysis & interpretation of data
- To enable students to analyse the data by using appropriate statistical tools.

Module I**Interpretation of Data (5 L)**

Introduction: Classification and tabulation of statistical data - Diagrammatic and graphical representation of data

Module II**Central Tendency and Dispersion (15 L)**

Measures of Central tendency: Mean, median and mode ó Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation ó Measures of Skewness.

Module III**Correlation and Regression (10 L)**

Karl Pearson's Coefficient of Correlation ó Spearman's Rank Correlation ó Regression Lines and Coefficients

Module IV**Non-Parametric Tests: 15**

Chi-square Distribution and its Properties, Chi-square Test, Statistical Quality Control and Quality Control Charts (X,R,C & P)

Module V**Time Series data and Probability (15 L)**

Time Series Analysis: Trend ó Seasonal Variation. Probability ó Addition and Multiplication Theorem ó Conditional probability

Text Book:

1. Statistical Methods ó S.P. Gupta, Sultan Chand & Sons .
2. Fundamentals of Statistics -Elhance D.N. KitabMahal

Outcomes: After studying this course students will able to

- Tabulate and classify various statistical data
- To analyse data using various statistical tools
- To have knowledge on operations research analysis

COC 1107	BUSINESS ENVIRONMENT AND ETHICS	L	T	P	C
		2	0	0	2

OBJECTIVES:

- To enable the students to have an overview of Business Environment ó Political, social and Global.
- To enable the students to appreciate the importance of environment and its impact on business and society

MODULE I Introduction 10

Nature & Scope of business - Business Environment - Types - Micro & Macro Environment - Environmental Analysis & Strategic Management process- Importance & limitations-Approaches to Environmental Analysis

MODULE II Economic Environment 12

Economic Environment ó Nature of the Economy ó Structure of the Economy ó Economic policies & planning the economic conditions.

MODULE III Political Environment 16

Political & Government Environment ó Functions of the state ó Economic Roles of the government ó Government and Legal Environment ó The constitutional Environment

MODULE IV Social Environment 8

Social Environment ó Business and Society Ecology and Consumerism), Consumer rights ó Business Ethics ó Social Responsibility of Business towards stakeholders ó Natural Environment and Ecology

MODULE V Global Environment 6

Global Environment ó globalisation ó Meaning and Rationale for globalisation ó the role of WTO ó GATT ó trading blocks in globalisation ó Impact of globalisation on India

TOTAL HOURS – 52

TEXT BOOK:

- Business Environment, CB Gupta, Sulthan Chand , New Delhi

REFERENCES:

- K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House,New Delhi, 2001.
- S.Sankaran, Business Environment, Margham Publications, Chennai, 2002
- Raj Agarwal, Business Environment, Excel Books,New Delhi, 2000
- Dr. Francis Cherunilam, Business Environment, Himalaya Publishing House,New Delhi, 2003.
- Business Environment, A.Fernando ó Pearson , India
- Business Environment, Shrawan Kumar Sigh, Taxman Publishers.
- Corporate social Responsibility and Governance, Samuel O. Idowu, Springer

OUTCOMES:

After studying this course students will be able to

- Analyze the various factors affecting the business environment
- Understand the social responsibility of business towards different interest groups
- describe the recent developments in Indian Economy that have greatly influenced the working of business units in India
- Understand the Global business Scenario and the impact of Globalisation in India

LNC 1191

**mbg;gilj; jkpo;I /
BASIC TAMIL I**

**L T P C
2 0 0 2**

gd;dpuz;lhk; tFg;Gtiujkpo; gapyhjkw;Wk; fy;Y}hpapy; gFjp-1y; jkpo; gapyhjmjd;J
,sepiygapy; khztUf;Fk; chpaJ.

Basic Tamil is offered to all UG students those who have not studied Tamil Up to XII standard and have taken a non-Tamil Language under Part I

நோக்கங்கள்

- jkpo;nkhopiambg;gilepiyapy; NgrTk; gbf;fTk; vOjTk; khzth;fisMaj;jg;gLj;Jjy;.
- jkpo;nkhopkw;Wk; jkpo; gz;ghl;iltps;q;fitj;jy;
- eilKiwtho;tpaYf;fhdjkpo;r;nrhw;fismwpaitj;jy;

- ❖ To equip the students to speak, read and write Tamil at the basic level
- ❖ To make them understand the features of Tamil Language and Tamil culture.
- ❖ To familiarize every day usage words in Tamil

அலகு I

6

capnuOj;Jf;fs; (Vowels) - nka;naOj;Jf;fs; (Consonants) - caph; nka;naOj;Jf;fs; (Vowel consonants) - fpue;jvOj;Jf;fs; (Grantha Letters)

அலகு II

6

ngah;r;nrhy; (Noun) - tpidr;nrhy; (Verb) - gpujpngah; (Pronoun) - ngauil
(Adjective) - tpidail (Adverb)

அலகு III

6

jpiz (Human / Non Human) - ghy; (Gender) - vz; (Singular / Plural) - ,lk; (First /
Second / Third Person) - fhyk; (Tense)

அலகு IV

6

vz;fs; (Numbers) - cwTg;ngah;fs; (Kinship Terms) - thuj;jpd; ehl;fs; (week days) -
,aw;if (Nature) - cly; cWg;Gfs; (Parts of the body) - gad;ghl;Lg; nghUl;fspd; ngah;fs;
(Everyday usage words)

அலகு V

2

gpioePf;fpvOj;Jy; (Spot the error) - mfuthpirg;gLj;Jy; (Arrange in Alphabetical
order) - vjph;r;nrhy; mwpjy; (Antonyms)

L – 26 ; TOTAL HOURS – 26

புத்தகங்கள்

1. jkpo;nkhopmwpKfk; - Kidth; g. Nltpl;gpughfh;>tptntspapL> gjpg;G-2004.
2. jkpopy; ePq;fSk; gpiopy;yhky; vOjyhk; - Kidth;
nghw;Nfh>GJtho;Tgjpg;gfk;>gjpg;G- 1992.

3. gpiopd;wpey;yjkpo; vOJtJvg;gb? = re;jpud;>jkpo;epiyak;>gjpg;G- 2007.
4. Hand Book Tamil ó Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies ó 1988.
5. www.Tamilvu.org

வெளிப்பாடு

- jkpo;nkhopkw;Wk; jkpo; gz;ghl;iltpsq;fitj;jy;
- eilKiwtho;tpaYf;fhdjkpo;r;nrhw;fismwpaitj;jy;

LNC 1192

rpwg;Gj; jkpo;I /
ADVANCED TAMIL I

L T P C
2 0 0 2

gj;jhk; tFg;Gkw;Wk; gd;dpuz;lhk; tFg;Gtiujkpo; gapd;Wfy;Y }hpapy; gFjp-1y;
jkpo; gapyhkhzth;fSf;FchpaJ.

நோக்கங்கள்

- jkpo;nkhopkw;Wk; jkpo; gz;ghl;iltps;fitj;jy;
- eilKiwtho;tpaYf;fhdkpo;r;nrhw;fismwpaitj;jy;

அலகு I nra;As; 8

Nahfrpj;jpóghujpahh; - ePq;fNsnrhy;Yq;fs; - ghujpjhrd; - Nghuhl;lk; - KJikómg;Jy; uFkhd;
- NjrgpjhTf;FxFUghlfd; mQ;rypóNkj;jh - njhiye;JNghdJ - Mz;lhs; gphpjh;\pdp - mypfs; -
e. fhkuhrh;

அலகு II rpWfij 3

n[afhe;jd; - ghy;tbAk; Kfk; - gp.v];.uhikahógzk; gpioj;jJ

அலகு III ,yf;fpatuyhW 5

ftpij>rpWfij>ehty;

அலகு IV nkhopj;jpwd; 5

gpwnkhopr; nrhw;fSf;F ,izahdkpo;r;nrhw;fs; - fiyr; nrhy;yhf;fk; - giojpUj;jk;

அலகு V gilg;gpyf;fpak; 5

ftpijvOJjy;>rpWfijtiujy;

L – 26 ; TOTAL HOURS – 26

புள்ளிகள்

1. nra;As;>ciueil
2. jkpo; ,yf;fpatuyhW - Nrhk. ,stuR
3. rpWfijj; njhFg;G (fl;Liuf;fsQ;rpak;)

வெளிப்பாடு

- khzth;fs; r% fkhw;wr; rpe;jidfismwpe;Jnfhs;th;
- re;jpg;gpiofisePf;fpvOJk; jpwd; ngWth;
- Gj;jpyf;fpaq;fisg; gilf;Fk; jpwdAk; jpwdha;Tnra;Ak; jpwdAk; ngWth;

SEMESTER II

ENC1284	GENERAL ENGLISH II	L	T	P	C
		3	1	0	3

OBJECTIVES:

- To make students learn English literary texts.
- To train them in appreciating and critically analyzing literary texts.
- To train in using the four skills, Reading, Writing, Speaking and Writing skills
- To encourage them to use appropriate vocabulary and grammatical expressions

MODULE 1 9

Prose Qahwah

Poem William Wordsworth ó òNuttingö

Filling Money Order Challan and Bank Challan

Short Story G.K.Chesterton ó The Hammer of God (Extensive Reading)

Essential English Grammar: - 31-33 Modules

MODULE 2 8

Prose Environment

Poetry John Keats ó òLa Belle Dame Sans Merciö

Short Story Katherine Mansfieldö A Cup of Tea (Extensive Reading)

Dialogue Writing

Essential English Grammar: 34-37 Modules

MODULE 3 8

Prose A Dilemma

Poetry Robert Frost ó òDesignö

Short Story Thomas Wolfeö The Far and the Near (Extensive Reading)

Conversations

Essential English Grammar: 38-40 Modules

MODULE 4 8

Prose Computeracy

Poetry Sarojini Naidu ó òThe Gift of Indiaö

Short Story R.K. Narayan ó òHalf a Rupee Worthö (Extensive Reading)

Essential English Grammar: 41-43 Modules

MODULE 5

Prose	War Minus Shooting Whoø Who
Poetry	Nissim Ezekiel ó ðThe Night of The Scorpionö
Short Story	Anita Desai ó ðA Devoted Sonö (Extensive Reading) Ruskin Bond ó ðThe Boy Who Broke the Bankö (Extensive Reading)

Report Writing

Letter to the Editor

Essential English Grammar: 44-47 Modules

8

MODULE 6

Prose	Usage and Abusage
Poetry	Mathew Arnold óDover Beach
Short Story	ManoharMalgonkar ó ðBacha Lieutenantö

Essential English Grammar: 48-50 Modules

TOTAL HOURS – 52

REFERENCES:

1. Krishnaswamy. N, Sriraman T. **Current English for Colleges**. Hyderabad: Macmillan Indian Ltd, 2006.
2. Dahiya SPS. Ed. **Vision in Verse- An Anthology of Poems**. New Delhi: Oxford University Press, 2002.
3. Murphy, Raymond. **Essential English Grammar**. New Delhi: Cambridge University Press, 2009.
4. Seshadri, K G Ed. **Stories for Colleges**. Chennai: Macmillan India Ltd, 2003.

OUTCOMES:

After completing the course the students would be able to

- Respond to literary texts efficiently.
- Appreciate and critically analyse literary texts.
- Use the four skills of the language
- Use vocabulary and grammatical expressions effectively.

LNC1282

GERMAN II

L T P C

3 1 0 3

OBJECTIVES:

- To develop existing language skills further and to achieve a professional fluency.
- By the end of the course you will be able to understand general and detailed information and to communicate in standard speech on a range of everyday issues.

MODULE I 8

Shopping for food and going to restaurants, Recent events, Personal experiences, Apologies and excuses

MODULE II 8

Studying German Wishes and needs, Plans and projects, Certainty and probability, Physical condition, illness and remedies

MODULE III 7

A birthday party, Food and drink, Presents and Congratulations

MODULE IV 7

Travelling (I), Biographies, Important events in life, Social situations

MODULE V 8

Telephone conversations, appointments and invitations, Travelling (II), City life: public places, transport and directions, Leisure activities

MODULE VI 7

Objects, shapes and material, Speaking about historical events, Childhood and memories, Personality traits

L – 30; T – 15; TOTAL HOURS – 45

TEXT BOOKS:

Prescribed Text

Course book : Tangram aktuell 1 ó Lektion 568 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, 9788183070867

Practice book:Tangram aktuell 1 ó Lektion 568 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, ISBN 9788183070867

REFERENCES:

- NETZWERK A2 TEXTBOOK, Deutsch als Fremdsprache, Stefanie Dengler, Paul Rusch, Helen Schmitz, Tanja Sieber, Langenscheidt and Klett, ISBN : 9788183077231
- STUDIO D A2 (SET OF 3 BOOKS + CD), Hermann Funk. Cornelsen, ISBN: 9788183073516

OUTCOMES:

On completion of the course, students will be able to

- Read printed and handwritten script on a limited number of everyday topics
- Write simple texts using descriptive language accurately.
- Developed intercultural competence.

OBJECTIVES:

- r%fkhw;wr; rpe;jidfiscs;slf;fpajw;fhy ,yf;fpaq;fismwpKfk; nra;jy;
- GJf;ftpij>rpWfij>ciueilMfpa ,yf;fpaq;fspd; eak; ghuhl;Ljy;
- re;jpg; gpioapd;wpvOjkhzth;fisg; gapw;Wtpj;jy;

MODULE I mw ,yf;fpaq;fs; 8

jpUf;Fws; - nrhy;td;ik (65Mk; mjpfhuk;)>ehybahh; - mitawpjy; (5 ghly;fs; -32Mk; mjpfhuk;)>gonkhopehD}W - ,d;dhnra;ahik(5 ghly;fs;)> ,dpaitehw;gJ - Kjiye;Jghly;fs;

MODULE II gf;jp ,yf;fpaq;fs; 8

Njthuk; - %th; Njthuk; (15 ghly;fs;) mg;gh; Njthuk;>jpUQhdrk;ge;jh; Njthuk;>Re;juh; Njthuk; (xt;nthd;wpypUe;Jk; Ie;Jghly;fs;)>fhiuf;fhyk;ikahh; - %d;Wghly;fs; (mw;Gjj; jpUte;jhjp)>khzpf;fthrfh; - jpUntk;ghit (Njh;e;njLf;fg;ngw;w 5 ghly;fs;)>Mz;lhs; - jpUg;ghit (Njh;e;njLf;fg;ngw;w 5 ghly;fs;)>FyNrfuho;thh; - jpUNtq;flj;jpy; gpwj;jYk; ,Uj;jYk; NghJnkdy; (11 ghRuk;)

MODULE III fhg;gpaq;fs; 8

kzpNkfiy - Mjpiugpr;irapl;lfhij (20 mbfs; kl;Lk;)>fk;guhkhazk; - ghyfhz;lk;>ehl;Lg;glyfk; (10 ghly;fs; kl;Lk;)> ,ul;rzpaahj;hpfk; - rpYitg;ghL (10 ghly;fs;)>rPwhGuhzk; - khDf;Fg; gpizepd;wglyk; (6 ghly;fs;)

MODULE IV fl;Liufs; 7

c.Nt.rhkpehijah;-jkpo;ehl;Ltzpfh;. t.,uhkrhkpIaq;fhh;-%jwpQh; ,uh[Nfhghyhr;rhhpahh;>kh.,uhrkhzpf;fdhh;-rpj;jd;dttry; Xtpaq;fs;> gp.vy;rhkp-rq;f ,yf;fpaj;jpy; mwptay; fiy>f.ifyhrjgp - ghujpAk; Nkdhl;Lf; ftpQUk;>njh. gukrptd; - nrhy;Yk; nghUSk;.

MODULE V ,yf;fpatuyhW 7

mw ,yf;fpaq;fspd; Njhw;wKk; tsh;r;rpAk;>irtitzt ,yf;fpaq;fs; Njhw;wKk; tsh;r;rpAk;>fhg;gpaq;fs; Njhw;wKk; tsh;r;rpAk;>ciueilNjhw;wKk; tsh;r;rpAk;

MODULE VI nkhopg;gapw;rp 7

,yf;fzf; FWpg;Gj; jUjy;>ty;ypdk; kpFkplq;fSk;>kpfhtplq;fSk;>nkhopngah;g;G (Mq;fpyj;jpypUe;Jjkpopy; ngah;j;jy;)>fbjq;fSk; tiffSk;

L – 45; T – 15; TOTAL HOURS – 60

REFERENCES:

1. nghJj;jkpo; - nra;As;jpul;L - jkpo;j;JiwntspaPL
2. jkpo; ,yf;fpatuyhW - Nrhk. ,stuR
3. rpWfijj; njhFg;G (fl;Liuf;fsQ;rpak;)

OUTCOMES:

- khzth;fs; r%fkhw;wr; rpe;jidfismwpe;Jnfhs;th;
- re;jpg;gpiofisePf;fpvOJk; jpwd; ngWth;
- Gj;jpyf;fpaq;fisg; gilf;Fk; jpwidAk; jpwdha;Tnra;Ak; jpwidAk; ngWth;

COC 1201	ADVANCED FINANCIAL ACCOUNTING	L	T	P	C
		4	2	0	5

OBJECTIVES:

- To facilitate the understanding of Accounting in specific areas
- To understand the practical applicability of Financial Accounting
- To develop skill, related to problem solving and critical thinking
- To develop the skills to understand accounting aspects of small scale business.
- To aware the students how EMI business transactions work.

MODULE I BRANCH AND DEPARTMENTAL ACCOUNTS 15

Dependent branches-Accounting Method

Departmental Accounts: Basis for allocation of expenses, Inter departmental transfer at cost or selling price, Treatment of expenses which cannot be allocated

MODULE II HIRE PURCHASE AND INSTALLMENT 12
ACCOUNTING

Hire purchase and Installment-Default and repossession, Hire purchase trading account, Installment purchase system

MODULE III PARTNERSHIP 18

Introduction - Interest on Capital ó Interest on Drawing - Admission of a Partner: Calculation of New Profit Sharing Ratio and Sacrificing Ratio ó Treatment of Goodwill ó Revaluation Account ó Memorandum Revaluation Account ó Adjustment of Capital ó Preparation of Balance sheet of New Firm.

MODULE IV PARTNERSHIP 15

Retirement, Admission cum retirement of partners and Death of a partner: Calculation of New profit Sharing Ratio and Gaining Ratio ó Treatment of Goodwill ó Revaluation account ó memorandum revaluation account ó Adjustment of Capital ó preparation of balance sheet of new firm.

MODULE V DISSOLUTION OF A PARTNERSHIP 12

Insolvency of a partner (Application of Indian Partnership Act 1932), Insolvency of all partners, Gradual Realization of Assets and Piecemeal Distribution.

L – 52; T – 26; TOTAL HOURS – 78

PROPORTION OF THEORY : PROBLEM – 20:80

TEXT BOOKS:

- Financial Accounting -T.S.Reddy&A.Murthy,Margham Publications, Ch-17
- Jain &Narang (2015) Financial Accounting,Kalyani Publishers, New Delhi.

REFERENCES:

- R.L.Gupta&V.K.Gupta. (2009) Advanced Accounting, Sultan Chand & Sons, New Delhi
- Shukla&Grewal (2009) Advanced Accounting,S Chand & Co, New Delhi.
- P.C.Tulsian (2009) - Financial Accounting , Tata McGraw-Hill
- Financial Accounting-T.S.Reddy&A.Murthy,Margham Publications,Ch-17
- Jain &Narang (2015) Financial Accounting,Kalyani Publishers, New Delhi.

OUTCOMES:

On successful completion of this course students are able to

- Record the transaction related to installment and hire purchase system
- Explain the accounting for branches and departments and transactions related to it.
- Record the transactions in partnership form of business

OBJECTIVES:

- To provide the future manager with inputs with a view to Enhancing the appreciation of the Human Resources function as a potential career option.
- Understanding the interface of the Human Resources function with Operations, Marketing, and Finance functions.

MODULE I

Introduction: External and Internal Forces of environment affecting HRM, Integrating HR Strategy with Business Strategy, Objectives and functions of HRM Human Resource Planning: HRP process, Barriers and Prerequisites for Successful HRP.

MODULE II

Recruitment: Recruitment process, Recruitment Methods Selection: Selection Process, Barriers to effective selection, Selection Challenges in India Induction and Placement: Orientation and its Prerequisites, Evaluation of Orientation Programme.

MODULE III

Training and Development: Training Process, Career Development, Training and Development Methods.

MODULE IV

Performance Management system-Performance Appraisal Process and Its challenges, Legal Issues associated with Performance Appraisal

MODULE V

Compensation Management: Components and theories of remuneration, Factors influencing employee remuneration, Devising a remuneration plan and various challenges in it, Remuneration of special groups, Types of Employee Benefits and Services, Fringe benefits, Job Evaluation Process and Methods

Text Books:

1. Human Resource Management Text and Cases by K Aswathappa, M.G.Hills

References:

1. Human Resource Management by Gary Dessler, Biju Varkkey, Pearson
2. Human Resource Management by Pravin Durai, Pearson
3. Human Resource Management by R Wayne Mondy, Pearson
4. Human Resource Management - Text and Cases By V.Sp. Rao, Excel Books.

Course Outcomes: Through this course students should be able to:

- ✓ Comprehend human resource management function and issues to tackle evolving challenges

- ✓ Craft policies to acquire, develop, motivate and retain human resources
- ✓ Appreciate the dynamics of industrial relations and to manage them as per statutory regulations.

OBJECTIVES:

- To introduce students to the fundamentals of economics relevant from business aspects
- To familiarize students with the importance of economic approaches in business decision making
- To study about the application of economic theory into practical business
- To study about the economic tools and analysis that help make better business decisions
- To understand the application of business economics in modern business.

MODULE I INTRODUCTION TO ECONOMICS 15

Positive and Normative economics definition, Scope and Importance of business economics concepts, Uses and Limitations of Microeconomic Theories

MODULE II DEMAND AND SUPPLY 10

Demand and Supply Analysis: Introduction to demand, Law of demand, Shift and movement in the demand curve, Price, income and cross elasticity, Market Equilibrium, Elasticity of demand, Exceptions of the law of demand, Law of supply: shift and movements, Determinant of supply and supply function

MODULE III PRODUCTION THEORY 10

Production Function with one variable and more than one variable, Return to factor and Return to scale, Types of inputs, Total, Marginal and Average Product, Introduction to production function.

MODULE IV ECONOMIC CONCEPT OF COST AND REVENUE 15

Average and Marginal concepts in Cost in long and short run, Relationship between average cost curves- Long Run and Short Run, Kinds of costs, Economies and diseconomies of Scale

Revenue Analysis: Average and Marginal Revenue Curves, Relationship between Revenue curves

MODULE V MARKET STRUCTURE 15

Perfect Competition: Introduction and features of Perfect Competition, Short Run and long run equilibrium

Monopoly: Introduction and features, Price discrimination, Price and output decisions of discriminating monopolist., Types of monopoly, Price and output determination in short run and long run

Monopolistic Competition: Introduction to monopoly and its features, Price and output determination in short and long run, Role of advertising in monopolistic competition.

L – 52; T – 13; TOTAL HOURS – 65

TEXT BOOK:

- Business Economics-S Sankaran, Margam Publication
- Business Economics-Lekhi- Kalyani publications

REFERENCES:

- Managerial economics: an integrative approach by hirshey, mark, cengage learning
- Micro economics by Salvatore dominick, oxford university press
- Advanced economic theory. micro economic analysis by aujah.l, s. chand& company

OUTCOMES:

Through this course students should be able to

- É understand basic concepts of economic applied in managerial decision making
- É analyse the demand and supply conditions and assess the position of a comapny
- É understand the determinants of consumer choices, including inter-temporal choices and those involving risk.
- É describe how firm's behavior differs in different market structures and may help to determine those structures.
- É Integrate the knowledge of the economic theory with decision-making techniques

COC 1234	ESSENTIALS OF BUSINESS ANALYTICS	L	T	P	C
		0	0	4	2

COURSE OUTCOMES:

- ✓ The learner will understand how measures of central tendency, variation and position can be used to define the data better.
- ✓ The students will be able to understand the techniques for testing the hypothesis.

MODULE I Introduction to Statistics

Applications of Statistics in Business , Presenting Data in Business -Types of Data; Primary Data and Secondary Data; The Numeric Data; Continuous Frequency Distribution; Class Interval; Categorical data, Statistical Software for Analysis: Microsoft Excel ó a walkthrough of statistical capabilities in Excel.

MODULE II Descriptive statistical analytics

Calculating Measures of Central Tendency ó Mean, Median & Mode, Calculating Measures of Dispersion- variance measures, Standard Deviation, the coefficient of variation measures, Graphing data- Graphical measures- Measure of Skewness, Symmetrical distribution, Kurtosis, Descriptive Statistics using Excel- Demo/case study.

MODULE III Probability Theory & Distributions

Probability Theory and Distributions -Probability Theory; Fundamental Concepts of Probability; Definitions of Probability, Applying Laws of Probability- Bayes theorem, Calculating Random variable and Probability Distribution, Case Study - probability Distribution

MODULE IV Sampling and Confidence intervals

Introduction to Sampling- Sampling Theory, Sampling Distribution, Using probabilistic Sampling Techniques, Estimating Sampling Errors and Confidence Intervals- Sampling Error and Non-Sampling Error; Central Limit Theorem , Case Study - sampling techniques.

MODULE V Hypothesis testing

Introduction ó Null Hypothesis, Alternate Hypothesis, Testing Hypothesis for Large Samples- Test for Single Proportion; Test for Difference of Proportions , Testing Hypothesis for small samples - t-Test;

Applications of t-Test; p-test, Calculating Analysis of Variance - Two-Way Factorial ANOVA; Multivariate Analysis of Variance

Performing Chi-Square Test and Its Applications of the χ^2 Test; Testing the Goodness of Fit

Case Study - Hypothesis Testing with Excel

Books Recommended: (Title, Author, Publication, Edition and Year etc)

1. Statistical Analysis with Excel For Dummies, 4th Edition; Joseph Schmuller; ISBN: 978-1-119-27116-1
2. Statistics for Business and Economics, 2ed (Author- Dr. Seema Sharma) **Applied Business**

OBJECTIVES:

- To provide students with the knowledge, understanding and application of the concepts, competence and responsibilities associated with office organization, system, procedures and administration.
- To provide students with good business awareness, decision-making and time management skills so as to enable them to hold responsible office administrative positions.
- To help students develop accuracy, flexibility, commitment and initiative.
- To understand the different aspect of office management.
- To understand the methods of office communication and record- management.

MODULE I INTRODUCTION 6

Introduction: Meaning, functions and importance of office management; Office accommodation: Selection of site. Office layout. Environment and working conditions

MODULE II OFFICE ORGANIZATION 5

Office organization ó Definition, Characteristics and Steps ó Types of Organization ó Functions of an Office administrator. Office supervision-duties and responsibilities of supervisory staff.

MODULE III RECORD MANAGEMENT 5

Office record management ó Importance ó Filing essentials ó Classification and arrangement of files-Modern methods of filing-Modern filing devices.

MODULE IV OFFICE COMMUNICATION 5

Office Communication: Various means of communication- Their use, merits and limitations. Selection of means of communication. Correspondence through Internet.

MODULE V FORMS LETTER & REPORT WRITING 5

Form letters ó Meaning, Principles, and Factors to be considered in designing office forms ó Report writing -Types of report writing

TOTAL HOURS – 26**TEXT BOOK:**

1. Office Management by S.P.Arora, Vikas Publications.

REFERENCES:

- Fundamentals of office management ó by J.P.Mahajan
- Office Management ó R.S.N.Pillai&Bagavathi- S.Chand.
- Office Management ó R K Chopra , Himalaya Publication

OUTCOMES:

Through this course students should be able to

- É Identity the various elements of Office Management
- É Analyze the various functions of an Office Administrator
- É Understand the various office communication techniques
- É Identify the various Office Communication in the environment
- É Understand overview of office management.

LNC 1291

mbg;gilj; jkpo;I /
BASIC TAMIL II

L T P C
2 0 0 2

gd;dpuz;lhk; tFg;Gtiujkpo; gapyhjkw;Wk; fy;Y}hpapy; gFjp-1y; jkpo; gapyhjmjd;J
,sepiygapy; khztUf;Fk; chpaJ.

Basic Tamil is offered to all UG students those who have not studied Tamil Up to XII standard and have taken a non-Tamil Language under Part I

நோக்கங்கள்

- jkpo;nkhopiambg;gilepiyapy; NgrTk; gbf;fTk; vOjTk; khzth;fisMaj;jg;gLj;Jjy;.
- jkpo;nkhopkw;Wk; jkpo; gz;ghl;iltps;ftj;jy;
- eilKiwtho;tpaYf;fhdjkpo;r;nrhw;fismwpaitj;jy;

- ❖ To equip the students to speak, read and write Tamil at the basic level
- ❖ To make them understand the features of Tamil Language and Tamil culture.
- ❖ To familiarize every day usage words in Tamil

அலகு I

6

capnuOj;Jf;fs; (Vowels) - nka;naOj;Jf;fs; (Consonants) - caph; nka;naOj;Jf;fs; (Vowel consonants) - fpue;jvOj;Jf;fs; (Grantha Letters)

அலகு II

6

ngah;r;nrhy; (Noun) - tpidr;nrhy; (Verb) - gpujpngah; (Pronoun) - ngauil
(Adjective) - tpidail (Adverb)

அலகு III

6

jpiz (Human / Non Human) - ghy; (Gender) - vz; (Singular / Plural) - ,lk; (First /
Second / Third Person) - fhyk; (Tense)

அலகு IV

6

vz;fs; (Numbers) - cwTg;ngah;fs; (Kinship Terms) - thuj;jpd; ehl;fs; (week days) -
,aw;if (Nature) - cly; cWg;Gfs; (Parts of the body) - gad;ghl;Lg; nghUl;fspd; ngah;fs;
(Everyday usage words)

அலகு V

2

gpioePf;fpvOj;Jy; (Spot the error) - mfuthpirg;gLj;Jjy; (Arrange in Alphabetical
order) - vjph;r;nrhy; mwpjy; (Antonyms)

L – 26 ; TOTAL HOURS – 26

புத்தகங்கள்

6. jkpo;nkhopmwpKfk; - Kidth; g. Nltp;g;gughfh;>tptntspapL> gjpg;G-2004.
7. jkpopy; ePq;fSk; gpiopy;yhky; vOjyhk; - Kidth;
nghw;Nfh>GJtho;Tgjpg;gfk;>gjpg;G- 1992.

8. gpiopd;wpey;yjkpo; vOJtJvg;gb? = re;jpud;>jkpo;epiyak;>gjpg;G- 2007.
9. Hand Book Tamil ó Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies ó 1988.
10. www.Tamilvu.org

வெளிப்பாடு

- jkpo;nkhopkw;Wk; jkpo; gz;ghl;iltpsq;fitj;jy;
- eilKiwtho;tpaYf;fhdjkpo;r;nrhw;fismwpaitj;jy;

LNC 1292

rpwg;Gj; jkpo;I /
ADVANCED TAMIL II

L T P C
2 0 0 2

gj;jhk; tFg;Gkw;Wk; gd;dpuz;lhk; tFg;Gtiujkpo; gapd;Wfy;Y }hpapy; gFjp-ly;
jkpo; gapyhjkhzth;fSf;FchpaJ.

நோக்கங்கள்

- jkpo;nkhopkw;Wk; jkpo; gz;ghl;iltpsq;fitj;jy;
- eilKiwtho;tpaYf;fhdkpo;r;nrhw;fismwpaitj;jy;

அலகு I nra;As; 8

Nahfrpj;jpóghujpahh; - ePq;fNsnrhy;Yq;fs; - ghujpjhrd; - Nghuhl;lk; - kz; ómg;Jy; uFkhd; -
kxk;goChpy; kdf;Fapy;fs; mOfpd;wdóNkj;jh - njhiye;JNghdJ - Mz;lhs; gphpajh;\pdp -
mypfs; - e. fhkuhrh;

அலகு II rpWfij 3

n[afhe;jd; - ee;jtdj;jpy; Xh; Mz;bófp.,uh[ehuhazd; ófjT

அலகு III ,yf;fpatuyhW 5

ftpij>rpWfij>ehty;

அலகு IV nkhopj;jpwd; 5

gpwnkhopr; nrhw;fSf;F ,izahdjko;r;nrhw;fs; - fiyr; nrhy;yhf;fk; - giojpUj;jk;

அலகு V gilg;gpyf;fpak; 5

ftpijvOJjy;>rpWfijtiujy;

L – 26 ; TOTAL HOURS – 26

புள்ளிகள்

4. nra;As;>ciueil
5. jkpo; ,yf;fpatuyhW - Nrhk. ,stuR
6. rpWfijj; njhFg;G (fl;Liuf;fsQ;rpak;)

வெளிப்பாடு

- khzth;fs; r%fkhw;wr; rpe;jidfismwpe;Jnfhs;th;
- re;jpg;gpiofisePf;fpvOJk; jpwd; ngWth;
- Gj;jpyf;fpaq;fisg; gilf;Fk; jpwdAk; jpwdha;Tnra;Ak; jpwdAk; ngWth;