

CURRICULUM AND SYLLABI

(All Semesters)

BBA (General)

VISION AND MISSION

VISION

B.S. AbdurRahmanInstitute of Science and Technology aspires to be a leader in Education, Training and Research in Engineering, Science, Technology, Management and Commerce as well to play a vital role in the socio-Economic progress of the Country.

MISSION

- “ To blossom into an internationally renowned University
- “ To empower the youth through quality education and to provide professional leadership
- “ To achieve excellence in all its endeavors to face global challenges
- “ To provide excellent teaching and research ambience
- “ To network with global institutions of excellence, Business, Industry and Research Organizations
- “ To contribute to the knowledge base through scientific enquiry, Applied research and Innovation

VISION AND MISSION OF THE DEPARTMENT OF COMMERCE

VISION

Department of Commerce is established in 2017 with the prime objectives of developing into a world class center of excellence in the fields of Business and Economics through value based education, training & research.

MISSION

- To impart holistic education using state of the art technology and to give a global perspective through value based education for social transformation.
- Inspire and empower the students to become innovative leaders and involving people who contribute to the success of organizations and betterment of communities.
- To develop a team of competent and qualified entrepreneur.
- To explore training and development opportunities
- To involve in projects leading to high quality research.
- To continuously evaluate our performance against suitable benchmarks, develop new programmes, global tie-ups to meet stakeholder requirements
- To train them with good communication and soft skills for employment.
- To prepare students for higher education in Commerce and Business Studies.
- To provide contextually relevant commerce education.
- To inculcate the use of Information and Communication Technology for the development of society.

PROGRAMME EDUCATIONAL OBJECTIVES

After completion of Programme the:

- Graduates will have the skills and knowledge to gain excellence in their professional career in Business and computers.
- Graduates will contribute and will communicate effectively to the team for growing into leadership.
- Graduates will enrich their own business and will help to increase the GDP of the nation
- To continue professional development, graduate will follow lifetime learning.
- Graduates will have the ability to continue their formal education and successfully complete a higher degree.
- Graduates will contribute to the development of nation and society by applying knowledge acquired in technical, computing and managerial skills.

COURSE OBJECTIVE

- To provide conceptual and an in-depth knowledge of different subjects of business education.
- To inculcate different skill required in various live business Situations / Problems.
- To build up self-confidence and competency in students to take up self-employable business Ventures
- To give an adequate exposure to operational environment in the field of management.
- To inculcate training to use techniques of modernmanagement for the benefit of all parties concerned.
- To inculcate Entrepreneurship skills

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

BBA General

SEMESTER I

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	AECC	ENC1183	General English-I	3	1	0	3
2	AECC	LNC1182/ LNC1184	German - I/ Tamil ó 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
7	AECC	COC1107 LNC1191 LNC1192	Business Environment and Ethics Basic Tamil I / Advanced Tamil I	2	0	0	2
		Total		23	7	0	26

SEMESTER II

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	AECC	ENC 1284	General English II	3	1	0	3
2	AECC	LNC1282/ LNC 1284	German - II/ Tamil ó 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	PA	COC1203	Business Economics	4	1	0	5
6	PA	COC 1234	Essentials of Business Analytics	0	0	4	2
7	AECC	COC 1225 LNC 1291 LNC 1292	Office Record & Management/ Basic Tamil II / Advanced Tamil II	2	0	0	2
		Total		20	6	4	24

SEMESTER III

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC2131	Organizational Behaviour for Business	4	0	0	4
2	PC	COC 2102	Banking Theory Law and Practice	4	1	0	5
3	PC	COC 2103	Marketing Management	4	2	0	5
4	PC	COC 2104	Entrepreneurial Development	4	0	1	5
5	PC	COC 2132	Fundamentals of International Trade	4	0	0	3
6	PC	COC 2133	Industrial and Labour Laws	4	0	0	3
7	PC	COC 2134	EVS	2	0	0	2
		Total		26	3	1	27

SEMESTER IV

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 2231	Fundamentals of Business Taxation	4	2	0	5
2	PC	COC 2232	Innovation and Creativity	4	0	0	3
3	PC	COC 2233	Cost and Management Accounting	4	2	0	5
4	PC	COC 2234	Production and Material Management	4	1	0	5
5	PC	COC 2235	Business Risk Management	4	1	0	4
6	PC	COC 2236	Total Quality Management	4	0	0	3
7	SS		Summer Internship	0	0	0	4
		Total		24	6	0	29

SEMESTER V

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 3131	Strategic Management	4	1	0	5
2	PC	COC 3132	Principles of Insurance	4	0	0	3
2	PC	COC 3133	Advertisement Management	4	0	0	4
3	PC	COC 3134	E- Business	4	0	0	4
4	PE		Elective I	4	1	0	4
5	PE		Elective II	4	1	0	4
6	SS	COC 3104	Personality Development	2	0	0	2
7		COC PT01	Placement Training & Library Hour			1	
		Total		26	3	1	26

SEMESTER VI

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 3231	Services Marketing	4	1	0	5
2	PC	COC 3232	Project Management	4	2	0	4
2	PC	COC 3233	Marketing Research	4	0	0	4
3	PE		Elective I	4	1	0	4
4	PE		Elective II	4	1	0	4
5	AECC	COC 3204	NSS	2	0	0	2
6	AECC	COC 3205	Value Education	2	0	0	2
7		COC3235	PROJECT AND VIVA- VOCE	0	0	0	4
8		COC PT02	Placement Training & Library Hour			1	
		Total		24	5	1	29

Total Credits: 161 Credits

ELECTIVE PAPERS BASKET 1

S.NO.	Course Group	CODE	SUBJECTS	L	T	P	C
1.	PE		Financial Reporting	3	1	0	4
2.	PE		Rural Banking	3	1	0	4
3.	PE		Fundamentals Of Financial Mathematics	3	1	0	4
4.	PE		Personal Finance	3	1	0	4
5.	PE		Commercial Banking	3	1	0	4
6.	PE		Industrial Psychology	3	1	0	4
7.	PE		Selling And Sales Management	3	1	0	4
8.	PE		Digital Marketing	3	1	0	4
9.	PE		Labour Laws	3	1	0	4
10.	PE		Financial Decision Making-I	3	1	0	4

ELECTIVE PAPERS BASKET 2

S.NO.	Course Group	CODE	SUBJECTS	L	T	P	C
1.	PE		Cost Management	3	1	0	4
2.	PE		Indian Financial System	3	1	0	4
3.	PE		Applications Of Financial Mathematics	3	1	0	4
4.	PE		Micro Financing	3	1	0	4
5.	PE		Introduction To Mutual Funds	3	1	0	4
6.	PE		Special Accounting	3	1	0	4
7.	PE		Social Entrepreneurship	3	1	0	4
8.	PE		Rural Marketing	3	1	0	4
9.	PE		Fundamentals Of Financial Mathematics	3	1	0	4
10.	PE		Financial Decision Making-II	3	1	0	4

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

MODULE V 6

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

6

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.

OBJECTIVES:

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

MODULE I ,Ugjhk; E}w;whz;LkuGf;ftpjifs

8

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

MODULE II GJf;ftpjifs

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; ftpjifs; - fPjhQ;ryp>Kk;igthrpfs; (10 ftpjifs; 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;nrrhy;yhf;fk;>gpiojpUj;jk; (xUik>gd;ik> y-s-ofu> u=wfu> z-e-dfuNtWghLfs;)>maw;nrrhw;fisjy;

MODULE V ,yf;fpatuyhW

7

ghle;jOtpaJ (,Ugjhk; E}w;whz;LkuGf; ftpjifs;>GJf;ftpjapd; Njhw;wKk; tsh;r;rpAk;>rpWfijapd; Njhw;wKk; tsh;r;rpAk;)

MODULE VI gilg;gpyf;fpak

7

ftpjivOJjy;>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; jpwidAk; jpwdha;Tnra;Ak; jpwidAk; 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
		4	1	0	5

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.

UNIT 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.

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT 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
3. 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, SulthanChand , 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 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

BASIC TAMIL I

2 0 0 2

gd;dpuz;lhk; tFg;Gtiujkpo; gapyhjkW;Wk; fy;Y}hpapy; gFjp-1y; jkpo; gapyhjmidj;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

நோக் க் க்

- 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

அல I

6

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

அல II

6

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

அல III

6

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

அல 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)

அல V

2

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

L – 26 ; TOTAL HOURS – 26

ஹிஹகஹ

1. jkpo;nkhopmwpKfk; - Kidth; g. Nltpl;gpughfh;>tptpntspapL> gjpg;G-2004.
2. jkpopy; ePq;fSk; gpiopay;yhky; vOjyhk; - Kidth; nghw;Nfh>GJtho;Tgjpg;gfk;>gjpg;G- 1992.
3. gpiopad;wpey;yjkpo; vOJtJvg;gb? = re;jpud;>jkpo;epiyak;>gjpg;G- 2007.
4. Hand Book Tamil – Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies – 1988.
5. www.Tamilvu.org

ஹௌஹபாஹ

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

LNC 1192

rpwg;Gj; jkpo;l /
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;
gapyhjkhzth;fSf;FchpaJ.

நோக் க்

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

அல I nra;As; 8

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

அல II rpWfij 3

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

அல III ,yf;fpatuyhW 5

ftpij>rpWfij>ehty;

அல IV nkhopj;jpwd; 5

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

அல V gilg;gpyf;fpak; 5

ftpijvOJjy;>rpWfijtiujy;

L – 26 ; TOTAL HOURS – 26

றி க்

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

බෙහෙවර පාඨ

- 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 Mansfieldô 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 Wolfeô 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)

MODULE 5

Prose War Minus Shooting
Whoø Who
Poetry Nissim Ezekiel ó õThe Night of The Scorpionö
Short Story Anita Desai ó õA Devoted Sonö (Extensive Reading)
Ruskin Bond ó õThe 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 õBacha 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.

LNC 1284

TAMIL II

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; gpioapd;wpvOjkhzth;fisg; gapw;Wtpj;jy;

MODULE I mw ,yf;fpaq;fs; 8

jpUf;Fws; - nrhy;td;ik (65Mk; mjpgfhuk;)>ehybahh; - mitawpjy; (5 ghly;fs; -32Mk; mjpgfhuk;)>gonkhopehD}W - ,d;dhnr;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; le;Jghly;fs;)>fhiuf;fhyk;ikahh; - %d;Wghly;fs; (mw;Gjj; jpUte;jhj)>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.,uhkrhkplaq;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;jpyyUe;Jjkopy; 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 ACCOUNTING 12

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

MODULE III PARTNERSHIP Admission 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 Retirement 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

COC 1232

HUMAN RESOURCE MANAGEMENT

L T P C

4 1 0 4

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.

COC 1203	BUSINESS ECONOMICS	L	T	P	C
		4	1	0	5

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 15
REVENUE

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 company
- 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	2	1

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

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

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**

COC 1231	FINANCIAL ACCOUNTING AND CONTROL	L	T	P	C
		5	1	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 to control business transaction using accounting software.

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 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 III PARTNERSHIP 15

Admission of partners: 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 DISSOLUTION OF A PARTNERSHIP 12

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

INSOLVENCY OF A PARTNER

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

FINANCIAL CONTROL USING TALLY

Bank Reconciliation Statement; Cost Centre; Budget and Control

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

- Explain the accounting for branches and departments and transactions related to it.
- Record the transactions in partnership form of business
- Able to control the cost of the business using Tally software.

COC 1203

BUSINESS ECONOMICS

L T P C

4 1 0 5

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	2	1

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)

3. Statistical Analysis with Excel For Dummies, 4th Edition; Joseph Schmuller; ISBN: 978-1-119-27116-1

Statistics for Business and Economics, 2ed (Author- Dr. Seema Sharma)Applied Business

COC 1225	OFFICE RECORDS AND MANAGEMENT	L	T	P	C
		2	0	0	2

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 1285

mbg;gilj; jkpo;l /
BASIC TAMIL II

L	T	P	C
2	0	0	2

gd;dpuz;lhk; tFg;Gtiujkpo; gapyhjkW;Wk; fy;Y}hpapy; gFjp-1y; jkpo; gapyhjmij;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

நோக் க் க்

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

அல I

6

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

அல II

6

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

அல III

6

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

அல 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)

அல V

2

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

ஹிஹகஹ

6. jkpo;nkhopmwpKfk; - Kidth; g. Nltpl;gpughfh;>tptpntspapL> gjpg;G-2004.
7. jkpopy; ePq;fSk; gpiopay;yhky; vOjyhk; - Kidth; nghw;Nfh>GJtho;Tgjpg;gfk;>gjpg;G- 1992.
8. gpiopad;wpey;yjkpo; vOJtJvg;gb? = re;jpud;>jkpo;epiyak;>gjpg;G- 2007.
9. Hand Book Tamil – Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies – 1988.
10. www.Tamilvu.org

ஹௌஹபஹ

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

LNC 1286

rpwg;Gj; jkpo;l /
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-1y; jkpo;
gapyhjkhzh;fSf;FchpaJ.

நோக் க் க்

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

அல I nra;As; 8

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

அல II rpWfij 3

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

அல III ,yf;fpatuyhW 5

ftpij>rpWfij>ehty;

அல IV nkhopj;jpwd; 5

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

அல V gilg;gpyf;fpak; 5

ftpijvOJjy;>rpWfijtiujy;

L – 26 ; TOTAL HOURS – 26

றி க்

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

බෙළු පා

- 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;