



B.S. Abdur Rahman
Crescent
Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956

Regulations 2016
Curriculum and Syllabi

(Amendments updated upto December 2020)

B.B.A.
(Entrepreneurship & Family Business)



**REGULATIONS 2016
CURRICULUM AND SYLLABI
(Amendments updated upto December 2020)**

**B.B.A.
(ENTREPRENEURSHIP AND FAMILY BUSINESS)**

VISION AND MISSION OF THE INSTITUTION

VISION

B.S. Abdur Rahman Crescent Institute of Science and Technology aspires to be a leader in Education, Training and Research in multidisciplinary areas of importance and to play a vital role in the Socio-Economic progress of the Country in a sustainable manner.

MISSION

- To blossom into an internationally renowned Institute.
- To empower the youth through quality and value-based education.
- To promote professional leadership and entrepreneurship.
- 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

To develop into a world class centre 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 organisations 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:

1. To provide necessary ambience for a holistic teaching-learning approach to match the international standards of education.
2. To provide strong foundation in Finance, marketing and HR to perform in financial service sector and to enable comprehensive understanding and application of the concepts applied in the industry.
3. To equip students with managerial skills like teamwork, leadership, communication and analytical skills for performing functional tasks efficiently and effectively.
4. To equip the students with essential knowledge from other relevant disciplines of management in order to infuse a multi-disciplinary approach

PROGRAMME OUTCOMES (PO):

On successful completion of the programme, the graduates will be able to:

- PO1** Apply the knowledge of Finance, Accounting, Taxation and Business Laws' specialization to the solution of complex real-world problems.
- PO2** Identify, formulate, review research literature, and analyze complex problems reaching substantiated conclusions using first principle of Finance, accounting, taxation and business laws
- PO3** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- PO4** Conduct investigations of complex problems Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- PO5** Create, select, and apply appropriate techniques, resources, and modern accounting and IT tools including prediction and modelling to complex activities with an understanding of the limitations.

- PO6** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.
- PO7** Comprehend the impact of the professional accounting, finance and management solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO8** Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting, finance and management practices
- PO9** Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO10** Communicate effectively on complex business activities with the business community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- PO11** Demonstrate knowledge and understanding of the accounting, finance and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- PO12** Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in broadest context of technological changes.

PROGRAMME SPECIFIC OUTCOMES:

- PSO1 - To inculcate entrepreneurship and managerial skills in students so as to enable them to establish and manage their business effectively.
- PSO2 - To integrate knowledge that will sustain an environment of learning and creativity among the students with an assurance for good careers.

**B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE & TECHNOLOGY,
REGULATIONS -2016
FOR
BACHELOR OF ARTS (B.A.) / BACHELOR OF BUSINESS ADMINISTRATION
(BBA) / BACHELOR OF COMMERCE (B.Com.) / BACHELOR OF COMPUTER
APPLICATIONS (BCA) / BACHELOR OF SCIENCE (B.Sc.)
DEGREE PROGRAMME
(For Candidates admitted from the academic year 2016-2017 onwards)**

1.0 PRELIMINARY DEFINITIONS & NOMENCLATURE

In these Regulations, unless the context otherwise requires:

- i) **"Programme"** means Under Graduate Degree Programme (B.A./BBA/BCA/B.Com./B.Sc.).
- ii) **"Course"** means a theory or practical subject that is normally studied in a semester.
- iii) **"Institution"** means B.S. Abdur Rahman Crescent Institute of Science & Technology.
- iv) **"Dean (Academic Affairs)"** means the Dean (Academic Affairs) of B.S. Abdur Rahman Crescent Institute of Science & Technology.
- v) **"Dean (Student Affairs)"** means the Dean (Students Affairs) of B.S. Abdur Rahman Crescent Institute of Science & Technology.
- vi) **"Controller of Examinations"** means the Controller of Examination of B.S. Abdur Rahman Crescent Institute of Science & Technology, who is responsible for conduct of examinations and declaration of results.

2.0 PROGRAMME OFFERED, DURATION AND ELIGIBILITY CRITERIA

2.1 U.G. Programmes Offered

Degree	Mode of Study
B.A.	Full Time
BBA	Full Time
B.Com	Full Time
BCA	Full Time
B.Sc.	Full Time

2.2 Duration of the Programme

The duration of the undergraduate program shall be six semesters (three academic years).

2.3 Eligibility Criteria

2.3.1 Students for admission to the first semester of the under graduate degree programme must have passed the Higher Secondary Certificate examination or any other examination of any authority accepted by this Institution as equivalent thereto.

S.No.	Programme	Eligibility Criteria
1	BCA	10 +2 (Higher Secondary) with Mathematics or equivalent subject
2	B.Sc. Computer Science	10 +2 (Higher Secondary) with Mathematics or equivalent subject
3	B.Sc. Bio Technology	10 +2 (Higher Secondary) with Chemistry as one of the subjects.
4	BBA (Financial Services)	10 +2 (Higher Secondary) with any stream or equivalent
5	BBA (General)	
6	BBA (Entrepreneurship & Family Business)	
7	B.Com. (General)	10 +2 (Higher Secondary) with Mathematics, Physics and Chemistry / Physics, Chemistry, Botany and Zoology /Commerce /Statistics as subjects.
8	B.Com (Accounts and Finance)	
9	B.Com. (Hons.)	
10	B.A. English (Hons.)	10 +2 (Higher Secondary) with any stream or equivalent

2.3.2 Eligibility conditions for admission such as marks obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

2.4 Streams of Study

Taking into consideration the rapid developments in technology and to cater the needs of the industry, the following programmes are offered

S.No	Program	Streams of Study
1.	BCA	i. Specialization in Cloud Technology and Information Security ii. Specialization in Mobile Applications and Information Security iii. Specialization in Data Science iv. Specialization in Multimedia and Web Application Development
2.	B.Sc.	i. Computer Science ii. Bio Technology
3.	BBA	i. General ii. Financial Services iii. Entrepreneurship & Family Business
4.	B.Com	i. General ii. Honors iii. Accounts and Finance
5.	B.A.	i. English (Hons.)

3.0 STRUCTURE OF THE PROGRAMME

3.1 The UG Programme consists of the following components as prescribed in the curriculum

- Core Courses
- Allied Courses
- Elective Courses
- Laboratory courses
- Laboratory integrated theory courses
- Value added Courses
- Project Work

- 3.2** The curricula and syllabi of all UG programmes shall be approved by Board of Studies of the respective department and Academic Council of this Institution.
- 3.3** Each course is normally assigned certain number of credits :
- One credit for one lecture period per week.
 - One credit for one tutorial period per week.
 - One credit each for lab sessions/project of two or three periods per week.
 - One credit each for value added courses of two or three periods per week.
- 3.4** The medium of instruction, examinations and project report shall be English, except B.A. Islamic Studies (Arabic medium) and for courses in languages other than English.
- 3.5** The minimum number of credits to be earned for the successful completion of the program shall be as follows:

S.No.	Programme	Credits
1	BCA	131
2	B.Sc. Computer Science	131
3	B.Sc. Biotechnology	138 - 142
4	BBA (Financial Services)	123 - 132
5	BBA (General)	145 -162
6	BBA (Entrepreneurship & Family Business)	145 -162
7	B.Com. (General)	159
8	B.Com (Accounts and Finance)	165
9	B.Com. (Hons.)	165 -175
10	B.A. English (Hons.)	141

- 3.6** The students shall normally register all the courses offered by the department in the semester in the respective programme as per the curriculum. However the registration in less number of courses by the students are permitted without affecting the prerequisite conditions after the approval of Head of the Department / Dean of School to give academic flexibility to students.

3.7 Elective courses from the curricula are to be chosen with the approval of the Head of the Department/ Dean of School

4.0 DURATION OF THE PROGRAMME

4.1 The minimum and maximum periods for the completion of the UG programmes are three years (6 semesters) and five years (10 semesters) respectively.

4.2 Each semester shall consist of a minimum of 90 working days.

4.3 Semester end examination will normally follow within a week after the last working day of the semester.

5.0 CLASS ADVISOR AND FACULTY ADVISOR

5.1 Class Advisor

A faculty member will be nominated by the HOD/Dean of School as Class Advisor for the class throughout the period of study.

The Class Advisor shall be responsible for maintaining the academic, curricular and co-curricular records of students of the class.

5.2 Faculty Advisor

To help the students in planning their courses of study and for general counseling, the Head of the Department / Dean of School of the students will attach a maximum of 20 students to a faculty member of the department who shall function as faculty advisor for the students throughout their period of study. Such faculty advisor shall guide the students in taking up the elective courses for registration and enrolment in every semester and also offer advice to the students on academic and related personal matters.

6.0 COURSE COMMITTEE

Each common theory course offered to more than one group of students shall have a "Course Committee" comprising all the teachers teaching the common course with one of them nominated as course coordinator. The nomination of the course coordinator shall be made by the Head of the Department / Dean of School / Dean (Academic Affairs) depending upon whether all the teachers teaching the common course belong to a single department or to several

departments. The Course Committee shall meet as often as possible and ensure uniform evaluation of the tests and arrive at a common scheme of evaluation for the tests. Wherever it is feasible, the Course Committee may also prepare a common question paper for the test(s).

7.0 CLASS COMMITTEE

A class committee comprising faculty members handling the courses, student representatives and a senior faculty member not handling the courses as chairman will be constituted semester-wise by the head of the department.

7.1 The composition of the class committee will be as follows:

- One senior faculty member preferably not handling courses for the concerned semester, appointed as chairman by the Head of the Department
- Faculty members of all courses of the semester
- Six student representatives (male and female) of each class nominated by the Head of the Department in consultation with the relevant faculty advisors
- All faculty advisors and the class advisors
- Head of the Department - Ex-Officio Member

7.2 The class committee shall meet at least three times during the semester. The first meeting shall be held within two weeks from the date of commencement of classes, in which the nature of continuous assessment for various courses and the weightages for each component of assessment shall be decided for the first and second assessment. The second meeting shall be held within a week after the date of first assessment report, to review the students' performance and for follow up action

7.3 During these two meetings the student members, shall meaningfully interact and express opinions and suggestions to improve the effectiveness of the teaching-learning process, curriculum and syllabi, etc

7.4 The third meeting of the class committee, excluding the student members, shall meet within 5 days from the last day of the semester end examination to analyze the performance of the students in all the components of assessments and decide their grades in each course. The grades for a

common course shall be decided by the concerned course committee and shall be presented to the class committee(s) by the concerned course coordinator.

8.0 REGISTRATION AND ENROLMENT

- 8.1** Except for the first semester, every student shall register for the ensuing semester during a specified week before the semester end examination of the ongoing semester. Every student shall submit a completed registration form indicating the list of courses intended to be enrolled during the ensuing semester. Late registration with the approval of the Dean (Academic Affairs) along with a late fee will be permitted up to the last working day of the current semester.
- 8.2** From the second year onwards, all students shall pay the prescribed fees for the year on or before a specific day at the beginning of the semester confirming the registered courses. Late enrolment along with a late fee will be permitted up to two weeks from the date of commencement of classes. If a student does not enroll, his/her name will be removed from rolls.
- 8.3** The students of first semester shall register and enroll at the time of admission by paying the prescribed fees.
- 8.4** A student should have registered for all preceding semesters before registering for a particular semester.

9.0 COURSE CHANGE/ WITHDRAWAL

9.1 Change of a Course

A student can change an enrolled course within 10 working days from the commencement of the course, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department/ Dean of School of the student.

9.2 Withdrawal from a Course

A student can withdraw from an enrolled course at any time before the first assessment test for genuine reasons, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department/ Dean of School of the student.

10.0 TEMPORARY BREAK OF STUDY FROM A PROGRAMME

A student may be permitted by the Dean (Academic Affairs) to avail temporary break of study from the programme up to a maximum of two semesters for reasons of ill health or other valid grounds. A student can avail the break of study before the start of first assessment of the ongoing semester. However the total duration for completion of the programme shall not exceed the prescribed maximum number of semesters (vide clause 4.1). If any student is debarred for want of attendance or suspended due to any act of indiscipline, it will not be considered as break of study. A student who has availed break of study has to rejoin in the same semester only.

11.0 ASSESSMENT PROCEDURE AND PERCENTAGE WEIGHTAGE OF MARKS

11.1 Every theory course shall have a total of three assessments during a semester as given below:

Type of Assessment	Course Coverage in Weeks	Duration	Weightage of Marks
Assessment 1	1 to 6	1.5 hours	25%
Assessment 2	7 to 12	1.5 hours	25%
Semester End Exam	Full course	3 hours	50%

11.2 The components of continuous assessment for theory/practical/laboratory integrated theory courses shall be finalized in the first class committee meeting.

11.3 Appearing for semester - end examination for each course is mandatory and a student should secure a minimum of 40% marks in each course in semester end examination for the successful completion of the course.

11.4 Every practical course will have 60% weightage for continuous assessments and 40% for semester end examination. However a student should secure a minimum of 50% of the marks in the semester end practical examination.

11.5 For laboratory integrated theory courses, the theory and practical components shall be assessed separately for 100 marks each and consolidated by

assigning a weightage of 75% for theory component and 25% for practical component. Grading shall be done for this consolidated mark. Assessment of theory component shall have a total of three assessments with two continuous assessments carrying 25% weightage each and semester end examination carrying 50% weightage. The student shall secure a separate minimum of 40% in the semester end theory examination. The evaluation of practical component shall be through continuous assessment.

- 11.6** In the case of Industrial training /Internship, the student shall submit a report, which will be evaluated along with an oral examination by a committee of faculty members, constituted by the Head of the Department/ Dean of School. The weightage for report shall be 60% and 40% for Viva Voce examination.
- 11.7** In the case of project work, a committee of faculty members constituted by the Head of the Department/ Dean of School will carry out three periodic reviews. Based on the project report submitted by the student(s), an oral examination (viva-voce) will be conducted as the semester end examination, for which one external examiner, approved by the Controller of Examinations, will be included. The total weightage for all periodic reviews will be 50%. Of the remaining 50%, 20% will be for the project report and 30% for the Viva Voce examination.
- 11.8** Assessment of seminars and comprehension will be carried out by a committee of faculty members constituted by the Head of the Department/ Dean of School.
- 11.9** For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during first appearance will be used for grading along with the marks scored in the arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester end examination and the internal assessment marks secured during the course of study shall be ignored.

12.0 SUBSTITUTE EXAMINATIONS

- 12.1** A student who has missed, for genuine reasons, a maximum of one of the two continuous assessments of a course may be permitted to write a substitute examination paying the prescribed substitute examination fees. However,

permission to write a substitute examination will be given under exceptional circumstances, such as accidents, admission to a hospital due to illness, etc. by a committee constituted by the Dean of School for that purpose. However there is no Substitute Examination for Semester End examination.

- 12.2** A student who misses any continuous assessment test in a course shall apply for substitute exam in the prescribed form to the Head of the Department / Dean of School within a week from the date of missed assessment test. However the Substitute Examination will be conducted after the last working day of the semester and before Semester End Examination.

13.0 ATTENDANCE REQUIREMENT AND SEMESTER / COURSE REPETITION

- 13.1** A student shall earn 100% attendance in the contact periods of every course, subject to a maximum relaxation of 25% (for genuine reasons such as medical grounds or representing the Institution in approved events etc.) to become eligible to appear for the semester-end examination in that course, failing which the student shall be awarded “I” grade in that course. For the courses in which “I” grade is awarded, the student shall register and repeat the course when it is offered next.
- 13.2** The faculty member of each course shall cumulate the attendance details for the semester and furnish the names of the students who have not earned the required attendance in that course to the Class Advisor. The Class Advisor will consolidate and furnish the list of students who have earned less than 75% attendance, in various courses, to the Dean (Academic Affairs) through the Head of the Department/ Dean of School. Thereupon, the Dean (Academic Affairs) shall announce the names of such students prevented from writing the semester end examination in each course.
- 13.3** A student who has obtained ‘I’ grade in all the courses in a semester is not permitted to move to next higher semester. Such student shall repeat all the courses of the semester in the subsequent academic year.
- 13.4** A student should register to re-do a core course wherein “I” or “W” grade is awarded. If the student is awarded, “I” or “W” grade in an elective course either the same elective course may be repeated or a new elective course may be taken with the approval of Head of the Department / Dean of School.

- 13.5** A student who is awarded “U” grade in a course will have the option either to write the semester end arrear examination at the end of the subsequent semesters, or to redo the course in the evening when the course is offered by the department. Marks scored in the continuous assessment during the redo classes shall be considered for grading along with the marks scored in the semester-end (redo) examination. If any student obtained “U” grade in the redo course, the marks scored in the continuous assessment test (redo) for that course will be considered as internal mark for further appearance of arrear examination.
- 13.6** If a student with “U” grade, who prefers to redo the course, fails to earn the minimum 75% attendance while redoing that course, then he / she will not be permitted to write the semester end examination and his / her earlier “U” grade and continuous assessment marks shall continue.

14.0 REDO COURSES

- 14.1** A student can register for a maximum of two redo courses per semester in the evening after regular college hours, if such courses are offered by the concerned department. Students may also opt to redo the courses offered during regular semesters.
- 14.2** The Head of the Department, with the approval of Dean Academic Affairs, may arrange for the conduct of a few courses during the evening, depending on the availability of faculty members and subject to a specified minimum number of students registering for each of such courses.
- 14.3** The number of contact hours and the assessment procedure for any redo course will be the same as those during regular semesters except that there is no provision for any substitute examination and withdrawal from an evening redo course.

15.0 PASSING AND DECLARATION OF RESULTS AND GRADE SHEET

- 15.1** All assessments of a course will be made on absolute marks basis. The Class Committee, without the student members, shall meet within 5 days after the semester-end examination and analyze the marks of students in all assessments of a course and award suitable letter grades. The letter grades

and the corresponding grade points are as follows:

Letter Grade	Grade Points
S	10
A	9
B	8
C	7
D	6
E	5
U	0
W	0
I	0
AB	0

"W" denotes withdrawal from the course.

"I" denotes inadequate attendance and hence prevention from semester-end examination

"U" denotes unsuccessful performance in the course.

"AB" denotes absence for the semester-end examination.

- 15.2** A student who earns a minimum of five grade points in a course is declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.
- 15.3** The results, after awarding of grades, shall be signed by the Chairman of the Class Committee and Head of the Department/Dean of Schools and the results shall be declared by the Controller of Examinations.
- 15.4** Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester-end theory examination answer scripts of one or more courses, on payment of prescribed fee, through proper application to Controller of Examination. Subsequently the Head of the Department/ Dean of School offered the course shall constitute a revaluation committee consisting of Chairman of the Class Committee as Convener, the faculty member of the course and a senior member of faculty knowledgeable in that course. The committee shall meet within a week to revalue the answer scripts and submit its report to the Controller of Examinations for consideration and decision.
- 15.5** After results are declared, grade sheets shall be issued to each student, which

will contain the following details:

- credits for each course registered for that semester.
- performance in each course by the letter grade obtained.
- total credits earned in that semester.
- Grade Point Average (GPA) of all the courses registered for that semester and the Cumulative Grade Point Average (CGPA) of all the courses taken up to that semester.

If C_i is the number of credits assigned for the i^{th} course and GPI is the Grade Point in the i^{th} course, GPA will be calculated according to the formula

$$GPA = \frac{\sum_{i=1}^n (C_i)(GPI)}{\sum_{i=1}^n C_i}$$

Where n = number of courses

The Cumulative Grade Point Average CGPA shall be calculated in a similar manner, considering all the courses enrolled from first semester.

"I" and "W" grades will be excluded for calculating GPA.

"U", "I", "AB" and "W" grades will be excluded for calculating CGPA.

The formula for the conversion of CGPA to equivalent percentage of marks shall be as follows:

Percentage Equivalent of Marks = CGPA X 10

- 15.6** After successful completion of the programme, the Degree will be awarded with the following classifications based on CGPA.

Classification	CGPA
First Class with Distinction	8.50 and above and passing all the courses in first appearance and completing the programme within the Prescribed period of 6 semesters.
First Class	6.50 and above, having completed within a period of 8 semesters.
Second Class	Others

However, to be eligible for First Class with Distinction, a student should not have obtained 'U' or 'I' grade in any course during his/her study and should have completed the U.G. programme within 6 semesters (except break of study). To be eligible for First Class, a student should have passed the examination in all the courses within 8 semesters reckoned from his/her

commencement of study. For this purpose, the authorized break of study will not be counted. The successful students who do not satisfy the above two conditions will be classified as second class. For the purpose of classification, the CGPA will be rounded to two decimal places. For the purpose of comparison of performance of students and ranking, CGPA will be considered up to three decimal places.

16.0 ELECTIVE CHOICE:

16.1 Apart from the various elective courses listed in the curriculum for each programme, the student can choose a maximum of two electives from any stream of the same program during the entire period of study, with the approval of the Head of the parent department and the Head of the other department offering the course.

16.2 Online / Self Study Courses

Students are permitted to undergo department approved online/ self study courses not exceeding a total of six credits with the recommendation of the Head of the Department / Dean of School and with the prior approval of Dean Academic Affairs during his/ her period of study. In case of credits earned through online mode ratified by the respective Board of Studies, the credits may be transferred following the due approval procedures. The students shall undergo self study courses on their own with the mentoring of a member of the faculty. The online/ self study courses can be considered in lieu of elective courses.

17.0 SUPPLEMENTARY EXAMINATION

Final Year students can apply for supplementary examination for a maximum of three courses thus providing an opportunity to complete their degree programme. The students can apply for supplementary examination within three weeks of the declaration of results.

18.0 PERSONALITY AND CHARACTER DEVELOPMENT

18.1 All students shall enroll, on admission, in any of the personality and character development programmes, NCC / NSS / NSO / YRC / Rotaract and undergo

practical training.

- **National Cadet Corps (NCC)** will have to undergo specified number of parades.
- **National Service Scheme (NSS)** will have social service activities in and around Chennai.
- **National Sports Organization (NSO)** will have sports, games, drills and physical exercises.
- **Youth Red Cross (YRC)** will have social service activities in and around Chennai.
- **Rotaract** will have social service activities in and around Chennai.

19.0 DISCIPLINE

19.1 Every student is required to observe disciplined and decorous behavior both inside and outside the campus and not to indulge in any activity which will tend to affect the prestige of the Institution.

19.2 Any act of indiscipline of a student, reported to the Dean (Student Affairs), through the HOD / Dean will be referred to a Discipline and Welfare Committee nominated by the Vice-Chancellor, for taking appropriate action.

20.0 ELIGIBILITY FOR THE AWARD OF DEGREE

20.1 A student shall be declared to be eligible for the award of 3 year Bachelor provided the student has:

- i) successfully completed all the required courses specified in the programme curriculum and earned the number of credits prescribed for the specialization, within a maximum period of 10 semesters. from the date of admission, including break of study
- ii) no dues to the Institution, Library, Hostels
- iii) no disciplinary action pending against him/her.

20.2 The award of the degree must have been approved by the Institution.

21.0 POWER TO MODIFY

Notwithstanding all that has been stated above, the Academic Council has the right to modify the above regulations from time to time.

**B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF
SCIENCE & TECHNOLOGY
B.B.A (ENTREPRENEURSHIP AND FAMILY BUSINESS)
CURRICULUM & SYLLABI, REGULATIONS 2016**

SEMESTER I

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	AECC	ENC 1183	General English-I	3	1	0	3
2	AECC	LNC 1182/ LNC 1184	German - I/ Tamil – I	3	1	0	3
3	PC	COC 1101	Financial Accounting	4	2	0	5
4	PC	COC 1102	Business Management	4	1	0	5
5	PC	COC1131	Business Regulatory Framework	3	1	0	4
6	PC	COC1132	Statistics for Business	4	1	0	4
7	AECC	COC 1107/ LNC 1191/ LNC 1192	Business Environment and Ethics/ Basic Tamil -I / Advanced Tamil - I	2	0	0	2
							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	LNC 1282/ LNC 1284	German - II/ Tamil - II	3	1	0	3
3	PC	COC1201	Advanced Financial Accounting	4	2	0	5
4	PC	COC1231	Principles of Human Resource Management	4	1	0	4
5	PA	COC1203	Business Economics	4	1	0	5
6	SS	COC1232	Essential of Business Analytics	0	0	4	2

7	AECC	COC 1223/ LNC 1291/ LNC 1292	Office Record and Management/ Basic Tamil - II / Advanced Tamil - II	2	0	0	2
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24**SEMESTER III**

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 2131	Organizational Behavior 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	Entrepreneurship Development	4	1	0	5
5	PC	COC 2132	Fundamentals of International and Trade	4	0	0	3
6	PC	COC 2133	Industrial Relation and Labour Laws	4	0	0	3
7	AECC	COC 2134	Environmental Studies	2	0	0	2

27**SEMESTER IV**

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 2231	Fundamental of Business Taxation	4	2	0	5
2	PC	COC 2232	Innovation and Creativity	4	1	0	5
3	PC	COC 2213	Accounting for Decision Making	4	2	0	5
4	PC	COC 2234	Production and Material management	4	1	0	5
5	PC	COC 2235	Business Risk Management	4	0	0	3
6	PA	COC 2236	Total Quality Management	4	0	0	3
7	SS	COC 2207	Summer Internship	0	0	0	3

29

Semester V

S.No.	Course Group	Course Code	Course Title	L	T	P	C
1.	PC	COC 3148	Fundamentals of Family Business	3	1	0	3
2.	PC	COC 3149	Corporatization of Family Business	3	1	0	3
3.	PC	COC 3150	Business Succession Planning	3	1	0	3
4.	PC	COC 3151	Turnaround Strategies	3	0	0	3
5.	PC	COC 3152	Strategic Cost Management	3	1	0	3
6.	PC	COC 3153	Business Diversification	3	1	0	3
7.	PC	COC 3154	Personal financial planning	3	1	0	3
8.	SS	COC 3104	Personality Development	2	0	0	2
9.	SS	COCPT01	Placement Training and Library Hour	0	0	1	0
Total							23

Semester VI

S.no.	Course Group	Course Code	Course Title	L	T	P	C
1.	PC	COC 3241	Business Plan Presentation/Pitching for Funding	0	0	10	5
2.	PC	COC 3242	Pre Incubation at Crescent Innovation and Incubation Council(CIIC)	0	0	0	5
3.	SS	COC 3204	NSS	2	0	1	2
4.	AECC	COC 3205	Value Education	2	0	0	2
5.	PC	COC 3232	Project Management	4	2	0	4
6.	SS	COCPT02	Placement Training and Library Hour	0	0	1	0
Total Credits							18

Total Credits : 147

ELECTIVE BASKET- I

Group	Course Code	Course Title	L	T	P	C
PE	COCX 301	Family Business Management	4	1	0	4
PE	COCX 302	Corporate Social Responsibility	4	1	0	4
PE	COCX 303	Business Simulation	4	1	0	4
PE	COCX 304	Design Thinking	4	1	0	4
PE	COCX 305	Entrepreneurial Marketing	4	1	0	4

ELECTIVE BASKET- II

Group	Course Code	Course Title	L	T	P	C
PE	COCX 401	Social Entrepreneurship	4	1	0	4
PE	COCX 402	Families in Business	4	1	0	4
PE	COCX 201	Digital Marketing	4	1	0	4
PE	COCX 403	Business Ethics and Corporate Governance	4	1	0	4
PE	COCX 404	Leadership and Change Management	4	1	0	4

SEMESTER I

ENC 1183	GENERAL ENGLISH - I	L	T	P	C
		3	1	0	3

OBJECTIVES:

The intentions of this course are :

- 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.
- To encourage them to use grammatical expressions.
- To motivate them to understand the short story and prose.

MODULE - I EDUCATION 9

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 EMPLOYMENT & UNEMPLOYMENT 9

Prose	Employment & Unemployment
Poem	Ben Jonson - "On Shakespeare"
Short Story	Rudyard Kipling – "The Miracle of Puran Bhagat" (Extensive Reading)
Essential English Grammar – 4-7 MODULES	

MODULE III A DEAD PLANET 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 RIDDLES 9

Prose	Riddles
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Poem Oliver Goldsmith - "The Village Schoolmaster"
Essential English Grammar – 11-13 MODULES

MODULE V KILLERS A SHORT STORY 8

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 GALLOPING GROWTH 8

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

L – 39; P – 13; TOTAL HOURS –52

TEXT BOOK:

1. Krishnaswamy. N, Sriraman T. Current English for Colleges. Hyderabad: Macmillan Indian Ltd, 2006.

REFERENCES:

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

OUTCOMES:

On successful completion of this course students are able to

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

LNC 1182**GERMAN - I****L T P C****3 1 0 3****OBJECTIVES:**

The resolves of this course are :

- 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 the society.
- To understand matters which are of daily usage
- To understand them for describe the people need and their requirements.

MODULE - I**9**

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**9**

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

MODULE III**9**

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

MODULE IV**9**

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**8**

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 – 39; P – 13; TOTAL HOURS –52**TEXT BOOKS:**

1. Tangram aktuell 1 – Lektion 1–4 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, ISBN 978-3-19-001801-7

REFERENCES:

1. NETZWERK A1 TEXTBOOK, Deutsch als Fremdsprache, Stefanie Dengler, Paul Rusch, Helen Schmitz, Tanja Sieber, Langenscheidt and Klett, ISBN : 9788183076968
2. STUDIO D A1 (SET OF 3 BOOKS + CD), Hermann Funk. Cornelsen, ISBN: 9788183073509
3. Willkommen! Beginner's course. Paul Coggle, Heiner Schenke. 2nd edition. (chapter 1 - 6) ISBN: 9781444165159
4. Willkommen! Beginner's course. Paul Coggle, Heiner Schenke. ISBN: 978-1-444-16518-0
5. 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 successful completion of this course students are 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.
- Understand matters which are of daily usage.
- Understand to communicate as per people's need and requirements.

LNC 1184	பொதுத் தமிழ் I / GENERAL TAMIL I	L	T	P	C
		3	1	0	3

OBJECTIVES:

- சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியங்களை அறிமுகம் செய்தல்
- புதுக்கவிதை, சிறுகதை, உரைநடை ஆகிய இலக்கியங்களின் நயம் பாராட்டுதல்
- சந்திப் பிழையின்றி எழுத மாணவர்களைப் பயிற்றுவித்தல்
- நவீன இலக்கிய சிந்தனைகளைப் புகட்டுதல்
- தமிழறிஞர்களை அறிமுகப்படுத்துதல்

MODULE I இருபதாம் நூற்றாண்டு மரபுக்கவிதைகள் 8

மனோன்மனியம் சுந்தரனார் - தமிழ்த்தாய் வாழ்த்து, பாரதியார் - யோக சித்தி, பாரதிதாசன் - நீங்களே சொல்லுங்கள், கண்ணதாசன் - காலக்கணிதம்

MODULE II புதுக்கவிதைகள் 8

இன்குலாப் - போராட்டம், அப்துல் ரகுமான் - முதுமை, வைரமுத்து - அந்தி, நா.காமராசன் - அலிகள், தாமரை - ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும்,மேத்தா - தேசப்பிதாவுக்கு ஒரு தெருப்பாடகன் அஞ்சலி,ஹைக்கூ கவிதைகள்

MODULE III சிறுகதைகள் 8

பி.எஸ்.ராமையா - பணம் பிழைத்தது, ஜெயகாந்தன் - பால்வடியும் முகம், கி.இராஜநாராயணன் - நாற்காலி, சு.சமுத்திரம் - காகித உறவு, மாதவிக்குட்டி - நெய்ப்பாயாசம், தி.ஜானகிராமன் - முள்முடி

MODULE IV மொழிப்பயிற்சி 7

கலைச்சொல்லாக்கம், பிழை திருத்தம் (ஒருமை, பன்மை, ல-ள-ழகர, ர-றகர, ண-ந-னகர வேறுபாடுகள்), அயற்சொற்களைதல்

MODULE V இலக்கிய வரலாறு 7

பாடந்தழுவினது (இருபதாம் நூற்றாண்டு மரபுக் கவிதைகள், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், சிறுகதையின் தோற்றமும் வளர்ச்சியும்)

MODULE VI படைப்பிலக்கியம் 7

கவிதை எழுதுதல், சிறுகதை வரைதல்

L T P C TOTAL HOURS 75

REFERENCES:

1. பொதுத்தமிழ் - செய்யுள்திரட்டு - தமிழ்த்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

OUTCOMES:

1. மாணவர்கள் சமூக மாற்றச் சிந்தனைகளை அறிந்துகொள்வர்
2. சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
3. புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர்
4. தமிழ்மொழியில் காண்பெறும் ஒலி மாறுபாடுகளை அறிந்து கொள்வர்
5. மரபுக்கவிதை புதுக்கவிதை குறித்த அறிவினைப் பெறுவர்

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

OBJECTIVES:

The intentions of this course are,

- 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 18

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 16

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

MODULE IV BANK RECONCILIATION STATEMENT 16

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

MODULE V DEPRECIATION ACCOUNTING 16

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; P – 26; TOTAL HOURS – 78

PROPORTION OF THEORY : PROBLEM – 20:80

TEXT BOOK:

1. T.S.Reddy & A.Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011

REFERENCES:

1. P.C. Tulsian, “Financial Accounting”, Tata MC Graw Hill Ltd, 2003.
2. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2002.
3. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand& Company Ltd., 2002, Reprint – 2008.

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, its importance and method of preparation for sole proprietorship.

COC 1131	BUSINESS REGULATORY FRAMEWORK	L	T	P	C
		3	1	0	4

OBJECTIVES:

The objectives of this course are :

- To enable the students to learn the elements of general contract.
- To impart basic knowledge about contract of indemnity.
- To make the learners to understand and apply the various contracts in business or profession
- To understand the contract of sales and agreement to sale.
- To familiarize with the different concepts and practices of the companies act.

MODULE - I INTRODUCTION AND MEANING 12

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

MODULE II INDEMNITY 10

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

MODULE III GUARANTEE 10

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 10

Contract of sales and agreement to sale-sale, pledge, charge, hypothecation and mortgage.

MODULE V COMPANIES ACT 10

Definition – Formation – Memorandum of Association – Articles of Association.

L – 39; P – 13; TOTAL HOURS – 52

TEXT BOOKS:

1. N.D. KAPOOR ,Elements of business Law, Sultan Chand & Sons, New Delhi-2015.

REFERENCES:

1. KUCHAL, Mercantile Law, Vikas Publishing House, New Delhi, 2015.
2. R.S.N.PILLAI & BAGAVATHI, Mercantile Law, Sultan Chand & Sons New Delhi-2015
3. BALACHANDRAN V, & THOTHARDI, Business Law, Tata McGraw Hill Publishing Company Ltd.-2015

OUTCOMES:

On successful completion of this course students are able to

- Appreciate the legal provisions related to Contract act and special contracts.
- Acquaint with the legal provisions related to various essential elements of a valid contract.
- Apply various provisions of contract related to business
- Analyze different kinds of charges and how to adopt in business situations.
- Determine a clear idea about the concept in formation and incorporation of company.

COC1132	STATISTICS FOR BUSINESS	L	T	P	C
		4	1	0	4

OBJECTIVES:

The objectives of this course are :

- To develop among students to arrange, representation, analysis & interpretation of data
- To enable students to analyse the data by using appropriate statistical tools.
- To learn basics of mathematical equations.
- To have knowledge in various arithmetical calculations.
- To understand different mathematical operations for logical analysis.

MODULE - I INTERPRETATION OF DATA (5 L) 10

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

MODULE II CENTRAL TENDENCY AND DISPERSION 15

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

MODULE III CORRELATION AND REGRESSION 10

Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation – 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

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

L – 52; T – 13; TOTAL HOURS – 65

TEXT BOOKS:

- Dr. S. P Gupta, Statistical Methods, ISBN-13:9789351610281, Sultan Chand & Sons, 2017.

REFERENCES:

1. Elhance D.N. , Fundamentals of Statistics – KitabMahal,59th edition, 2019.
2. R.S. Aggarwal ,Quantitative Aptitude — Sultan Chand Publication.2019.
3. R.S. Aggarwal , Logical Reasoning – Sultan Chand Publication,2019.

OUTCOMES:

On successful completion of this course students are able to

- Tabulate and classify various statistical data
- Analyse data using various statistical tools
- have knowledge on operations research analysis
- apply mathematical applications into the business world.
- Students can use business mathematics in their daily life as well

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

OBJECTIVES:

The intentions of this course are :

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

MODULE - I INTRODUCTION 6

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 5

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

MODULE III POLITICAL ENVIRONMENT 5

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

MODULE IV SOCIAL ENVIRONMENT 5

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

MODULE V GLOBAL ENVIRONMENT**5**

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

L – 26; P – 0 TOTAL HOURS – 26**TEXT BOOK:**

1. CB Gupta, Business Environment, Sultan Chand , New Delhi, 2013

REFERENCES:

1. K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2001.
2. S.Sankaran, Business Environment, Margham Publications, Chennai, 2002
3. Raj Agarwal, Business Environment, Excel Books, New Delhi, 2000

OUTCOMES:

On successful completion of this course students are able to

- Analyze the various factors affecting the business environment
- Analyze the various factors affecting the PESTEL.
- 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 globalization in India

LNC 1191

**அடிப்படைத் தமிழ் I /
BASIC TAMIL I**

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

பன்னிரண்டாம் வகுப்பு வரை தமிழ் பயிலாத மற்றும் கல்லூரியில் பகுதி-1ல் தமிழ் பயிலாத அனைத்து இளநிலை பயில் மாணவருக்கும் உரியது.

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

- தமிழ்மொழியை அடிப்படைநிலையில் பேசவும் படிக்கவும் எழுதவும் மாணவர்களை ஆயத்தப்படுத்துதல்.
- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளங்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- v To equip the students to speak, read and write Tamil at the basic level
- v To make them understand the features of Tamil Language and Tamil culture.
- v To familiarize every day usage words in Tamil

அலகு I

6

உயிரெழுத்துக்கள் (Vowels) - மெய்யெழுத்துக்கள் (Consonants) - உயிர் மெய்யெழுத்துக்கள் (Vowel consonants) - கிரந்த எழுத்துக்கள் (Grantha Letters)

அலகு II

6

பெயர்ச்சொல் (Noun) - வினைச்சொல் (Verb) - பிரதிபெயர் (Pronoun) - பெயரடை (Adjective) - வினையடை (Adverb)

அலகு III

6

திணை (Human / Non Human) - பால் (Gender) - எண் (Singular / Plural) - இடம் (First / Second / Third Person) - காலம் (Tense)

அலகு IV

6

எண்கள் (Numbers) - உறவுப்பெயர்கள் (Kinship Terms) - வாரத்தின் நாட்கள் (week days) - இயற்கை (Nature) - உடல் உறுப்புகள் (Parts of the body) - பயன்பாட்டுப் பொருட்களின் பெயர்கள் (Everyday usage words)

அலகு V**2**

பிழைநீக்கி எழுதுதல் (Spot the error) - அகர வரிசைப்படுத்துதல் (Arrange in Alphabetical order) - எதிர்ச்சொல் அறிதல் (Antonyms)

L – 26; T - 0 ; TOTAL HOURS – 26**குறிப்புகள்**

1. தமிழ்மொழி அறிமுகம் - முனைவர் ப. டேவிட்பிரபாகர், விவி வெளியிடு. பதிப்பு- 2004.
2. தமிழில் நீங்களும் பிழையில்லாமல் எழுதலாம் - முனைவர் பொற்கோ, புதுவாழ்வு பதிப்பகம், பதிப்பு – 1992.
3. பிழையின்றி நல்லதமிழ் எழுதுவது எப்படி? ஸ்ரீ சந்திரன், தமிழ்நிலையம், பதிப்பு – 2007.
4. Hand Book Tamil – Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies – 1988.
5. www.Tamilvu.org

வெளிப்பாடு

- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளங்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- பிழையின்றி தமிழ்மொழியை எழுதும் திறன் பெறுவர்
- தமிழ் இலக்கண அறிவினை அறிந்து கொள்வர்
- அன்றாடம் பயன்படுத்தும் தமிழ்ச்சொற்களை அறிவர்

LNC 1192**சிறப்புத் தமிழ் I /
ADVANCED TAMIL I****L T P C
2 0 0 2**

பத்தாம் வகுப்பு மற்றும் பன்னிரண்டாம் வகுப்புவரை தமிழ் பயின்று கல்லூரியில் பகுதி-1ல் தமிழ் பயிலாத மாணவர்களுக்கு உரியது.

நோக்கங்கள்

- தமிழ்மொழிமற்றும் தமிழ் பண்பாட்டை விளங்கவைத்தல்
- நடைமுறைவாழ்வியலுக்கான தமிழ்ச்சொற்களை அறியவைத்தல்

அலகு I செய்யுள் 6

யோகசித்தி-பாரதியார் - நீங்களே சொல்லங்கள் - பாரதிதாசன் - போராட்டம் - முதுமை-
அப்பூல் ரகுமான் - தேசபிதாவுக்கு ஒரு பாடகன் அஞ்சலி-மேத்தா - தொலைத்துபோனது -
ஆண்டாள் பிரிதர்ஷினி - அலிகள் - ந. காமராசர்

அலகு II சிறுகதை 5

ஜெயகாந்தன் - பால்வடியும் முகம் - பி.எஸ்.ராமையா-பணம் பிழைத்தது

அலகு III இலக்கியவரலாறு 5

கவிதை, சிறுகதை, நாவல்

அலகு IV மொழித்திறன் 5

பிறமொழிச் சொற்களுக்கு இணையான தமிழ்ச்சொற்கள் - கலைச் சொல்லாக்கம் -
பழைத்திருத்தம்

அலகு V படைப்பிலக்கியம் 5

கவிதை எழுத்துதல், சிறுகதைவரைதல்

L – 26; T - 0 ; TOTAL HOURS – 26**குறிப்புகள்**

1. செய்யுள், உரைநடை
2. தமிழ் இலக்கியவரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

வெளிப்பாடு

- மாணவர்கள் சமூக மாற்றச் சிந்தனைகளை அறிந்துகொள்வர்
- சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர்
- சங்க கால வாழ்வியல் முறைகளை அறியப் பெறுவர்
- இலக்கிய மரபினையும் தொன்மையினையும் தெரிந்து கொள்வர்

SEMESTER II

ENC 1284	GENERAL ENGLISH - II	L	T	P	C
		3	1	0	3

OBJECTIVES:

The intentions of this course are,

- 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.
- To encourage them to use appropriate grammatical expressions.

MODULE 1 **9**

Prose Qahwah

Poem William Wordsworth – “Nutting”

Filling Money Order Challan and Bank Challan

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

Essential English Grammar: - 31-33 Modules

MODULE 2 **8**

Prose Environment

Poetry John Keats – “La Belle Dame Sans Merci”

Short Story Katherine Mansfield—A Cup of Tea (Extensive Reading)

Dialogue Writing

Essential English Grammar: 34-37 Modules

MODULE 3 **8**

Prose A Dilemma

Poetry Robert Frost – “Design”

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

Conversations

Essential English Grammar: 38-40 Modules

MODULE 4 **8**

Prose Computeracy

Poetry Sarojini Naidu – “The Gift of India”

Short Story R.K. Narayan – “Half a Rupee Worth” (Extensive Reading)

Essential English Grammar: 41-43 Modules**MODULE 5****11****Prose**

War Minus Shooting

Who's Who

Poetry

Nissim Ezekiel – “The Night of The Scorpion”

Short Story

Anita Desai – “A Devoted Son” (Extensive Reading)

Ruskin Bond – “The Boy Who Broke the Bank” (Extensive Reading)

Report Writing**Letter to the Editor****Essential English Grammar: 44-47 Modules****MODULE 6****8****Prose**

Usage and Abusage

Poetry

Mathew Arnold –Dover Beach

Short Story

Manohar Malgonkar – “Bacha Lieutenant”

Essential English Grammar: 48-50 Modules**L-39, T-13, TOTAL HOURS – 52****TEXT BOOK:**

1. Krishnaswamy. N, Sriraman T. **Current English for Colleges**. Hyderabad: Macmillan Indian Ltd, 2006.

REFERENCES:

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

OUTCOMES:

On successful completion of this course students are able to

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

LNC 1282	GERMAN - II	L	T	P	C
		3	1	0	3

OBJECTIVES:

The goals of this course are,

- 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 the society.
- To understand matters which are of daily usage

MODULE I **9**

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

MODULE II **9**

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

MODULE III **9**

A birthday party, Food and drink, Presents and Congratulations

MODULE IV **9**

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 **8**

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

L-39, T-13, TOTAL HOURS – 52

TEXT BOOKS:

1. Course book :Tangram aktuell 1 – Lektion 5–8 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, 9788183070867

PRACTICE BOOK:

1. Tangram aktuell 1 – Lektion 5–8 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, ISBN 9788183070867

REFERENCES:

1. NETZWERK A2 TEXTBOOK, Deutsch als Fremdsprache, Stefanie Dengler, Paul Rusch, Helen Schmitz, Tanja Sieber, Langenscheidt and Klett, ISBN : 9788183077231, 2015
2. STUDIO D A2 (SET OF 3 BOOKS + CD), Hermann Funk. Cornelsen, ISBN: 9788183073516, 2005.

OUTCOMES:

On successful completion of this course students are 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.
- Understand matters which are of daily usage
- Understand objects and its shape

LNC 1284	வொதுத் தமிழ் II / TAMIL II	L T P C
		3 1 0 3

OBJECTIVES:

- சமூகமாற்றச் சிந்தனைகளைஉள்ளடக்கியதற்கால இலக்கியங்களைஅறிமுகம் செய்தல்
- புதுக்கவிதை,சிறுகதை,உரைநடைஆகிய இலக்கியங்களின் நயம் பாராட்டுதல்
- சந்திப் பிழையின்றி எழுதமானவர்களைப் பயிற்றுவித்தல்
- நவீன இலக்கிய சிந்தனைகளைப் புகட்டுதல்
- தமிழறிஞர்களை அறிமுகப்படுத்துதல்

MODULE I அறு இலக்கியங்கள் 9

திருக்குறள் - சொல்வன்மை (65ஆம் அதிகாரம்),நாலடியார் - அவையறிதல் (5 பாடல்கள் - 32ஆம் அதிகாரம்),பழமொழிநானூறு - இன்னசெய்யாமை(5 பாடல்கள்), இனியவைநாற்பது - முதலைத்துபாடல்கள்

MODULE II பக்தி இலக்கியங்கள் 9

தேவாரம் - மூவர் தேவாரம் (15 பாடல்கள்) அப்பர் தேவாரம்,திருஞானசம்பந்தர் தேவாரம்,சுந்தரர் தேவாரம் (ஒவ்வொன்றிலிருந்தும் ஐந்துபாடல்கள்),காரைக்காலம்மையார் - மூன்றுபாடல்கள் (அற்புதத் திருவந்தாதி),மாணிக்கவாசகர் - திருவெம்பாவை (தேர்ந்தெடுக்கப்பெற்ற 5 பாடல்கள்),ஆண்டாள் - திருப்பாவை (தேர்ந்தெடுக்கப்பெற்ற 5 பாடல்கள்),குலசேகராழ்வார் - திருவேங்கடத்தில் பிறத்தலும் இருத்தலும் போதுமெனல் (11 பாசரம்)

MODULE III காப்பியங்கள் 9

மணிமேகலை - ஆதிரைபிச்சையிட்டகாதை (20 அடிகள் மட்டும்), கம்பராமாயணம் - பாலகாண்டம்,நாட்டுப்பலகம் (10 பாடல்கள் மட்டும்), இரட்சணியயாத்திரிகம் - சிலுவைப்பாடு (10 பாடல்கள்),சீறாபுராணம் - மாணுக்குப் பிணைநின்றபுலம் (6 பாடல்கள்)

MODULE IV கட்டுரைகள் 9

உ.வே.சாமிநாதையர் - தமிழ்நாட்டு வணிகர். வ.இராமசாமி ஐயங்கார் - மூதறிஞர் இராஜகோபாலாச்சாரியார், மா.இராசமாணிக்கனார் - சித்தன்னவாசல் ஓவியங்கள், பி.எல்.சாமி-சங்க இலக்கியத்தில் அறிவயல் கலை,க.கைலாசபதி - பாரதியும் மேனாட்டுக் கவிஞரும்,தொ. பரமசிவன் - சொல்லும் பொருளும்.

MODULE V இலக்கியவரலாறு 8

அற இலக்கியங்களின் தோற்றமும் வளர்ச்சியும்,சைவவணவ இலக்கியங்கள் தோற்றமும் வளர்ச்சியும்,காப்பியங்கள் தோற்றமும் வளர்ச்சியும்,உரைநடைதோற்றமும் வளர்ச்சியும்

MODULE VI மொழிப்பயிற்சி 8

இலக்கணக் குறிப்புத் தருதல்,வல்லினம் மிகுமிடங்களும்,மிகாவிடங்களும்,மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்துதமிழில் பெயர்த்தல்),கடிதங்களும் வகைகளும்

L-39, T-13, TOTAL HOURS – 52

REFERENCES:

1. பொதுத்தமிழ் - செய்யுள்திரட்டு - தமிழ்த்துறைவெளியீடு
2. தமிழ் இலக்கியவரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

OUTCOMES:

- மாணவர்கள் சமூக மாற்றச் சிந்தனைகளை அறிந்துகொள்வர்
- சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர்
- தமிழ்மொழியில் காணப்பெறும் ஒலி மாறுபாடுகளை அறிந்து கொள்வர்
- மரபுக்கவிதை – புதுக்கவிதை குறித்த அறிவினைப் பெறுவர்

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

OBJECTIVES:

The aims of this course are,

- 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 18

Admission of a Partner: Calculation of New Profit Sharing Ratio and Sacrificing Ratio – Treatment of Goodwill – Revaluation Account – Memorandum Revaluation Account – Adjustment of Capital – 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 – Treatment of Goodwill – Revaluation account – memorandum revaluation account – Adjustment of Capital – preparation of balance sheet of new firm.

MODULE V DISSOLUTION OF A PARTNERSHIP 18

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

L – 52; P – 26; TOTAL HOURS – 78

PROPORTION OF THEORY : PROBLEM – 20:80**TEXT BOOK:**

1. Financial Accounting -T.S.Reddy & A.Murthy, Margham Publications,Ch-17, 2012.
2. R.L.Gupta & V.K.Gupta. (2009) Advanced Accounting, Sultan Chand & Sons, New Delhi

REFERENCES:

1. R.L.Gupta & V.K.Gupta. Advanced Accounting, Sultan Chand & Sons, New Delhi, 2009
2. Shukla & Grewal, Advanced Accounting, S Chand & Co, New Delhi, 2009
3. P.C.Tulsian, Financial Accounting, Tata McGraw-Hill, New Delhi. 2009
4. Jain & Narang, Financial Accounting,Kalyani Publishers, New Delhi. 2015

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
- Record the transactions in partnership form of business in case of admission, retirement and death of a partner.
- Record the transactions in partnership form of business in case if dissolution.

COC 1231	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	L	T	P	C
		4	1	0	4

OBJECTIVES:

The objectives of this course are :

- Understanding the interface of the Human Resources function with Operations, Marketing, and
- Finance functions.
- To learn how to analyse jobs and the process of recruiting and selection.
- To identify the training and development activities.
- To provide the future manager with inputs with a view to Enhancing the appreciation of the Human Resources function as a potential career option.
- To gain insight on compensation management.

MODULE - I INTRODUCTION 13

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 13

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 13

Training Process, Career Development, Training and Development Methods.

MODULE IV PERFORMANCE MANAGEMENT SYSTEM 13

Performance Appraisal Process and Its challenges, Legal Issues associated with Performance Appraisal.

MODULE V COMPENSATION MANAGEMENT 13

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.

L – 52; P – 13; TOTAL HOURS – 65

TEXT BOOKS:

1. K Aswathappa ,Human Resource Management Text and Cases, Eighth edition,2017, M.G.Hills Education.

REFERENCES:

1. Gary Dessler, Biju Varkkey, Human Resource Management, Fifteenth edition, 2017, Pearson.
2. Pravin Durai, Human Resource Management, Second edition, 2016, Pearson.
3. V.S P. Rao ,Human Resource Management - Text and Cases, Excel Books, 3rd Edition 2016.

OUTCOMES:

On successful completion of this course students are able to

2. Comprehend human resource management function and issues to tackle evolving challenges
3. Analyze policies to acquire, develop, motivate and retain human resources
4. Identify the various training methods and design a training programme.
5. Determine the concept of performance appraisal process in an organisation.
6. Adapt compensation management to behavioural theories and concepts.

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

OBJECTIVES:

The objectives of the course are,

- Learn the concept of business economics
- Interpret the demand and supply in business
- Demonstrate the production theory
- Examine the economic concept of cost and revenue
- Elucidate the market structure

MODULE – I INTRODUCTION 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; P – 13; TOTAL HOURS – 65

TEXT BOOK

1. S.Sankaran, “Business Economics”, Margham Economics, Chennai, 2008.

REFERENCES:

1. S.Mukherjee, “Business And Managerial Economics in global Context”, New CentralBank Agency (P) Ltd, Kolkatta, 2009.
2. William F. Samuelson and Stephen G. Marks, “Managerial Economics”, Johny Wiley & Sons, Reprint - 2015

OUTCOMES:

After completion of this course, the students will be able to;

- Describe the concept of business economics .
- Analyze the demand and supply condition and assess the position.
- Apply the production theory and infer the production function.
- Compose the various cost and analysis the revenue .
- Assess the different market structure and apply in business.

Sampling Error and Non-Sampling Error; Central Limit Theorem ,Case Study - sampling techniques.

MODULE V HYPOTHESIS TESTING 10

Introduction – 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

P – 52; TOTAL HOURS – 52

TEXT BOOKS:

7. Statistical Analysis with Excel For Dummies, 4th Edition; Joseph Schmuller; ISBN: 978-1-119-27116- 1, 2016.

REFERENCES:

1. Dr. Seema Sharma ,Statistics for Business and Economics,2edition ,Wiley , 2018,
2. Dr S. P Gupta Applied Business Statistical Method s –, Sulthan Chand & sons, fourthEdition, ISBN 81-8054298-X.2014.
3. Fundamentals of Statistics, S.C Gupta, 6th edition, Himalaya Publishing House, 2007, ISBN, 978-81-8318-755-8,2007.

OUTCOMES:

On successful completion of this course students are able to

- Facilitate objective solutions in business decision making under subjective conditions.
- Demonstrate different statistical techniques in business/real-life situations.
- Discuss the importance of probability in decision making.
- Assessing the need and application of analytics.
- Manage and apply various data analysis functions for business problems

COC 1223	OFFICE RECORDS AND MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVES:

The objectives of this course are :

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

MODULE III RECORD MANAGEMENT 5

Office record management – Importance – Filing essentials –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 –Meaning, Principles, and Factors to be considered in designing office forms –Report writing -Types of report writing

L – 26 TOTAL HOURS – 26**TEXT BOOKS:**

1. Dr.P. Subbarao – Office Management, Himalaya Publication, 2015.

REFERENCES:

1. R. C. Bhatia, “Principles of Office Management”, Lotus Press Publication, 2007.
2. Dr. Jayashankar , Office Management, Margham Publication, 2015.
3. R K Chopra, Office Management, Himalaya Publication,2017.

OUTCOMES:

On successful completion of this course students are able to

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

COC 1205	BUSINESS ENVIRONMENT	L	T	P	C
		2	0	0	2

OBJECTIVES:

The objectives of the course are,

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

MODULE I INTRODUCTION 6

Definition and meaning of business – Scope of Business – Characteristics of Business – Business goals – Business during the 21st century - Knowing the environment – Factors influencing the Indian Business Environment – Environmental Analysis.

MODULE II ECONOMIC ENVIRONMENT 5

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

MODULE III POLITICAL ENVIRONMENT 5

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

MODULE IV SOCIAL ENVIRONMENT 5

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

MODULE V GLOBAL ENVIRONMENT**5**

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

L-26; TOTAL HOURS – 26**TEXT BOOK:**

1. S.Sankaran, Business Environment, Margham Publications, Chennai, 2002

REFERENCES:

1. K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2001.
2. Raj Agarwal, Business Environment, Excel Books, New Delhi, 2000
3. Dr. Francis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2003.

OUTCOMES:

After completion of this course, the students will be able to;

- Analyze the various factors affecting the business environment
- Recognize the social responsibility of business towards different interest groups
- Appreciate the recent developments in Indian Economy that have greatly influenced the working of business units in India
- Get familiarized with political environment.
- Recognize the Global business Scenario and the impact of Globalisation in India

LNC 1291**அடிப்படைத் தமிழ் II /
BASIC TAMIL II****L T P C
2 0 0 2**

பன்னிரண்டாம் வகுப்பு வரை தமிழ் பயிலாத மற்றும் கல்லூரியில் பகுதி-1ல் தமிழ் பயிலாத அனைத்து இளநிலை பயில் மாணவருக்கும் உரியது.

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

- தமிழ்மொழியை அடிப்படைநிலையில் பேசவும் படிக்கவும் எழுதவும் மாணவர்களை ஆயத்தப்படுத்துதல்.
- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளங்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- v To equip the students to speak, read and write Tamil at the basic level
- v To make them understand the features of Tamil Language and Tamil culture.
- v To familiarize every day usage words in Tamil

அலகு I**6**

எழுவாய் (Subject) - பயனிலை (Verb) - செய்யப்படுபொருள் (Object) - உடன்பாட்டு வாக்கியம் (Affirmative sentence) - எதிர்மறை வாக்கியம் (Negative Sentence) - வினா வாக்கியம் (Interrogative Sentence)

அலகு II**6**

தமிழ் இலக்கியங்கள் மற்றும் புலவர்கள் அறிமுகம் - (Introduction to Tamil Literature and Poets) - தமிழ்மொழியின் செம்மொழித்தகுதி (Tamil Language as Classical Language) - தமிழகச் சுற்றுலாத்தலங்கள் (Tourist places in Tamil Nadu)

அலகு III**6**

திணை (Human / Non Human) - பால் (Gender) - எண் (Singular / Plural) - இடம் (First/ Second/ Third Person) - காலம் (Tense)

அலகு IV**6**

தமிழர் உணவு (Tamil Food) - தமிழர் விழாக்கள் (Tamil Festival) - தமிழர் நடனம் (Tamil Dance)

அலகு V**2**

உரையாடல் எழுதுதல் (Dialogue Writing) - மொழிபெயர்ப்பு செய்தல் (Translation)-
நாளிதழ் படிக்க பயிற்சி தருதல் (Practice on reading Newspaper)

L-26, T-0, TOTAL HOURS-26**குறிப்புகள்**

1. தமிழ்மொழி அறிமுகம் - முனைவர் ப. டேவிட்பிரபாகர், விவி வெளியீடு, பதிப்பு-2004.
2. தமிழில் நீங்கலும் பிழையிலாமல் எழுதலாம் - முனைவர் பொற்கோ, புதுவாழ்வு பதிப்பகம், பதிப்பு - 1992.
3. பிழையின்றி நல்லதமிழ் எழுதுவது எப்படி? ஸ்ரீ சந்திரன், தமிழ்நிலையம், பதிப்பு - 2007.
4. Hand Book Tamil – Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies – 1988.
5. www.Tamilvu.org

வெளிப்பாடு

- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளக்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- பிழையின்றி தமிழ்மொழியை எழுதும் திறன் பெறுவர்
- தமிழ் இலக்கண அறிவினை அறிந்து கொள்வர்
- அன்றாடம் பயன்படுத்தும் தமிழ்ச்சொற்களை அறிவர்

LNC 1292

சிறப்புத் தமிழ் II /

L T P C

ADVANCED TAMIL II

2 0 0 2

பத்தாம் வகுப்புமற்றும் பன்னிரண்டாம் வகுப்புவரைதமிழ் பயின்றுகல்லூரியில் பகுதி-1ல் தமிழ் பயிலாதமாணவர்களுக்கு உரியது.

நோக்கங்கள்

- தமிழ் மொழி மற்றும் தமிழ் பண்பாட்டை விளங்கவைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறியவைத்தல்
- தமிழறிஞர்களின் சிறப்புகளைஉணர்த்துதல்
- இலக்கியத்தின் வழி சமூகச் சிந்தனைகளைஉணர்த்துதல்
- நவீன இலக்கியச் சிந்தனைகளைதெளிவுபடுத்துதல்

அலகு I செய்புள் 8

சங்க இலக்கியம் - புறம் 2 அகம் 2 - சிலப்பதிகாரம் - அடைக்கலக்காதை (தேரிவுசெய்யப்பட்டவை) - திருக்குறள் - 1 - திருமந்திரம் - 3 பாடல்கள் - இயேசுகாவியம் - கசப்புறுபாத்திரம் (தேரிவுசெய்யப்பட்டவை) - சீறாபுராணம் - மானுக்குப் பிணைநின்றபடலம் (தேரிவுசெய்யப்பட்டவை) - குற்றாலக்குறவஞ்சி - சிங்கள் சிங்கிடையாடல்

அலகு II உரைநடை 3

எதுவாழ்க்கை,அறிவியலும் இலக்கியம்

அலகு III இலக்கியவரலாறு 5

எட்டுத்தொகை,பத்துப்பாட்டு

அலகு IV பயன்பாட்டுத்தமிழ் 5

கடிதம் எழுதுதல் - கட்டுரைஎழுதுதல் - தமிழ் இணையதளங்கள் அறிதல்

அலகு V மொழிப்பயிற்சி 5

வல்லினம் மிகுமிடங்கள் - மிகாவிடங்கள் - மொழிபெயர்ப்பு

L-26, T-0, TOTAL HOURS-26

குறிப்புகள்

1. செய்புள்,உரைநடை
2. தமிழ் இலக்கியவரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

வெளிப்பாடு

- மாணவர்கள் சமூகமாற்றச் சிந்தனைகளை அறிந்துகொள்வர்
- சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வுசெய்யும் திறனையும் பெறுவர்
- தமிழ்மொழித் திறன்களை அறிந்துகொள்வர்
- நவீன இலக்கிய அறிவு பெறுவர்

SEMESTER-III

COC 2131	ORGANIZATIONAL BEHAVIOR FOR BUSINESS	L	T	P	C
		4	0	0	4

OBJECTIVES:

The objectives of this course are:

- To enable the students to understand the Organizational Behaviour
- To understand the basic concepts and theories underlying individual behavior besides developing better insights into one's own self.
- To make students aware of Individual behavior in groups, dynamics of groups, team building and interpersonal effectiveness besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves
- To gain insight on motivational concepts, leadership and power.
- To impart the frameworks and tools to effectively analyze and approach various organizational situations.

MODULE - I INTRODUCTION 08

Organizational Behaviour: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities, Evolution & Organizational Behavior in India.

MODULE II FOUNDATIONS OF INDIVIDUAL BEHAVIOUR 12

Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants and traits of personality.

Attitude: Meaning, Formation, components of attitudes, relation between attitude and behaviour.

MODULE III PERCEPTION AND EMOTIONS 10

Perception: meaning, process, factors influencing perception, link between perception and individual decision making,

Emotions: Affect, mood and emotion- their significance, basic emotions, emotional intelligence.

COC 2102	BANKING THEORY, LAW AND PRACTICE	L	T	P	C
		4	1	0	5

OBJECTIVES:

- To familiarize students in Banking Regulation Act 1949 and banking activities.
- To equip students with the Relationship with bankers and customers
- To create awareness on E- Banking and services
- To understand the different types of negotiable instruments.
- To understand the EFT.

MODULE I INTRODUCTION 12

Origin and development of banks- Banking Regulations Act 1949- Definition of Banking, Licensing – opening of branches- importance and functions of banks – inspection. Commercial banks- Universal banking.

MODULE II DEPOSITS AND ADVANCES 13

Central bank – Reserve bank of India – Objectives – organization – functions – monetary policy – credit control measures and their effectiveness. Management of Deposits and advances- classification and nature of deposit accounts and advances, -principles of sound bank lending.

MODULE III NEGOTIABLE INSTRUMENTS 13

Relationship between banker and customer- special types of bank customers - Negotiable instruments – definition – features – promissory note, bill of exchange and cheque- holder and holder in due course- crossing of cheque –Types of crossing – Endorsement –Negotiation & Dishonour and discharge of Negotiable instrument – protection of collection banker and paying banker.

MODULE IV E-BANKING 12

Meaning - Benefits – Internet Banking Services – Drawbacks – Mobile Banking – Features – Drawbacks – ATM –Features – Benefits – Challenges – Credit Cards – Benefits – Constraints – cash deposit machine CDM, coin vending machine, MICR Cheques – Benefits.

MODULE V ELECTRONIC FUND TRANSFER (EFT) 15

Electronic Fund Transfer (EFT) - RBI Guidelines – Benefits of Electronic Clearing Systems – E-Cheques – E-Money – Real Time Gross Settlement (RTGS) – Benefits to Banker and Customer – Cheque Transaction – Core Banking Solutions (CBS) – Benefits – Single Window Concepts – Features. Demate account –ASBA

L – 52; T – 13; Total Hours –65

TEXT BOOKS:

1. KPM Sundharam & PN Varhney (2010) Banking theory law and practice, Sultan Chand & Sons, Publication, New Delhi.

REFERENCES:

1. Banking and Financial Systems – B. Santhanam (Margham Publishers)
2. Banking Law Theory and Practice – S.N. Maheswari – Kalyani Publications
3. Indian Banking – Parameswaran – S. Chand and Co.
4. Banking Law Theory and Practice – Tanon
5. Banking Law Theory and Practice – Sherlaker & Sherlaker

OUTCOMES:

On successful completion of this course students are able to-

- Describe the concept of banking regulation act 1949.
- Assess the deposits and advances about banking and apply in practical.
- Provide good foundation of Negotiable Instruments
- Apply the knowledge of e - banking and solve technical problems.
- Identify the impact of electronic fund transfer in banking.

COC 2104	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		4	1	0	5

OBJECTIVES:

- To enrich the students towards the knowledge of entrepreneurial skills
- To make the students understand the approaches to attain the goals of the business
- To understand how project formulate.
- To understand the overview of entrepreneurial development.
- To understand the various aspect of EDP.

MODULE I INTRODUCTION 13

Entrepreneurship – Meaning – Definition – Types – Entrepreneur – Definition – Entrepreneur and Entrepreneurship – Characteristics - Types – Functions – Factors Influencing Entrepreneurship – Role of Entrepreneur in Economic Development – Factor Affecting Entrepreneurial Growth – Development of Women Entrepreneur and Rural Entrepreneurs.

MODULE II ENTREPRENEURIAL DEVELOPMENT PROGRAMME 12

Entrepreneurial Development Programmes (EDP's) – their Relevance and Achievement – Phases Of EDP – Course Content EDP – Role Of Government in Organizing EDP's – Critical Evaluation.

MODULE III PROJECT FORMULATION 12

Project Formulation – Importance of Project formulation - Project Identification – Process of Project identification - Evaluation – Feasibility Analysis – Project Report.

MODULE IV EDP SCHEMES 13

Entrepreneurial Development Agencies – Commercial Banks – District Industries Centers (DIC's) – National Small Industries Corporation (NSIC) – Small Industries Development Organization (SIDO) – Small Industries Service Institute (SISI) – All India Financial Institution – IDBI, IFCI, ICICI, IRDBI.

MODULE V ENTREPRENEURIAL GROWTH 15

Economic Development and Entrepreneurial Growth – MSME – Definition – Importance – Role in Economic Growth – Incentives and Subsidies of Government to MSME – Networking - Niche Play – Geographic Concentration – Franchising and Dealership.

L – 52; T – 13; Total Hours –65

TEXT BOOKS:

1. C.S.V. Murthy, “Entrepreneurial Development”, Himalaya publishing house, 2015.

REFERENCES:

1. Dr.S.S. Khanka, “Entrepreneurial Development”, S. Chand & Company (pvt).Ltd, 2014.
2. Sami Uddin, “Entrepreneurial development in India”, Mittal Publications, First Edition, 1989.

OUTCOMES:

On successful completion of this course students are able to

- Describe the concept of Entrepreneurship and appraise Entrepreneurs.
- Construct the entrepreneurial development programme and apply the same in organizing EDP's.
- Design the process of project formulation and create the project report.
- Contrast various entrepreneurial development programme agency and schemes.
- Measure the entrepreneurial growth and apply the concept in MSME.

COC 2103	MARKETING MANAGEMENT	L	T	P	C
		4	2	0	5

OBJECTIVES:

- To acquaint the students with the basics of marketing to make them understand the consumer behavior and buying motives.
- To equip students with Product and Pricing Knowledge
- To impart knowledge on Sales Forecasting
- To understand the channels of distribution.
- To understand the overview of marketing management.

MODULE I INTRODUCTION 15

Nature ,Scope and importance of marketing – marketing approaches – Role of marketing – Various environmental factors affecting marketing functions – concept of marketing mix – Market – meaning types of market.

MODULE II PRODUCT 15

Products –Classifications of products – Product characteristics – new product development process – product life cycle – product positioning, Targeting, Branding and Packaging – Market segmentation – needs and basis of segmentation.

MODULE III PRICING 18

Pricing – Objection of pricing, pricing policies and procedures, Factors influencing pricing decision.

MODULE IV SALES FORECASTING 15

Sales forecasting – Various methods of sales forecasting sales management – Motivation and Compensation of salesman – Personal selling – Direct selling – Sales promotion – An overview of Advertising, Publicity and public Relations.

MODULE V CHANNELS OF DISTRIBUTION 15

Definition – Function - Importance- Types – Different Channels of Distribution – Market Consideration – Intensity of Distribution – Channel Conflict – Causes – Managing Conflict

L – 52; T – 26; Total Hours –78

TEXT BOOKS:

1. R S N Pillai and Bagavathi, "Marketing Margement", S.Chand Publication, 2016

REFERENCES:

1. Rajan Nair, "Marketing Management", Sultan Chand & Sons, 01-Jan-1995
2. Philp Kotler, "Marketing Management", Pearson Education, 06-Jan-2015.
3. Slanton , W.J. "Fundamentals of Marketing", McGraw-Hill, 01-Jan-1994.
4. Ramaswany Namakumari, "Marketing Management", Macmillan India Limited, 2002.

OUTCOMES:

On successful completion of this course students are able to-

- Outline the concept of marketing and describe the elements of marketing mix.
- Identify the product development process and categorize the segmentation
- Conclude the price of the product.
- Predict the sales and discover the promotional methods.
- Build up an idea about channels of distribution in new pattern.

COC 2132	FUNDAMENTALS OF INTERNATIONAL TRADE	L	T	P	C
		4	0	0	3

OBJECTIVES:

- To understand the specific functions and importance of International trade
- To Know the international business environment.
- To gain insight on economic integration and agreements.
- To provide exposure to the students on various issues concerned with strategic alliances and MNCs.
- To learn the Present regulations applicable in international business.

MODULE I	AN OVERVIEW OF INTERNATIONAL TRADE	10
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Trade Meaning and definition - Importance - nature and scope of International trade and business; Modes of entry into International trade and Business; Internationalization process and managerial implications, trade in services.

MODULE II	CONDUCTING BUSINESS ACROSS COUNTRIES	10
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Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business - WTO guidelines- Identification of export markets - Registration procedures.

MODULE III	ECONOMIC INTEGRATION AND AGREEMENTS	12
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Levels of Economic integration, NAFTA, SAFTA, BIMSTEC, ASEAN, EU, and recent multilateral agreement in India's foreign trade, Cartels: Its impact on World Trade.

MODULE IV	JOINT VENTURES AND FOREIGN COLLABORATIONS	10
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Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances: Pitfalls in strategic alliances; Making cross-cultural alliances work and SEZs, MNC's and international business.

MODULE V	REGULATIONS FOR FOREIGN TRADE	10
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India Laws and Regulations Governing International Business Transactions, Taxation of foreign income; foreign investment; Setting up offices and branches abroad.

Total Hours –52**TEXT BOOKS:**

1. Francis Cherunilam, International Business: Text and Cases, 6th Edition, PHI Learning, 2020.

REFERENCES:

1. M.L. Varma, "Foreign Trade Management", Government of India, 2012.
2. Vaish, M.C., "Macro Economics", Vikas Publishing House, 2002.
3. Daniels, Radebaugh and Sullivan, "International Business", Pearson Publications, 2015.
4. Ghanshyam Sharma, "International Trade Theory and Practice", Centrum Press, 2016.

OUTCOMES:

On successful completion of this course students are able to-

- Identify and use the different modes available for entering international markets
- Apply course concepts to prepare an import or export business plan
- Explain the levels of economic integrations
- Describe cross-cultural alliances work.
- Determine Laws and Regulations Governing International Business Transactions

COC 2133	INDUSTRIAL RELATIONS AND LABOUR LAWS	L	T	P	C
		4	0	0	3

OBJECTIVES:

- To enable students to understand and apply the principles of IR and develop an awareness of the significance of industrial peace
- To provide a conceptual basis of Industrial Relations
- To give an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.
- To know about labour laws
- To gain insight on various industrial acts.

MODULE I INDUSTRIAL RELATIONS-INTRODUCTION 10

Background of Industrial Relations - Definition, scope, objectives, factors affecting IR, participants of IR. System of IR in India , ILO and its influence on Legal enactments in India.

MODULE II COLLECTIVE BARGAINING AND NEGOTIATION 10

Collective bargaining – meaning – objectives – benefits. Conditions and essentials for successful collective bargaining – Negotiation- Types of Negotiations Problem solving attitude, Workers Participation in Management.

MODULE III TRADE UNION AND DISPUTE RESOLUTION 10

Role and future of trade union– important provisions, A brief study of trade unions at national level, Problems of trade unions.

Dispute resolution: Causes of Industrial Disputes, Standing Orders& Grievance Procedure.

MODULE IV LABOUR LAWS 12

Constitutional background of labour laws, The Factories Act, 1948; Contract Labour (Regulation and Abolition) Act, 1970; Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013; The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986.

MODULE V EMPLOYEES COMPENSATION ACT 10

Concept of compensation, Backdrop of Employees compensation Act, Employees State Insurance Act 1948 -Provision, applicability, main benefits, etc, Employees' Provident Fund and Miscellaneous provision Act 1952 – Object, Applicability, Provision.

Total Hours –52

TEXT BOOKS:

1. P R N Sinha ,Industrial Relations, Trade Unions &Labour Legislation, Pearson Education, 2012

REFERENCES:

1. N.D. Kapoor : Handbook of Industrial Law; Sultan Chand & Sons, 23, Darya Ganj, New Delhi – 110002
2. Mamoria&Mamoria, Dynamics of Industrial Relations, , Himalaya Publications, 2012.

OUTCOMES:

On successful completion of this course students are able to-

- Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.
- Develop the knowledge related to employee-management relations and demonstrate it in solving human resource issues.
- Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations
- Implementation of various industrial and labour acts to an industry working.
- apply course concepts to prepare a compensation plan and rules

COC 2134	ENVIRONMENTAL STUDIES	L	T	P	C
		2	0	0	2

OBJECTIVES:

- Developing an awareness and sensitivity to the total environment and its related problems
- Motivating people for active participation in environmental protection and improvement
- Developing skills for active identification and development of solutions to environmental problems
- Evaluation of environmental programs in terms of social, economic, ecological and aesthetic factors.
- To develop the sense of awareness about environment among students.

MODULE I	MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES	7
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Definition-scope and importance- need for public awareness.

Natural resources and associated problems

a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources

d) Food resources : World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging ,salinity

e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources-Equitable use of resources for sustainable lifestyles.

MODULE II	ECOSYSTEMS	7
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Concept of an ecosystem.-Structure and function of an ecosystem.-Producers, consumers and decomposers.-Energy flow in the ecosystem.-Ecological succession-Food chains, food webs and ecological pyramids.-Introduction, types, characteristic features, structure and function of the following Ecosystems :-

- a. Forest ecosystems.
- b. Grassland ecosystem.
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

MODULE III BIODIVERSITY AND ITS CONSERVATION 6

Introduction – Definition : genetic, species and ecosystem diversity.- Bio geographical classification of India-Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic adoption values-Biodiversity at global, National and local levels.-Hot-spots of biodiversity.-Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.-Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

MODULE IV ENVIRONMENTAL POLLUTION 6

Definition-Cause, effects and control measures of :-Air pollution-Water pollution-Soil pollution-Marine pollution-Noise pollution-Thermal pollution- Nuclear hazards

Solid waste Management : Causes, effects and control measures of urban and industrial wastes.-Role of an individual in prevention of pollution.

Diaster management : floods, earthquake, cyclone and landslides.

TOTAL HOURS – 26

REFERENCE BOOKS:

- Environmental Science- Kaushik & Kaushik-New Age International Publications
- Environmental Science & Engineering-Anandan & Kumaravelan- Scitech Publications.

OUTCOMES:

On successful completion of this course students are able to-

- Examine the natural environment and its relationships with human activities.
- Characterize and analyze human impacts on the environment.
- Integrate facts, concepts, and methods from multiple disciplines and apply to environmental problems.
- Acquire practical skills for scientific problem-solving, including familiarity with laboratory and field instrumentation, computer applications, statistical and modeling techniques.
- Able to understand causes of environment pollution.

SEMESTER IV

COC 2231	FUNDAMENTAL OF BUSINESS	L	T	P	C
	TAXATION	4	2	0	5

OBJECTIVES:

The objectives of this course are:

- To know about the various concepts of tax.
- To learn about the indirect taxation and GST.
- To gain insight knowledge on CGST and composition scheme.
- To know registration and payment of tax.
- To gain knowledge of assessment, audit and appeal.

MODULE - I INTRODUCTION 14

Taxes-meaning, types, principles of taxation, canons of taxation, difference between direct and indirect tax, basic concepts: definition, assesses, assessment year, previous year, residential status.

MODULE II INDIRECT TAXATION 16

Introduction, GST-meaning, journey of GST in India, advantages, components, tax laws before GST in India, changes that GST brought in India, Structure of GST – CGST, SGST,UTGST& IGST

MODULE III COMPOSITION SCHEME 16

CGST: Commencement, Definition, composition rules, advantages and disadvantages, Levy and Collection of Tax, Rates of GST, Scope of Supply, Time of Supply of Goods , Place of supply , Input Tax Credit – Benefits of Input Tax Credit .

MODULE IV REGISTRATION AND PAYMENT OF TAX 16

Registration – Persons Liable for Registration, Compulsory and deemed Registration, procedure, cancellation of registration.

Payment of Tax, Interest, Penalty, Tax Deduction at Source, Collection of Tax At Source, Refunds.

MODULE V ASSESSMENT ,AUDIT AND APPEAL 16

Assessment – meaning, Types of Assessment Audit- Search and Seizure, Inspection of Goods in Movement, Power of Authorities , Demands And Recovery , Fraud and Suppression of Facts, liabilities. Appellate Authorities – Powers, Procedure for appeal, Offences and Penalties

L – 52; T – 26; Total Hours –78

TEXT BOOKS:

1. H.C Mehrotra, Indirect Taxes, SahityaBhavan Publications, New Delhi, 2018.

REFERENCES:

1. Vinod K Singania, Indirect Taxes, Taxmann's Publications, New Delhi, 2018
2. Rakesh Kumar, Goods and Services Tax, Diamond Pocket Books Pvt Ltd.
3. Bare Act CGST
4. Bare Act SGST
5. Bare Act IGST

OUTCOMES:

On successful completion of this course students are able to-

- Explore the basic principles of taxation and to know the basic concepts of tax.
- Distinguish the earlier indirect tax system and present indirect tax system
- Explain the concept of time, place and value of supply and benefits of Input Tax Credit
- Describe the provisions ,types and procedures of Registration and outline the provisions concerned with payment of Tax, interest, IDS, TCS , Refund and returns
- Familiarize provisions of Audit, Search & Seizureand explain various Appellate Authorities under GST regime and its powers

COC 2232	INNOVATION AND CREATIVITY	L	T	P	C
		4	0	0	5

OBJECTIVES:

The objectives of this course are:

2. To make students understand about innovation
3. To gain insight on startup India and landscape and innovation,
4. To familiarize with creative and innovative thinking styles
5. To know about creative problem-solving concepts
6. To gain knowledge on handling conflicts and enriching the physical workplace

MODULE - I INTRODUCTION TO INNOVATION 12

Understanding the Concept of Innovation and its Importance - Types and methods of Innovation, sources of Innovation, process of innovation-incremental and radical innovation, service innovations.

MODULE II THE POLICY FRAMEWORK 14

Start up India, institutions supporting start up India, Atal Innovation mission, incubators and accelerators.

Startup Landscape and innovation: Start up landscape of India, innovations hubs, role of R&D and patent filing in startup ecosystem, Global innovation index.

MODULE III INTRODUCTION TO CREATIVITY 12

Meaning and concept of creativity, Nature and characteristics of creativity, Creativity Process, Barriers to Creativity, understanding creativity from studying the profiles of most creative personalities.

MODULE IV MANAGING CREATIVITY 14

Creative Problem Solving, steps in Creative Problem Solving process, Creativity in Groups ,models of techniques of Creative Problem Solving-brainstorming, mind mapping , mental gym quiz, blocks to creativity.

MODULE V CREATIVITY AND CREATIVE GROUPS 13

Myths about creativity, components of individual creativity, Characteristics of creative groups, Handling conflicts in groups, Time pressure and creativity. Enhancing creativity: enriching the organization and workplace, Organizational enrichment, Enriching the physical workplace.

L – 52; T – 13; TOTAL HOURS –65

TEXT BOOKS:

1. R. Keith Sawyer , Explaining Creativity: The Science of Human Innovation, Oxford University Press,2014

REFERENCES:

1. Tim Levy ,Creativity and Innovation,Amazon Asia-Pacific Holdings Private Limited, 2013
2. Richard Luecke*Guide to Managing Creativity and Innovation*, Harvard Business Press,2003
3. Joseph A Schumpeters views on entrepreneurship and innovation by Perihan Hazel.2012

OUTCOMES:

On successful completion of this course students are able to-

- Develop effective creative projects that provide an innovative solution to real-world problems based on inquiry such as class discussion, critical analysis, integrative collaboration, observing, and using technology.
- Effectively use different policies for startup and innovation.
- Apply effective strategies for designing innovative projects in collaboration with team members to develop an effective creative project, product, or practice, in conjunction with other offices on campus.
- Familiarize the design of the creative process to educational experiences and the creative endeavour generally.
- Demonstrate knowledge on enhancing creativity and concepts of creativity study.

COC 2213	ACCOUNTING FOR DECISION MAKING	L	T	P	C
		4	2	0	5

OBJECTIVES:

The purposes of the course are,

- To introduce students to the various tools and techniques of management accounting.
- To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement.
- To understand how to analyze the financial statement.
- To understand process of budgeting and budgetary control.
- To understand the technique of standard costing and variance analysis.

MODULE - I INTRODUCTION TO MANAGEMENT ACCOUNTING 15

Management Accounting – Meaning-Definition – Scope – Objectives – Importance – Limitations – Function – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting..

MODULE II FINANCIAL STATEMENT ANALYSIS & INTERPRETATION AND RATIO ANALYSIS 18

Financial statement Analysis – Meaning-process of Financial Statement Analysis And Interpretation –Types of Analysis – techniques or tools of financial statement analysis – Ratio analysis – Meaning of Ratio – Advantage-classification of Ratios – Profitability Ratios - Turnover or Activity Ratio – Solvency or Financial Ratios – Computation of Ratios.

MODULE III FUND FLOW & CASH FLOW STATEMENT 15

Funds flow statement – Concepts of Funds – Importance or uses of Funds Flow Statement – Working Capital Statement– Preparation of Funds Flow Statement – Cash Flow Statement – Advantages and Limitations – Preparation of Cash Flow Statement.

MODULE IV BUDGETING AND BUDGETARY CONTROL 15

Budgeting and Budgetary Control – Meaning and Definition – Objectives of Budgetary Control- Advantages and Limitations – Essential of successful Budgetary Control – Preparation of Budgets – Sales Budget – Production Budget – Materials Budget – Cash Budget – Flexible Budget.

MODULE V STANDARD COSTING AND VARIANCE ANALYSIS 15

Meaning and definition of standard costing, application of standard costing, steps involved in standard costing-advantages and limitations of Standard costing - variance analysis-types of variances - computation of material variances- Labour variance..

L – 52; P – 26; TOTAL HOURS – 78

PROPORTION OF THEORY : PROBLEM – 40:60

TEXT BOOK:

1. M Y Khan, PK Jain, "Management Accounting", Tata Mc Graw hill, 2003.

REFERENCES:

1. I.M. Pandey, "Management Accounting", Vikas Publishing, 2006.
2. A.R. Ramanathan, N.L. Hingorani, T.S. Grewal, " Management Accounting", Sultan Chand & sons, 2003.
3. T.S.reddy & Dr. Y. Hariprasad reddy, "Management Accounting", Margham Publications, 2014

OUTCOMES:

On successful completion of this course students are able to

- Gain knowledge on the various tools and techniques of management accounting.
- Understands analysis of Financial Statement focusing on the preparation of fund flow and cash flow statements.
- The student will be able to apply ratio analysis tool for comparison.
- Understands the process of budgeting and budgetary control.
- Students also get enlightened about variance analysis techniques.

COC 2234	PRODUCTION AND MATERIAL MANAGEMENT	L	T	P	C
		4	1	0	5

OBJECTIVES:

The objectives of this course are:

- Learn the concepts and definitions of Production and materials Management and other related issues
- Gain knowledge on location and layout decisions, and demand forecasting.
- Gain insight into Production Planning and Control and Maintenance Management
- Get acquainted with Material management
- Learn the techniques of inventory management and inventory control

MODULE - I INTRODUCTION 13

Production Management: Definition - Production System - Production and Operations Management: Types of Production - Characteristics of modern production and operations function - Recent trends - Elements of operations strategies.

MODULE II FACILITY LOCATION AND LAYOUT 12

Facility Location: Steps - Factors to be considered - Plant layout: Principles of good lay out –Factors to be considered - Types of Lay out - merits and demerits

MODULE III PRODUCTION PLANNING AND CONTROL 14

Aggregate Planning - Master Production Schedule - Materials Requirement Planning (MRP) –Resource requirement planning - shop floor planning - routing - dispatching - loading - scheduling

MODULE IV MATERIAL MANAGEMENT 13

Materials Management: Meaning – Definition – Scope – Objectives - Functions – Internal and external interfaces – Purchasing – objectives – Functions – Supplier selection and evaluation – Order processing - Over view of Supply Chain Management.

MODULE V INVENTORY MANAGEMENT 13

Inventory Management - Objectives - Sub-functions - Types of Inventory - Need for Inventory - Inventory Costs - Economic Order Quantity (EOQ) - Reorder level - Safety Stock - Selective Inventory, Control methods - ABC Analysis.

L – 52; T – 13; TOTAL HOURS –65

TEXT BOOKS:

1. Gregory Frazier , Norman Gaither Operations Management: Concept, Technique & Applications, Cengage Learning, 9th Edition, New Delhi,2002.

REFERENCES:

1. Panneerselvam, R. Production and Operations Management, Prentice Hall of India, 3rd Edition, New Delhi,2012
2. Aswathappa, K. and Shridhara Bhat, K. Production and Operations Management, Himalaya Publishing House, 2nd Edition,2011.
3. Martand T Telsang. Production Management, S. Chand Publishing,2005.

OUTCOMES:

On successful completion of this course students are able to-

- Appreciate basic production and operation management concepts
- Make better location and layout decisions
- Plan and control production and maintenance in an organization
- Manage Material Management.
- Manage materials flow and inventory in an organization

COC 2235	BUSINESS RISK MANAGEMENT	L	T	P	C
		4	0	0	3

OBJECTIVES:

The objectives of this course are:

- To know the concept of risk management and its techniques.
- To get an idea of Enterprise risk and emerging trends in business.
- To gain insight on the economic aspect of business risk.
- to understand the social aspect of business risk management.
- to familiarize the environmental aspect of business risk management

MODULE - I INTRODUCTION 08

Introduction – Business risk management process - risk identification - evaluation - Risk management techniques – selecting and implementing risk management technique.

MODULE II ENTERPRISE RISK MANAGEMENT 12

Introduction–Role, benefits of ERM- a Sustainable Enterprise Risk Management (SERM) System - Drivers and Trends - Key Legal Aspects of Risk Management - The Relevance of Due Diligence.

MODULE III ECONOMIC ASPECTS OF BUSINESS RISK 10

Economic Aspects of Business Risks and Global trends - Economic Crime, Bribery and Corruption -Business Interruption and Risk Management - Stakeholder Value and Reputation Risk Management - Corporate Power, Business and Marketing Practices Risks.

MODULE IV SOCIAL ASPECTS OF BUSINESS RISK 10

Social Aspects of Business Risks and Global trends - Social and Ethical Risk Management Overview - Cultural Risk Management - Human Rights inside the Workplace - Human Rights outside the Workplace - Health and Safety in the Workplace - Health and Safety of Customers and Product Liability Risks.

MODULE V ENVIRONMENTAL ASPECTS OF BUSINESS RISK 12

Introduction and Global trends - Environmental Risk Management Overview - Aspects of Environmental Risk – Inputs.

TOTAL HOURS – 52**TEXT BOOKS:**

1. Linda S Spedding Adam Rose ,“Business Risk management hand book (a sustainable approach)” CIMA publishing in an imprint of Elsevier.

REFERENCES:

1. Kit Sadgrove ,The complete guide to business risk management” gower publication,3rd edition, 2016
2. Paul Hopkin “Fundamental of risk management limited” 5th edition, Kogan page limited publication.2018
3. Christopher I.Culp , John “The risk management process” wiley& sons publication.

OUTCOMES:

On successful completion of this course students are able to-

- Describe the concept of risk management and its techniques.
- Identify the Enterprise risk in business.
- Elaborate the economic aspect of risk in business.
- Predict the social aspect of risk in business.
- Build up an environmental aspect of risk in business.

COC 2236	TOTAL QUALITY MANAGEMENT	L	T	P	C
		4	0	0	3

OBJECTIVES:

The objectives of this course are:

- Understand the framework of total quality management
- Aware of the various philosophies of quality management
- Gain insight into statistical process control
- Learn the tools and techniques of quality management
- Familiar with various quality management systems

MODULE - I INTRODUCTION 08

Defining Quality - Dimensions of Quality - Philosophies of Deming, Juran and Crosby, Ishikawa and Taguchi – Evolution of Quality – Quality Cost – TQM framework – TQM culture.

MODULE II TOOLS AND TECHNIQUES 12

Quality planning tools – Continuous improvement tools - 5S Principles – Learn concept: Six sigma concept - steps and tools – methodology of six sigma implementation - Quality Circle.

MODULE III STATISTICAL PROCESS CONTROL 10

Meaning and significance of Statistical Process Control (SPC) - Construction of Control Charts for Variables and Attributes - Process Capability - meaning, significance and measurement - Six Sigma.

MODULE IV QUALITY MANAGEMENT TOOLS 10

Quality Function Deployment (QFD) - Voice of customer - Information Organization - House of quality (HOQ) - Failure Mode Effect Analysis (FMEA) - FMEA stages - Seven QC Tools - Benchmarking - POKA YOKE.

MODULE V QUALITY STANDARDS 12

Quality Management Systems – ISO 9000 – Concepts – Certification requirements - Introduction to IS/ISO 9004:2008 - Documentation - Quality Audits - Environmental Management System - ISO 14000 series - Concepts of ISO 14001.

TOTAL HOURS – 52

TEXT BOOKS:

1. Dale H.Besterfield, Carol Besterfield - Michna, Glen H. Besterfield, Mary Be - Sacre, Hermant - Urdhwareshe and Rashmi Urdhwareshe. Total Management, 3rd Edition, Pearson Education, New Delhi,2011.

REFERENCES:

1. Evans J. Quality Management Organization and Strategy, 6th Edition, Cengage international,2011.
2. Shridhara Bhat, K. Total Quality Management - Text and Cases, Himalaya Publishing House, 1st Edition, New Delhi, 2002.

OUTCOMES:

On successful completion of this course students are able to-

- Identify the culture and framework required for implementing total quality management
- Implement the appropriate quality management principles and philosophies
- Formulate the right strategy for applying statistical process control
- Tap the tools and techniques of quality management to improve quality
- Identity the quality management systems essential for industries