

B.B.A.
SYLLABUS : 2011

CHOICE BASED CREDIT SYSTEM (CBCS)



DEPARTMENT OF BUSINESS ADMINISTRATION
St. JOSEPH'S COLLEGE (Autonomous)

Re-accredited with A+ Grade by NAAC

College with Potential for Excellence by UGC

TIRUCHIRAPPALLI - 620 002, TN

BBA : COURSE DETAIL - 2011

SEM	PART	CODE	SUBJECT TITLE	HRS	CREDIT
I	I	11UGT110001	General Tamil-I / French-I / Hindi-I	4	3
	II	11UGE120101	General English-I	5	3
	III	11UBU130201	Organizational Behavior	7	4
	III	11UBU130202	Financial Accounting	7	4
	III	11UBU130401	Allied: Managerial Economics	5	5
	IV	11UFC141001	Value Education-I: Essentials of Ethics, Yoga & Stress Management	2	2
	IV	11UCE140801	Communicative English		5
	Total for Semester - I				30
II	I	11UGT210002	General Tamil-II / French-II / Hindi-II	4	3
	II	11UGE220102	General English-II	5	3
	III	11UBU230203	Management Principles	6	4
	III	11UBU230204	Cost Accounting	6	4
	III	11UBU230402	Allied: Computer Application Package for Managers	5	5
	IV	11UFC241002	Value Education – II: Fundamentals of Human Rights	2	1
	IV	11UCE240802	Computer Literacy	2	2
	Total for Semester - II				30
III	I	11UGT310003	General Tamil-III / French-III / Hindi – III	4	3
	II	11UGE320103	General English-III	5	3
	III	11UBU330205	Human Resource Management	5	4
	III	11UBU330206	Marketing Management	5	4
	III	11UBU330403	Allied: Industrial Relations	5	5
	IV	11UFC341003A	Professional Ethics I: Social Ethics (OR)	2	2
	IV	11UFC341003B	Professional Ethics I: Religious Doctrine	(2)	(2)
	IV	11UCE340901	Environmental Studies	4	2
Total for Semester - III				30	23

IV	I	11UGT410004	General Tamil-IV / French-IV / Hindi – IV	4	3
	II	11UGE420104	General English-IV	5	3
	III	11UBU430207	Statistics and Mathematics for Managers	5	4
	III	11UBU430208	Business Law	5	4
	III	11UBU430404	Allied : Entrepreneurial Development	5	5
	III	11UBU430301A	Core Elective I: Banking Theory and Practices (OR)	4	4
	III	11UBU430301B	Core Elective I : Event Management	(4)	(4)
	III	11UFC441004A	Professional Ethics II: Social Ethics (OR)	2	2
	IV	11UFC441004B	Professional Ethics II: Religious Doctrine	(2)	(2)
Total for Semester – IV				30	25
V	III	11UBU530209	Production Management	6	4
	III	11UBU530210	Research Methods in Business	6	4
	III	11UBU530211	Management Accounting	6	4
	III	11UBU530212	Operations Research	6	4
	III	11UBU530302A	Core Elective II: Business Communication (OR)	4	4
	III	11UBU530302B	Core Elective II :Public Relations Management	(4)	(4)
	IV	11UBU540601	Skill based Elective II: Personality Development	2	2
	Total for Semester - V				30
VI	III	11UBU630213	Capital Market and Financial Services	6	4
	III	11UBU630214	Financial Management	7	4
	III	11UBU630215	International Business	6	4
	III	11UBU630303A	Core Elective III: Total Quality Management In Business (OR)	4	4
	III	11UBU630303B	Core Elective III: Supply Chain Management & Logistics	(4)	(4)
	III	11UBU630304	Project Work	5	3
	IV	11UBU640602	Skill Based Elective II :Managerial Skills	2	2
	Total for Semester – VI				30
I - V	V	11UCE551101	Extension Service: SHEPERD & GENDER STUDIES		6
Total Credits For All Semesters				180	145

பருவம் -1
11UGT110001

மணி நேரம் - 4
புள்ளிகள் - 3

பொதுத்தமிழ் - I

நோக்கங்கள்

1. சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியங்களை அறிமுகம் செய்தல்.
2. புதுக்கவிதை, சிறுகதை, உரைநடை ஆகிய இலக்கியங்களின் நயம் பாராட்டுதல்.
3. சந்திப்பிழையின்றி எழுத மாணவர்களைப் பயிற்றுவித்தல்.

பயன்கள்

1. மாணவர்கள் சமூக மாற்றச்சிந்தனைகளை அறிந்துகொள்வர்.
2. சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்.
3. புத்திலக்கியங்களைப் படைக்கும் திறனையும், திறனாய்வு செய்யும் திறனையும் பெறுவர்.

அலகு-1

(10 மணி நேரம்)

மகாகவி பாரதியார் கவிதைகள்
பாரதிதாசன் கவிதைகள்
உரைநடை—முதல் மூன்று கட்டுரைகள்
(கட்டுரைக்களஞ்சியம்)

அலகு-2

(12மணி நேரம்)

கவிமணி தேசிகவிநாயகம் கவிதைகள்
நாமக்கல்கவிஞர் வெ.இராமலிங்கம் கவிதைகள்
இலக்கணம் -வலிமிகும் இடங்கள்

அலகு-3

(10 மணி நேரம்)

கவிஞர் கண்ணதாசன் கவிதைகள்
இலக்கியவரலாறு- மூன்றாம் பாகம்
சிறுகதை- முதல் ஆறு சிறுகதைகள்

அலகு-4

(14 மணி நேரம்)

பாவலரேறு பெருஞ்சித்திரனார் பாடல்கள்
அப்துல் ரகுமான் கவிதைகள்
இலக்கிய வரலாறு – நான்காம் பாகம்
இலக்கணம் - வலி மிகா இடங்கள்

அலகு-5

(14 மணி நேரம்)

கவிஞர் மேத்தா கவிதைகள்
மொழிபெயர்ப்புக்கவிதைகள்
சிறுகதை- 7 முதல் 12 முடிய உள்ள சிறுகதைகள்
உரைநடை- 4முதல் 6 முடிய உள்ள கட்டுரைகள்
(கட்டுரைக்களஞ்சியம்)

பாடநூல்

1. பொதுத்தமிழ் - செய்யுள் திரட்டு- தமிழ்த்துறை வெளியீடு- 2011-2014
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழ்த்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. கட்டுரைக்களஞ்சியம் - உரைநடை நூல் - தமிழ்த்துறை வெளியீடு, 2011-2014
4. சிறுகதைத்தொகுப்பு

மதிப்பெண் பகிர்வு

பிரிவு	பாகம் -1	பாகம் -2	பாகம்-3
செய்யுள்	12 (12 வினாக்கள்)	8 (2 வினாக்கள்)	30 (2 வினாக்கள்)
இலக்கியவரலாறு	6 (6 வினாக்கள்)	8 (2 வினாக்கள்)	15 (1 வினா)
உரைநடை	-----	-----	15 (1வினா)
இலக்கணம்	2 (2 வினாக்கள்)	4 (1 வினா)	-----
சிறுகதை	-----	-----	15 (1 வினா)

Semester: I
Code:11UGE120101

Hours :5
Credits: 3

GENERAL ENGLISH – I

Objectives:

1. To enable the students to develop their effective communicative skills in English.
2. To empower the students with fluency and accuracy in the use of English Language.
3. To transform them into globally employable persons with placement skills.

UNIT-I 12 Hrs

Prose Education.
Employment.
Unemployment.

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 – 1-6 units

UNIT-II 12 Hrs

Prose Application.
Planning.
Curriculum Vitae.

Poem Ben Jonson—“On Shakespeare”
Reading Comprehension

Short Story Rudyard Kipling—The Miracle of Puran Bhagat
(Extensive Reading).

Essential English Grammar – 7-12 units.

UNIT-III 11 Hrs

Prose Interview.
Reporting.
General Knowledge.

Poem Robert Herrick—“Gather Ye Rosebuds.”
Note Making

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

Essential English Grammar – 13-18 units

UNIT-IV 20 Hrs

Prose Review.(Super Toys)
Stress.
No Time.

Poem Oliver Goldsmith—“ The Village Schoolmaster”
Developing story from hints

Short Story John Galsworthy—“Quality” (Extensive Reading).

Essential English Grammar – 19-24 units

UNIT-V 15 Hrs

Prose Killers.
Galloping Growth.
A Short Story.

Poem William Blake—“ From Auguries of Innocence”
Précis Writing

Short Story William Somerset Maugham— Mabel
(Extensive Reading).

Essential English Grammar – 25-30 units

Text Books

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

Semester: I**Hours/week : 7****Code: 11UBU130201****Credit : 4****ORGANISATIONAL BEHAVIOUR****Objectives:**

- To understand the fundamental concepts of OB.
- To make the students learn the applications of the concepts.

UNIT-I CONCEPT OF ORGANISATIONAL BEHAVIOUR (15 hrs)

Organization - definition-Features of organization - concept of organizational Behavior - Role of organizational Behavior-models of organizational Behavior - Nature of Human Behavior.

UNIT-II GROUP DYNAMICS (15 hrs)

Group dynamics - Groups at work - formal and informal groups-Group cohesiveness, group pressure and norms, individual group goals - Roles and role conflict.

UNIT-III LEADERSHIP AND COMMUNICATION (15 hrs)

Leadership – characteristics - leadership continuum-styles of leadership-theories of leadership -communication process - types of communication - directions-feedback-Barriers to communication.

UNIT-IV ATTITUDE AND PERSONALITY (13 hrs)

Personality - concept of personality - personality measurement - Attitudes-concept of Attitude - Values and Behavior.

UNIT-V MOTIVATION (15 hrs)

Motivation theories in organization-Maslow's need hierarchy-Herzberg's two factor theory of motivation-McClelland's need theory-vroom's expectancy theory-McGregor's theory X and Y- morale.

Text Book(s)

1. L.M.PRASAD, "Organizational Behaviour", Sultan Chand & Sons Ltd., New Delhi, 2006.

BOOK(S) FOR REFERENCE

1. Stephen P. Robbins, "Organisational Behaviour", Prentice Hall Publications, 1990, New Delhi.
2. Fred luthans, "Organizational Behaviour", Tata McGraw Hill, 1991, New Delhi.
3. V.S.P. Rao & D.S. Narayana, "Organisation Theory & Behaviour", Konark Pvt. Ltd., 1991, Bhuvanewware.

Sem: I **Hours/week : 5**
Code: 11UBU130401 **Credits : 5**

Allied: MANAGERIAL ECONOMICS

Objectives:

- To understand the Managerial tools of Economics and Pricing decisions.

UNIT-1: CONCEPTS OF MANAGERIAL ECONOMICS (10 hours)

Introduction: Nature and scope of Managerial Economics - Economic theory and Managerial Economics - Managerial Economist: Role and responsibilities.

UNIT-2: THEORIES OF CONSUMPTION (10 hours)

Demand Analysis and Forecasting: Demand Determinants - Demand Distinctions - Demand forecasting - General considerations - Methods of Demand Forecasting.

UNIT-3: COST ANALYSIS (10 hours)

Cost concepts - Classifications and determinants - Cost – Output relationship - Economies and Diseconomies of scale - Cost control and cost reduction.

UNIT-4: MARKET STRUCTURE (15 hours)

Price and Output Decisions under different market structures: Perfect competition – Monopoly and monopsony - Price discrimination - Monopolistic Competition - Oligopoly - Practical methods of pricing.

UNIT-5: MACRO ECONOMIC ANALYSIS (10 hours)

Macro Economics and Business Decisions: Business cycle and its phases - Input-Output Analysis - National Income- Concepts, Methods and difficulties in the calculation of National income.

TEXT BOOK:

Appannaiah, Reddy and Shanthi: Business Economics. Bangalore: Himalaya Publishing House, First Edition: 2004.

REFERENCE BOOKS:

- Varshney, R.L. & Maheswari, K.L.: Managerial Economics. New Delhi: Sultan Chand & Sons, 2002.
- Joel Dean: Managerial Economics. New Delhi: McGraw Hill Publications Co. Ltd., 1979.
- Seth, M.L.: Micro Economics. Agra: Lakshmi Narain Agarwal Educational Publishers, 1990.
- P.L. Mehta: Managerial Economics: Analysis, Problems and Cases. Delhi: Vishal Publications, 1991.

பருவம் -2
11UGT210002

மணி நேரம் - 4
புள்ளிகள் - 3

பொதுத்தமிழ் - II

நோக்கங்கள்

1. சமய நல்லிணக்க உணர்வை வளர்த்தல்.
2. தமிழ்க் காப்பியங்களில் அழகும், அறிவுணர்வும் ஊட்டும் பகுதிகளைப் படித்துப் புரிந்து கொள்ளுதல்.
3. உரைநடைக் கட்டுரை எழுதும் திறன் பெறுதல்.

பயன்கள்

1. தமிழைத் திருத்தமாகப் படிக்கவும், பேசவும், பிழையின்றி எழுதவும் கூடிய திறன் பெறுவர்.
2. இலக்கியங்களில் படித்தவற்றை முறையாக வாழ்க்கையில் கடைப்பிடிப்பர்.

அலகு : 1

(12 மணி நேரம்)

சிலப்பதிகாரம் – அடைக்கலக் காதை - மதுரைக் காண்டம்
இலக்கிய வரலாறு – சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.

அலகு : 2

(12 மணி நேரம்)

மணிமேகலை – சிறைக்கோட்டம் அறக்கோட்டம் ஆக்கிய காதை
பெரியபுராணம் – திருநாளைப்போவார் நாயனார் புராணம்
உரைநடை – 7 முதல் 9 முடிய உள்ள கட்டுரைகள்
(கட்டுரைக்களஞ்சியம்)

அலகு : 3

(12 மணி நேரம்)

கம்பராமாயணம் – வாலி வதைப்படலம்
செம்மொழியான தமிழ்மொழியே:1 – 20 பக்கங்கள்
இலக்கணம் – எழுத்திலக்கணம்

அலகு : 4

(12 மணி நேரம்)

தேம்பாவணி – மகன் நேர்ந்த படலம்
சீறாப்புராணம் – அபீறாகு வதைப்படலம்
உரைநடை – 10 முதல் 12 வரையிலான கட்டுரைகள்
செம்மொழியான தமிழ்மொழியே – 21- 37 பக்கங்கள்

அலகு : 5

(12 மணி நேரம்)

இராவண காவியம் – ஆரியப் படலம்
இலக்கிய வரலாறு – தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய.
இலக்கணம் – சொல்லிலக்கணம்

பாடநூல்கள்

1. செய்யுள் திரட்டு – தமிழாய்வுத்துறை வெளியீடு, 2011 – 2014.
2. இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2010.
3. உரைநடைநூல், தமிழாய்வுத்துறை வெளியீடு, 2011-2014
4. செம்மொழியான தமிழ்மொழியே, சங்கம் வெளியீடு, மதுரை.2010

மதிப்பெண் பகிர்வு

பிரிவு	பாகம் -1	பாகம் -2	பாகம்-3
செய்யுள்	12 (12 வினாக்கள்)	8 (2 வினாக்கள்)	30 (2 வினாக்கள்)
இலக்கியவரலாறு	4 (4 வினாக்கள்)	4 (1 வினா)	15 (1 வினா)
உரைநடை	-----	-----	15 (1வினா)
இலக்கணம்	2 (2 வினாக்கள்)	4 (1 வினா)	-----
செம்மொழி	2 (2 வினாக்கள்)	4 (1 வினா)	15 (1 வினா)

Sem: II
Code: 11UGE220102

Hours :5
Credits: 3

GENERAL ENGLISH –II

Objectives:

1. To enable the students to develop their effective communicative skills in English.
2. To empower the students with fluency and accuracy in the use of English Language.
3. To transform them into globally employable persons with placement skills.

UNIT-I		12 Hrs
Prose	Environment. A Dead Planet. Riddles.	
Poem	William Wordsworth—Nutting. Shelley- Ozymandias. Filling Money Order Chalan and Bank Chalan	
Short Story	G.K.Chesterton – The Hammer of God (Extensive Reading)	
Essential English Grammar: -31-36 Units		
UNIT-II		12 Hrs
Prose	Qahwah A Dilemma Computeracy	
Poetry	John Keats—La Belle Dame Sans Merci Robert Browning- The Last Ride Together	
Short Story	Katherine Mansfield—A Cup of Tea (Extensive Reading)	
Dialogue Writing		
Essential English Grammar:37-42Units		
UNIT-III		11 Hrs
Prose	Review (Use Your English) Entertainment You and Your English	
Poetry	Walt Whitman- I Celebrate Myself. Mathew Arnold—Dover Beach.	

Short Story Thomas Wolfe—The Far and the Near (Extensive Reading)
Conversations
Essential English Grammar:43-48Units

UNIT-IV 20 Hrs

Prose War Minus Shooting .
Usage and Abusage.
Poetry Sarojini Naidu—The Gift of India..
Robert Frost—Design .
Short Story R.K. Narayan—Half a Rupee Worth (Extensive Reading)
Manohar Malgonkar—Bacha Lieutenant
Story Telling
Essential English Grammar:49-54Units

UNIT-V 15 Hrs

Prose 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: 55-60Units

Text Books

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

Sem: II**Hours/Week : 6****Code: 11UBU230203****Credits : 4****MANAGEMENT PRINCIPLES****Objectives:**

- To Provide the Students for fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
- To motivate the students to become a manager in future.

UNIT-I CONCEPT OF MANAGEMENT (10 hours)

Concept, Nature, Process & Significance of Management – Management & Administration – Development of Management – Contribution of Taylor & Fayol – Functions of Management.

UNIT-II PLANNING (10 hours)

Nature, Scope, and Objectives of Planning – Types of Plan – Planning Process – Limitations.

UNIT-III ORGANISING AND STAFFING (15 hours)

Nature and Purpose – Formal & Informal Organization – Structure and Process – Departmentation by different Strategy – Line and Staff authority – Benefits and Limitations – Decentralization and Delegation of Authority – Staffing – Selection Process – Techniques – man power outsourcing - fixed tenure Appointment.

UNIT-IV DIRECTING (10 hours)

Principles, Techniques, Supervision – Meaning, Functions. Co-Ordination – Meaning, Elements and Features, Differents between Co-ordination and Co-operation.

UNIT-V CONTROLLING (15 hours)

Nature and Scop of Controlling; Types of Control; Control Process; Control Techniques – Tradition and Modern; Effective Control System.

TEXT BOOK:

T. Ramasamy: Principles of Management. New Delhi: Sultan Chand Co Ltd., First Edition: 2004.

BOOK REFERENCES:

1. Dinakar and Pegara: Business Management, Prentice Hall of India, New Delhi, 1984.
2. S.C. Saxena: Business Organization, S. Chand & Co Ltd., 1990.
3. L.M. Prasad: organizational Behaviour.

Sem: II
Code: 11UBU230204

Hours/week : 6
Credits : 4

COST ACCOUNTING

Objectives:

- to enable the students to understand the principles and the procedure of cost accounting.
- to help the students to apply it in a practical situation.

Unit-I: COST CONCEPTS AND STATEMENT OF COST (12 hours)

Meaning and scope of cost accounting cost concepts – classification of cost- types of costing -Elements of cost-preparation of cost sheets-Reconciliation of cost and financial accounts.

Unit-II: MATERIAL (12 hours)

Objectives of material control- average stock level - perpetual inventory system- bin card-stores ledger-minimum stock level- maximum stock level-re-order level-danger level- -EOQ-ABC Analysis- periodic inventory system. Valuation of material-FIFO – LIFO- HIFO-Base stock-simple average-weighted average-periodic weighted average.

Unit-III: LABOUR (12 hours)

Labour cost control- labour turn over- idle time- methods of measuring labour turn over- methods of wage payment-piece rate system-Taylor's-differential piece rate system- merrick's differential-piece rate- wage incentive plan- Halsey'splan- Halsey-weir plan- rowan plan-Emerson efficiency plan.

Unit-IV: OVERHEADS (12 hours)

Definition - classification- allocation and absorption of overhead-primary and secondary apportionment of over heads-stepladder methods-reciprocal methods- simultaneous equation method- machine hour rate (simple problem).

Unit-V: TYPES OF COSTING (12 hours)

Process costing- normal loss- abnormal loss-abnormal gain-job costing-batch costing- contract costing.

TEXT BOOK:

Jain and Narang, Cost accounting principles and practice, Kalyani publishers, New Delhi, 2009.

REFERENCE BOOKS:

1. S.P. Iyengar, Cost accounting, Sultan chand and sons, New Delhi.
2. R.S.N. Pillai and Bagawathi, cost accounting, Sultan chand and Company Ltd, New Delhi.
3. N.K. Prasath, Principles and Practice of Cost Accounting, Syndicate Private Limited, New Delhi.

(Theory 25% & Problems 75%)

Sem: II **Hours/Week : 5**
Code: 11UBU230402 **Credits : 5**

Allied: COMPUTER APPLICATION PACKAGE FOR MANAGERS

Objectives:

- To know the students computer and its uses in the Management
- To apply their computer knowledge in Management

UNIT-I INTRODUCTION TO COMPUTER AND WINDOWS OPERATING SYSTEM (8 hours)

Computer - Meaning & Definition - History & Generation of Computers
 - Computer Hardware-Software-Types of Computer - Introduction to Windows
 - Components of Windows – Accessories - File Manager.

UNIT-II MS- WORD (10 hours)

Introduction MS office 2007 - Creating, Formatting & Editing Document
 - Auto text - Auto Correct - Spelling & Grammar tool - Page Formatting -
 Book Mark - Mail Merge -Tables - Printing - Styles -Template - File
 Management.

UNIT-III MS- EXCEL (10 hours)

Introduction to MS-Excel - Creating & Editing Work Sheet - Using
 Formulas & Functions - Charts - Formatting and Printing the Work Sheet.

UNIT-IV MS- POWER POINT (8 hours)

Overview of PowerPoint - Creating Presentations - Manipulating and
 Enhancing Slides - Organizational Charts - Word Art - Animations and Sounds
 - Printing Presentation.

UNIT-V TALLY ERP- I (14 hours)

Introduction - Structuring Computerized Accounts - Vouchers -
 Accounting Stock - Cost and Budget. Introduction to Internet - Types of
 Internet Access - Web Browsing - Web Search Engine - E-mail - Computer
 Virus.

Book for References:

1. Ron Mansfield,' Working in Microsoft Office', Tata McGraw Hill Edition1997.
2. Sanjay Saxena,'a First Course in Computers', Vikas Publishing House Pvt Ltd, New Delhi, 99.
3. Russell A. Stultz, 'Learn Microsoft Office', BPB Publication.
4. E. Balagurusamy,'Computer for Beginners'
5. Rajagopal.D, 'Smart Accountant', Deva Publications, Tiruchirappali, 2002.
6. Srinivasa Vallapavan, 'Computer Application in Business'.

பருவம் - 3
11UGT310003

மணி நேரம் - 4
புள்ளிகள் - 3

பொதுத் தமிழ் - III

நோக்கங்கள்

1. செம்மொழித் தமிழ்ச்செய்யுள்களான பதினென்மேல் கணக்கு, பதினென்கீழ்க் கணக்குப் பாடல்களைப் படித்துப் பொருள் புரிந்து கொள்ளும் திறன் பெறுதல்
2. பண்டைய இலக்கியங்களில் அமைந்துள்ள சமூகக் கருத்துக்களை உணர்தல்.
3. மரபுக் கவிதை வடிவங்களை அறிதல்.
4. கவிதைகளில் அணிகள் அமைந்துள்ள பாங்கைப்பிரிதல்.
5. புதினம் வழித் தற்காலச் சமுதாயச் சிக்கல்களையும், அதற்கான தீர்வுகளையும் ஆராய்ந்தறிதல்.

பயன்கள்

1. செம்மொழியாம் தமிழ் மொழியின் சிறப்பை அறிந்துகொள்வர்.
2. பண்டைய இலக்கியங்கள் உணர்த்தும் அறக்கருத்துக்களை அறிந்து, மாணவர் ஒழுக்க நெறியில் வாழ்ந்து சமூகத்தை மேம்படுத்துவர்.
3. மாணவர் புதினத்தைக் கற்பதன் மூலம் சமுதாயச் சிக்கல்களை உணர்ந்து அவற்றிற்குத் தீர்வு காண்பர்.

அலகு : 1

(16 மணி நேரம்)

பத்துப்பாட்டு - குறிஞ்சிப்பாட்டு (முழுமையும்)

அலகு : 2

(10 மணி நேரம்)

நற்றிணை, குறுந்தொகை, யாப்பிலக்கணம் (வெண்பா, ஆசிரியப்பா)

அலகு : 3

(10 மணி நேரம்)

இலக்கிய வரலாறு – ‘தமிழ்மொழியின் தொன்மையும் சிறப்பும்’ முதல் ‘சங்கத் தொகை நூல்கள்’ முடிய.

புதினம் – முழுமையும்.

அலகு : 4

(12 மணி நேரம்)

கலித்தொகை, பதிற்றுப்பத்து, புறநானூறு, அணியிலக்கணம்.

அலகு : 5

(12 மணி நேரம்)

திருக்குறள்

இலக்கிய வரலாறு – சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய.

பாடநூல்கள்

1. செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு (2011 - 2014)
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2010
3. புதினம் (ஒவ்வொரு கல்வியாண்டும் ஒவ்வொரு புதினம்).

மதிப்பெண் பகிர்வு

பிரிவு	பாகம் -1	பாகம் -2	பாகம்-3
செய்யுள்	12 (12 வினாக்கள்)	8 (2 வினாக்கள்)	30 (2 வினாக்கள்)
இலக்கியவரலாறு	6 (6 வினாக்கள்)	8 (2 வினாக்கள்)	30 (2 வினாக்கள்)
புதினம்	-----	-----	15 (1வினா)
இலக்கணம்	2 (2 வினாக்கள்)	4 (1 வினா)	-----

Sem: III
Code: 11UGE320103

Hours :5
Credits: 3

GENERAL ENGLISH -III

Objectives:

1. To enable the students to complete the pre-reading task to comprehend the local and global issues in the lessons..
2. To enable the students to complete the post-reading task centering on Grammar and Skill Development
3. To empower the students with globally employable skills.

UNIT-I

12 Hrs

Larry Collins & Dominique Lapierre
Freedom at Midnight (Extract)
Alfred Uhry
Driving Miss Daisy
Extensive Reading—Robinson Crusoe (Chapters 1-3)
Essential English Grammar—61-66.

UNIT-II

12 Hrs

Alfred Lord Tennyson
Ulysses
Nathaniel Branden
Our Urgent Need for Self-esteem
Extensive Reading—Robinson Crusoe (Chapters 4-6)
Essential English Grammar—67-72.
Reader's Mail :The Hindu

UNIT-III

11 Hrs

Daniel Goleman
Emotional Intelligence
Marcel Junod
The First Atom Bomb.
Extensive Reading—Robinson Crusoe (Chapters 7-9)
Essential English Grammar—73-78.
Job Application.

UNIT-IV

20 Hrs

E.K.Federov
Climate Change and Human Strategy.
Paolo Mauro
Corruption: Cases, Consequences and Agenda for further Research.
Extensive Reading—Robinson Crusoe (Chapters 10-12)
Essential English Grammar—79-84.
Minutes Writing.

UNIT-V

15 Hrs

Anne Frank
The Diary of Young Girl
A.P.J.Abdul Kalam
Wings of Fire
Extensive Reading—Robinson Crusoe (Chapters 13-15)
Essential English Grammar— 85-90.
Resume Writing.

Text Books

1. Elango K. *Insights*. Hyderabad: Orient Blackswan Pvt Ltd,2009.
2. Murphy, Raymond. *Essential English Grammar*. New Delhi. Cambridge University Press India Ltd,2009.
3. Defoe, Daniel. *Robinson Crusoe*. Chennai: MacMillan India Ltd,2009.
4. Stevenson R L. *Treasure Island*. Chennai: MacMillan India Ltd,2009.
5. Ram N Ed. *The Hindu*. Tiruchirappalli.

Semester: III**Hours/Week : 5****Code: 11UBU330205****Credits : 4****HUMAN RESOURCE MANAGEMENT****Objectives**

To introduce the students the basic concepts of HRM and to impart knowledge in Human Resource Planning and Development.

Unit-I STRUCTURE AND FUNCTION (12 hrs)

Introduction, Process and Function of HR Management – HR organizational structure – role of HR Manager in the organization – maintaining good IR situation – establishment - welfare activities – legal aspects - systems.

Unit-II HR PLANNING (12 hrs)

HR Planning - Concept, methods, Job Analysis - Job description, Job specification, Selection process – Employment tests and Interviews – man power planning and recruitment process.

Unit-III TRAINING & DEVELOPMENT (12 hrs)

Introducing Programme – Different training modules – Performance appraisal and review – Management Development programme.

Unit-IV COMPENSATION PLANNING (12 hrs)

Job evaluation methods – Wages – Different system of wage payments – Time and Piece rate – Wage incentives – Cost of living index – Bonus.

Unit-V GLOBAL FUTURE OF HRM (12 hrs)

Moonlighting (Double employment), Kinds of Moonlighting, problems of Moonlighting, Flexi timing – Cross Cultural Management – Basics in Cross Cultural Management, Globalization Cross Cultural Management.

Text Book:

Gupta C.B.. Human Resource Management, Sultan & Chand Pvt. Ltd., New Delhi.

REFERENCE BOOKS

2. Memoria C.B., Personnel Management, Himalaya Publishing House, New Delhi, 1990.
3. Prasad L.M., Human Resource Management, Sultan & Chand Pvt Ltd., New Delhi.
4. Kanga S.S., Human Resource Management, Sultan & Chand Pvt Ltd., New Delhi.
5. Pravin Durai Human Resource Management, Pearson Publication Pvt Ltd., New Delhi.
6. HRM 2000, Indian experience P.Subba Rao, Discovery Publishing House, New Delhi.

Sem: III
Code: 11UBU330206

Hours/Week : 5
Credits : 4

MARKETING MANAGEMENT

Objectives:

- To give basic knowledge on the concepts of marketing.
- To make the student understand the modern method of approaching in marketing.

UNIT- I INTRODUCTION & MARKETING CONCEPT (12 Hrs)

Marketing meaning, Definition – Nature and scope of marketing - Classification of markets – Evolution of marketing concept - Modern marketing concept and features – Functions of marketing – marketing Mix.

UNIT-II MARKETING ENVIRONMENT (12 Hrs)

Marketing Environment – Micro and Macro environment – Controllable and uncontrollable environment of marketing. PEST (EL) Analysis SWOT Analysis.

UNIT-III PRODUCT MIX (12 Hrs)

Product mix – Elements of product policy – Product Life Cycle – New product development process – Brand Management.

UNIT – IV BUYERS BEHAVIOUR & MARKET SEGMENTION (12 Hrs)

Consumer markets and buying behavior – Factors influencing buying behavior – Buying motives. Market Segmentation – Benefits of segmentation – Methods of segmenting markets – Pricing methods.

UNIT-V SALES PROMOTION & E-MARKETING CONCEPT (12 Hrs)

Advertising and sales promotion – Channels of distribution . Online marketing - Web based marketing – Emerging trends and challenges to marketers.

TEXT BOOK:

R.S.N. Pillai & Bagavathi, Modern marketing, Sulthan Chand & Co, New Delhi, 2008.

BOOKS FOR REFERENCES:

1. Philip Kotler, Marketing Management (Millenium Edition), Prentice Hall of India, New Delhi, 2001.
2. Rajan Nair. N, Sanjith R.Nair, Marketing, Sulthan Chand & Sons, New Delhi, 2009.
3. R.L Varshney, S.L Guptha, Marketing Management, Indian Perspective, Sulthan Chand, 2005.
4. M. Govindarajan, Marketing Management (Concepts, Cases, Challenges and Trends), PHI Learning (Pvt) Ltd., New Delhi, 2009.
5. Boyd Walker, Marketing Management, McGraw Hill, New Delhi, 2002.

Sem: III**Hours/Week : 5****Code: 11UBU330403****Credits : 5****Allied: INDUSTRIAL RELATIONS****Objectives:**

- To understand the basic concepts of industrial relations.
- Focusing on collective bargaining and Trade Unions
- To have more insight on discipline and WPM.

Unit 1: INDUSTRIAL RELATIONS (10 Hrs)

Definition of IR Concept - Industrial disputes: Meaning and causes - Importance of good labour management relations - Industrial Dispute Act 1947: Disputes settlement machineries, Awards and settlements, Strike and lockout, Lay-off and retrenchment - Role of ILO in industrial relations.

Unit 2: TRADE UNIONS IN INDIA (10 Hrs)

History and growth of Trade Union - Purpose and functions - Trade Unions and economic developments - Pitfalls and suggestions to improve - The Trade Unions Act, 1926.

Unit 3: COLLECTIVE BARGAINING (10 Hrs)

Meaning Nature, Types, Process and importance of CB Prerequisites issues involved - Status of Collective Bargaining in India - Suggestions to improve Collective Bargaining.

Unit 4: DISCIPLINE AND GRIEVANCE HANDLING (10 Hrs)

Grievance in Industrial Relations: Principles, Procedure - Discipline in Industrial Relations - Principles, Procedure - The Industrial Employment Standing Orders Act 1946.

Unit 5: WORKERS' PARTICIPATION IN MANAGEMENT (10 Hrs)

Concept - Practices in India works committees, Joint management councils - The voluntary scheme of worker's participation followed - Quality circles, Suggestions for improvement.

Text Books

1. C.B. Memoria: Personnel Management - New Delhi: Himalaya Publishing House, 1980.
2. P. C. Tripathi: Personnel Management and Industrial Relations - New Delhi: Sultan Chand & Sons, 1980.

Reference Books:

1. Bhagoliwal: Personnel Management and Industrial Relations, Kitab Mahal Publishers, New Delhi, 1995.
2. Yoder, Dale and others: Personnel Management and Industrial Relations, Prentice Hall, New Delhi, 1999.
3. Manoppa, A.: Industrial Relations, TMH, 1999, New Delhi.
4. Bhatia, S. K.: Constructive Industrial Relations and Labour Laws. Deep and Deep, New Delhi, 2003.

பருவம் - 4
11UGT410004

மணி நேரம் - 4
புள்ளிகள் - 3

பொதுத் தமிழ் - 4

நோக்கங்கள்

1. நாடகத்தின் நோக்கம், அதன் போக்கு, உத்திகள், பாத்திரப் பாங்கு, உரையாடல் முறை, கற்பனைத் திறம் போன்றவற்றை வெளிப்படுத்துதல்.
2. புதிய நாடகங்களைப் படைக்கும் திறனை மாணவர்களிடையே உருவாக்குதல்.

பயன்கள்

1. நாடகவழி அழகியல் உணர்வுகளை வளர்த்துக் கொள்வர்.
2. நாடகங்களைச் சமூகப் பயன்பாட்டிற்கு ஏற்ப உருவாக்கும் திறன் பெறுவர்.

அலகு : 1 (12 மணி நேரம்)
மனோன்மணியம், பாயிரம், அங்கம் - 1, களம் 1 - 5 வரை.

அலகு : 2 (12 மணி நேரம்)
மனோன்மணியம், அங்கம் - 2, களம் 1 - 3 வரை.
உரைநடை நாடகம் - ஈரோடு தமிழன்பன் - ஈர நெருப்பு
(முதல் மூன்று நாடகங்கள்)

அலகு : 3 (12 மணி நேரம்)
மனோன்மணியம், அங்கம் - 3, களம் 1 - 4 வரை.

அலகு : 4 (12 மணி நேரம்)
மனோன்மணியம், அங்கம் - 4, களம் 1 - 5 வரை.

அலகு : 5 (12 மணி நேரம்)
மனோன்மணியம், அங்கம் - 5, களம் 1 - 3 வரை.
உரைநடை நாடகம் - ஈரோடு தமிழன்பன் - ஈர நெருப்பு,
(4, 5, 6 ஆம் நாடகங்கள்)

பாடநூல்கள்

1. சுந்தரனார், பெ. மனோன்மணியம், தமிழாய்வுத்துறை (பதிப்பு), தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2. (அங்கம் - 3 இல்களம் - 4 நீங்கலாக)
2. உரைநடை நாடகம் - ஈரோடு தமிழன்பன் - ஈர நெருப்பு, அய்யா நிலையம், நாஞ்சிக் கோட்டை சாலை, தஞ்சாவூர் - 613 006.

மதிப்பெண் பகிர்வு

பிரிவு	பாகம் -1	பாகம் -2	பாகம்-3
மனோன்மணியம்	20 (20 வினாக்கள்)	20 (5 வினாக்கள்)	60 (4 வினாக்கள்)
உரைநடை நாடகம்	-----	-----	15 (1 வினா)

Sem: IV
Code: 11UGE420104

Hours :5
Credits: 3

GENERAL ENGLISH -IV

Objectives:

1. To enable the students to complete the pre-reading task to comprehend the local and global issues in the lessons..
2. To enable the students to complete the post-reading task centering on Skill Development and Grammar..
3. To empower the students with globally employable soft skills.

UNIT-I

12 Hrs

Life Stories

F.G.Herod
Mother Teresa
R.K.Narayan
Swami and Friends
Treasure Island (1-4)
91—95.

Extensive Reading
Essential English Grammar
Film Review (The Hindu).

UNIT –II

12 Hrs

Imogen Grosberg
See Off the Shine
George Orwell
The Porting Spirit
Treasure Island (5-8)
96-100.

Extensive Reading
Essential English Grammar
Article Writing on Current Issues.

UNIT-III

11 Hrs

Philip Agre
Building an Internet Culture
Satyajit Ray
Odds Against Us
Treasure Island (9-12)
101-105.

Extensive Reading
Essential English Grammar
Mock Interviews

UNIT-IV

20Hrs

Jerzy Kosinski
TV as Babysitter.
E.F.Scumacher
Technology With Human Face.
Treasure Island (13-17)
106-110.

Extensive Reading
Essential English Grammar
Mock Group Dynamics

UNIT-V

15 Hrs

Aluizio Borem, Fabrico
R.Santos & David E.Bower
Advent of Biology
Mark Ratner & Daniel Ratner
Nanotechnology
Treasure Island (18-22)
111-114.

Extensive Reading
Essential English Grammar
Presentation Skills

Text Books

1. Elango K. *Insights*. Hyderabad: Orient Blackswan Pvt Ltd,2009.
2. Murphy, Raymond. *Essential English Grammar*. New Delhi. Cambridge University Press India Ltd,2009.
3. Defoe, Daniel. *Robinson Crusoe*. Chennai: MacMillan India Ltd,2009.
4. Stevenson R L. *Treasure Island*. Chennai: MacMillan India Ltd,2009.
5. Ram N Ed. *The Hindu*. Tiruchirappalli.

SEM: IV**Hours/Week : 5****Code: 11UBU430207****Credits : 4****STATISTICS AND MATHEMATICS FOR MANAGERS****Objectives:**

- To impart knowledge to the students about statistical tools and its applications.

Unit-1: MATRICES AND DETERMINANTS (14 Hrs)

Matrices – meaning – types; Addition, Subtraction, Multiplication; Transpose & Inverse of a Matrix; Cramer's Rule; Determinant of Order One, Two, Three Properties.

Unit-2: APPLICATION OF CALCULUS (10 Hrs)

Elements of Differential Calculus – Maxima & Minima Application Related to Business – Linear Function – Elasticities; Relation between Average, Marginal Cost and Revenue

Unit-3: MEASURES OF CENTRAL TENDENCIES (12 Hrs)

Nature and scop of statistics – Uses of Statistics in Business – Measures of Central Tendency – Mean, Median, Mode; Measures of Dispersion – Range, QD, MD, SD, Co-efficient of variations.

Unit-4: CORRELATION AND REGRESSION (12 Hrs)

Correlation – Karl Pearson's Co-efficient of Correlation – Spearman's rank Correlation; Regression – meaning – Regression Lines – Equations of X on Y & Y on X.

Unit-5: TIME SERIES AND INDEX NUMBERS (12 Hrs)

Time series analysis – Components; Measuring Trend - Methods – Moving, Semi average, Least Square method; Index Number – Definition- Weighted, Unweighted, Laspeyres, Paasche and Fishers Ideal Index.

Text Books:

Gupta, S.P. Statistical Method, Sultan Chand and Sons, New Delhi, 1996.

Reference Book:

Agarwal, C. S. and Joshi, Mathematics for Economist, New Academic Publishing Co, 1993.

(Theory 20% & Problems 80%)

Sem: IV
Code: 11UBU430208

Hours/week : 5
Credits : 4

BUSINESS LAW

Objectives:

To enable the students to understand the realities of business and its legal consequences.

UNIT-I NATURE OF CONTRACT (12 Hrs)

Contract Act-definition, classification-Essentials of a contract-offer and acceptance-consideration-capacity to contract-free consent-performance and discharge of contract-remedies for breach of contract.

UNIT-II LAW OF AGENCY AND PARTNERSHIP (12 Hrs)

Contract of agency-nature of appointment, termination, rights, duties and liabilities-relation with third parties-types of agent. Partnership-definition, creation, essential relation with partner interest and to third parties-liabilities of partners-dissolution.

UNIT-III SALE OF GOODS ACT (12 Hrs)

Sale of goods Act-Bailment and pledge-Rights of an unpaid seller-transfer of property - Bailment and Pledge.

UNIT-IV INDEMNITY AND GUARANTEE (12 Hrs)

Indemnity and guarantee-surety-IMPLIED conditions and warranties.

UNIT-V COMPANIES ACT (12 Hrs)

Companies act-formation-kinds of companies-memorandum and articles of association-prospectus-shares and debentures-winding up.

Text Book:

N.D. KAPOOR, "Elements of mercantile law", sultan chand&sons, Ltd, 2005, New Delhi.

Books For Reference:

1. N.D. KAPOOR, "Company law", Sultan Chand & Son Ltd., 1990, New Delhi. New Delhi.
2. Shukla, "Mercantile law", prentice hall of India, 1984, New Delhi.
3. S.R. Davar, "Indian mercantile Law", Sultan & Chand, Ltd., 1990, New Delhi.

SEM: IV**Hours/Week : 5****Code: 11UBU430404****Credits : 5****Allied: ENTREPRENEURIAL DEVELOPMENT****Objectives:**

- To enable the students in the entrepreneurial skills for management.
- To motivate the students to become an entrepreneur.

UNIT-1: CONCEPTUAL FRAME WORK (12 Hrs)

Entrepreneur- Evolution – Definition – Entrepreneur and enterprise – Entrepreneur and managers – Intrapreneurs – Qualities of entrepreneurs – Types and functions of entrepreneurs – Role of entrepreneurs in economic development – Entrepreneurship – Nature – Characteristics - Barriers – Behavioral pattern affecting entrepreneurship.

UNIT-2: INSTITUTIONS ASSISTING ENTREPRENEURS (12 Hrs)

DIC – SIDO – NSIC – SIDCO – SISI – SIPCOT – ITCOT – NIESBUD – NAYE – commercial banks – Self Help Groups – Micro Credit – Institutional Finance System.

UNIT-3: PROJECT APPRAISAL (12 Hrs)

Meaning of Project – Objectives - Classification – Identification – Internal and external constraints – Techno Economic Survey – Project Life Cycle – Formulation and significance – Elements of Formulation – Project Selection – Design – Basic concepts of Network Analysis – CPM – PERT.

UNIT-4: WOMEN ENTREPRENEURS IN INDIA (12 Hrs)

Prospects - problems in Women development – role of self help group towards women empowerment.

UNIT-5: CASE STUDY (12 Hrs)

Successful entrepreneurial ventures – Drawbacks of entrepreneurial ventures and Turn around Ventures – case study.

TEXT BOOK:

Vasant Desai: Dynamics of entrepreneurial development, Wiley Eastern Ltd, New Delhi, 1990.

BOOKS FOR REFERENCE:

1. Garden & Natraj: Entrepreneurial Development.

Sem: IV**Hours/Week : 4****Code: 11UBU430301A****Credits : 4****CORE ELECTIVE I: BANKING THEORY LAW AND PRACTICE****Objectives:**

To enable the students to understand the banking theories and practices.

UNIT-I INTRODUCTION (8 Hrs)

Origin of Bank – Types of Banks – Banking Regulation Act 1949 – Roll of Banks and Economic Development – Central Bank, RBI and their Functions.

UNIT-II FUNCTIONS (8 Hrs)

Commercial Bank Functions – Various Types of Accounts – Current account – SB Account – Fixed Deposits – Other Deposits – Procedures for Operating accounts – Types of Customers.

UNIT-III NEGOTIABLE INSTRUMENTS (8 Hrs)

Bills of Exchange – Promissory Note – Cheques – Crossing of Cheques – Demand Draft.

UNIT-III LOANS AND ADVANCES (10 Hrs)

Types of Loans – Lending Policies and Procedures – Forms of Advances – Various methods of Creating Charges – Lien – Pledge – Hypothecation – Mortgage.

UNIT-IV RECENT TRENDS IN MODERN BANKING (10 Hrs)

E-Banking – Electronic Payment System – Mail Transfer – Credit Cards – Debit Cards – Customer Grievance Procedure – recent trends in modern banking – mobile banking.

TEXT BOOK:

Sundaram and Varshney, 'Banking Theory & Practice'.

BOOK FOR REFERENCE:

1. B.S RAMAN: Banking Theory law and practices, November 2010.

Sem: IV **Hours/Week : 4**
Code: 11UBU430301B **Credits : 4**

CORE ELECTIVE I: EVENT MANAGEMENT

Course Objective:

This course will enable students to

- Understand the role and purpose(s) of special events in objectives oriented organizations
- Develop the techniques and competencies required to plan successful special events
- Acquire the knowledge and competencies required to promote, implement and conduct special events. .

UNIT-I: INTRODUCTION TO EVENT MANAGMENT (10 Hrs)

- Defining and event- Types of events- size of events- Advantages offered by events.
- Importance and scope of events – Event as a marketing tool- Diverse
- Marketing needs addressed by events

UNIT-II KEY ELEMENTS OF EVENTS (8 Hrs)

Key elements of events

Event infrastructure core concept core people – core talent – core structure.

UNIT-III FIVE C'S OF EVENT (10 Hrs)

- Conceptualizing and designing events – 5 C's of events. Activities in event management. Planning – organizing – Staffing – leading – co-ordination – controlling.
- Event management information systems.

UNIT-IV STRATEGIC MARKETING (10 Hrs)

Strategic market planning – setting objectives – developing a strategic – marketing plan environmental assessment – competitive assessment – business assessment. Problem analysis – opportunity and resource analysis.

UNIT-V THE EVENT SITE (8 Hrs)

Choosing the event site – Managing the events as a project – the organization manager and the team during the event – close down, evaluation and legacies.

BOOKS FOR REFERENCES:

1. Sanjaya singh Gaur & Sanjay V Saggere, Event Marketing and Management, 2003, Noida, Vikas Publishing house pvt.Ltd
2. Anton Shone and Bryn Parry, Successful event management, 2008, New Delhi, Cengage Learning India Pvt Ltd.

Sem: V
Code: 11UBU530209

Hours/week: 6
Credits: 4

PRODUCTION MANAGEMENT

Objectives

- * To introduce basic concepts and to impart knowledge on production management.

UNIT-1: AN OVERALL VIEW OF PRODUCTION MANAGEMENT

(15 hours)

Relationship of Production Management with marketing, finance, personnel and material management - Factors for Plant Location - Plant layout - Different types of layouts and their suitability.

UNIT-2: WORK AND TIME MANAGEMENT

(10 hours)

Work study, time and motion study, work measurement, Normal time, standard time, Various charts used in production management

UNIT-3: PRODUCTION PLANNING AND SCHEDULING

(15 hours)

Kinds of Production plans, Capacity planning, aggregate scheduling and Manpower-Planning

UNIT-4: QUALITY CONTROL

(10 hours)

Quality control and inspection - Acceptance sampling technique - Statistical quality control – self quality check - Control charts

UNIT-5: INVENTORY CONTROL

(10 hours)

Inventory control of raw materials - Work in progress- Inventory store management - EOQ model - Value analysis - ABC analysis.

TEXT BOOKS:

1. Martand T. Telsang: Production Management. New Delhi: S. Chand & Company Ltd., First Edition: 2005 (for Unit-1 and Unit-2).
2. C.B. Gupta: Operations Management and Control. New Delhi: Sul-ton Chand & Sons, Fourth Edition: 2006 (for Unit- 3, Unit- 4 and Unit- 5)

BOOKS FOR REFERENCE :

1. E.S.Buffa: Modern Production Operations Management - 7th Edition. New Delhi: Wiley Eastern Ltd., 1980
2. Raymond R.Mayor: Production and Operation Management. New Delhi: Wiley Eastern Ltd., 1980
3. Keith Lockyeer: Production Management. New Delhi: Wiley Eastern Ltd., 1980
4. B.S.Goyel: Production Operation Management. New Delhi: Sultan Chand & Sons, 1990
5. Buffs and Miller: Production Inventory System . Chicago: Rand and McNally & Co. Ltd., 1990.

Sem: V**Hours/Week : 6****Code: 11UBU530210****Credits: 4****RESEARCH METHODS IN BUSINESS****Objectives:**

- To understand the concepts of research.
- Focusing on problem formulations, research design, data collections, interpretation and finally presentation of report.

UNIT 1: INTRODUCTION TO RESEARCH (12 Hrs)

Fundamental concept of Research: Meaning, objectives, purpose, criteria for Research, Types - Pure, Applied, Historical, Analytical, Descriptive and experimental Research, and purpose of research - Scientific method, case study method, problems encountered by Researchers.

UNIT 2: RESEARCH DESIGN & DATA COLLECTION (12 Hrs)

Research Design: Meaning, problem, types - interdependence of designs - Data collection: Primary sources - Secondary sources.

UNIT 3: HYPOTHESIS (12 Hrs)

Meaning, source, formation, concepts, importance and type of hypotheses - Procedure for hypothesis testing.

UNIT 4: SAMPLING TECHNIQUES (12 Hrs)

Sampling techniques: meaning, need, basis, essentials, advantage, disadvantage, types probability (simple random, stratified, systematic, cluster) non-probability: quota, convenience, purposive, judgment - Universe, population, size of sample, sampling and non-sampling errors.

UNIT 5: DATA INTERPRETATION AND REPORT WRITING (12 Hrs)

Interpretation: meaning, importance and mistakes committed in interpretation of data - Report writing: Outline of a research report, content of research report, types of research report and guidelines for writing a standard research report and oral report presentation.

Text Books:

1. Tirupathi, P. C.: A Textbook of Research Methodology in Social Sciences.
2. Kothari, C. R.: Research Methodology. Wiswa Prakashan, 2000.

Books for Reference:

1. Ahuja, Ram: Research Methods, Rawat Publications, Jaipur, 2003.
2. Dooley, David: Social Research methods, Prentice Hall, Delhi, 1997.
3. Rajkumar: Methodology and Social Science Research. Book Enclave, Jaipur, 2002.
4. Young, Pauline, V.: Scientific Social Survey and Research.

Semester: V**Hours/week : 6****Code: 11UBU530211****Credits : 4****MANAGEMENT ACCOUNTING****Objectives**

To introduce the students to the management technique to identify well governed corporate in practical life.

UNIT-I MANAGEMENT ACCOUNTING AND FINANCIAL STATEMENTS (14 hrs)

Financial Statements Management Accounting: Meaning and Definition Objectives – Scope – Management Accounting and financial Accounting – Management Accounting and Cost Accounting – Utility and Limitations of management Accounting Tools of management Accounting- Analysis of financial Statements- Comparative financial Statements – Common size Statements.

UNIT-II RATIO ANALYSIS (14 hrs)

Analysis and interpretation of financial statement through accounting ratios-analysis for liquidity solvency and profitability-significance of various ratios and their computation-uses and limitations of ratios.

UNIT-III FUND FLOW ANALYSIS (14 hrs)

Fund flow analysis-concept of funds-sources and uses of funds-concepts of flow-fund flow statement-managerial uses of fund flow analysis-construction of fund flow statement- working capital estimation.

UNIT-IV CASH FLOW ANALYSIS (14 hrs)

Cash flow analysis-distinction of cash from funds-utility of cash flow statement-construction of cash flow statement.

UNIT-V MARGINAL COSTING (14 hrs)

Marginal costing and profit planning-distinction between absorption costing and marginal costing-key factor-Break even analysis-margin of safety-cost volume profit analysis.

Text Book:

S.N. Maheswari, "Principles of management accounting", Sultan chand&sons, Ltd, 1990, New Delhi.

Books For Reference

1. Srinivasan and Ramachandran, "Management Accounting", Sultan Chand & Sons Ltd, 1990, New Delhi.
2. N. Vinayakam & I.B. Sinha, "Management accounting", Tools and Technique, Himalaya publishing house, 1990, New Delhi.
3. Man Mohan & S.N. Goyal, "Principles of Management Accounting", Sahitya Bhavan, 1990, Agra.

Sem: V**Hours/Week : 6****Code: 11UBU530212****Credits : 4****OPERATIONS RESEARCH****Objectives:**

To introduce basic concepts and ideas to impart knowledge on operations research.

UNIT-I LINEAR PROGRAMING PROBLEM (20 hours)

Scientific method – Operation Research Model & Model Building – Resource Allocation – Linear Programming – Graphic Method – Simplex Method, M- Technique (Excluding duality in Linear Programming Problem).

UNIT-II TRANSPORTATION PROBLEM & ASSIGNMENT PROBLEM (15 hours)

Introduction - Formulation of Transportation Problem – Description of various Methods to find the initial basic feasible Solution – NWRC Method, Row minima Method, Column Minima Method – Least Cost Method, Vogel Method. Introduction – General Model of the Assignment Problem – Solution to the Assignment Problem.

UNIT-III INVENTORY MANAGEMENT (15 hours)

Introduction – Classification – EOQ – General Notation Used – Deterministic & Elementary Stochastic Models – Model - I, II, III.

UNIT-IV SIMULATION (10 hours)

Introduction –Monte-Carlo simulation Methods.

UNIT-V QUEUING MODELS (15 hours)

Introduction – Some Queuing Terminology – Model I (Single Server Model – Infinite queue).

TEXT BOOK:

V.K. Kapoor, 'Operations Research –Problems And Solutions', New Delhi, Sultan Chand & Sons, 1980.

BOOK REFERENCES:

1. Hamdy A. Taha: Operations Research. New Delhi: Sultan Chand & Sons, 1990.
2. Gupta, Ganti Swroop and Mon Mohan: Operations Research. New Delhi: Sultan Chand & Sons, 1990.

Sem: V **Hours/week : 4**
Code: 11UBU530302A **Credits : 4**

Core Elective II: BUSINESS COMMUNICATION

Objectives:

To help the students know the importance of communication in day to day business.

Unit-I INTRODUCTION TO BUSINESS COMMUNICATION (12 hours)

Introducing Communication -Types of communication (meaning - need-importance - commercial terms and abbreviations)

Media of communication - Principles of effective communication - Barriers to communication-need, function and kinds of business letters - Effective business letters.

Unit-II TYPES OF LETTERS (8 hours)

The layout of the letter – Enquiries and reply quotations - sales letter - claims and adjustments, collection letter - circular letters - application letters.

Unit-III CORRESPONDENCE LETTER (10 hours)

Letter relating to Agency - Application for jobs – Recommendation bank for correspondence relating to exports and imports.

Unit-IV LISTENING AND COMMUNICATION (10 hours)

Importance of listening and communication – Principles of effective listening – Telex – facsimile(fax) - teleconferencing - intercom apparatus - modern means of communication – internet - E-mail.

Unit-V BODY LANGUAGE (10 hours)

Body Language – A framework for Understanding Territories and zones - Palm Gestures and Arm Gestures and Face Gestures - Eye Signals - Arm leg, Barriers.

Text Book:

Business communication by –Rajender pal and korla Halli – Sultan chand & co.

BOOKS FOR REFERENCE:

2. Effective business English and correspondence by M.S.Ramesh and pattern shetty – sultan chand publications.
3. Business correspondence and report writing by – Sharma and Krishnamohan – TMH.
4. Effective letters and business law by – Shurter -TMH.
5. Principles and practice of commercial corresponding by- Stephenson Pitman.
6. Body Language by – Allan Pease- Sheldon Press, London.

Sem: V**Hours/week: 4****Code: 11UBU530302B****Credits: 4****Core Elective II: PUBLIC RELATIONS MANAGEMENT****Objectives:**

- To understand the role of public relations in building and maintaining a healthy corporate image.
- To gained working knowledge of he various tools in public relations.

Unit-I INTRODUCTION TO PUBLIC RELATIONS (8 Hrs)

1. Introduction to P.R. –Definition, Nature, History, and Development, Role of PR,PR associations.

Unit-II PUBLIC OPINION (8 Hrs)

2. Public Opinion – The Psychological factors that affect the perception of the public, their though process and decision making process

Unit-III PUBLIC RELATION PROCESS (8 Hrs)

3. Public Opinion Research
4. Public Relations : The process.

Unit-IV MEDIA AND TOOLS (8 Hrs)

5. Media & Tools: Press Radio, Television, Documentaries, Films.
6. Company Literature: Annual reports, manuals Brochures Information bulletins, House Journals, News Letters, Direct mailing

Unit-V PROMOTIONAL TECHNIQUES (8 Hrs)

7. Advertising and Promotional Techniques : Promoting and positioning your organization through, Advertising, Exhibitions, open house, Tournaments etc.,
8. Lobbying, Managing Rumors & Leaks.

Text Books:

1. Effective public relations and meida strategy by C.,V. Narasimha Reddy – PHI learning India PVT Ltd.,
Email : phi @phindia.com
2. For Unit V
Public Relations principles and practices with solution manual by Iqbal S.
3. Sach deva Oxford University Press, Chennai.
Email: v.anand@oup.com
4. Public relations practices by Allen H. Center and Patrick Jackson – Cage studies and problems – Indian Edition – PHI learning India PVT Ltd.,
5. Pubilc management – maximize efficiency and effectiveness by Sukumar Chatterjee – Global India Publications, New Delhi.

Sem: V **Hours/Week : 2**
Code: 11UBU540601 **Credits : 2**

Skill Based Elective I: PERSONALITY DEVELOPMENT

Objectives:

- To identify some of the essential soft skills needed for effective management.
- To help the student to discover his potential and adopt an assertive behaviour.
- To provide him opportunities to test his soft skills in a class room situation.

Unit 1: Soft Skills (6 hr)

Soft Skills - Nature and their importance for a manager - Communicative, Social, Cognitive and negotiating skills - Identifying, practicing and enhancing one's soft skills.

Unit 2: Personality (7 hr)

Self Discovery - Process of Self Knowledge - SWOT Analysis JOHARI WINDOW - Self Concept and Self esteem - Personality types - Factors affecting one's personality - attitude - formation and developing of Positive attitudes - Emotional intelligence - Assertiveness.

Unit 3: Interpersonal and Organizing Skills (7 hr)

Effective communication and listening - Transactional Analysis and Life Positions - Team building and team work - Organizing skills - Negotiating skills - Conducting meetings and Time Management - Stress Management.

Text Books:

Alex, K.: Soft Skills. S. Chand & Co. Ltd., New Delhi, 2009.

Reference Books:

1. Bukari, S.A.W.: Soft Skills: Competencies for Success. Sanjee Book House, Trichy. 2009.

2. McGrath, E. H.: Basic Managerial Skills for All. Prentice Hall, New Delhi, 2007.
3. Chaturvedi, P. D. and Mukesh Chaturvedi: Business Communication. Pearson Education, New Delhi, 2008.
4. Francis Thamburaj: Communication Soft Skills. Grace Publishers, Trichy.

SEM: VI**Hours/Week : 6****Code: 11UBU630213****Credits : 4****CAPITAL MARKET AND FINANCIAL SERVICES****Objectives:**

- To know the basic ideas on recent developments and to impart the knowledge of capital market and financial services
- To know the structure and functioning of capital market and financial service industry in India.

Unit-1: FINANCIAL SYSTEM (8 hrs)

Indian Financial System – Structure and Constituents of Indian Financial System – Financial Market – Financial Instruments and Services – Financial System and Economic Development.

Unit-2: FINANCIAL INSTITUTIONS (12 hrs)

Indian capital market since Independent – Special Financial Institution – IFCI, ICICI, IDBI, LIC & UTI; Leasing, Hire Purchase Companies – Factoring.

Unit-3: FINANCIAL SERVICES (10 hrs)

Financial services meaning – types – Fund based & Fee based – Financial services – Non-Banking Financial Companies – Financial Position – Functions – Norms for NBFCs.

Unit-4: FINANCIAL ISSUES (14 hrs)

Mutual Funds – Mechanism – Types of Schemes – Mutual Fund Industry in India – AMFI – Reason Development ; Merchant Banking – Venture Capital Industry in India.

Unit-5: FINANCIAL MARKET (10 hrs)

Stock Exchange in India – Working of Stock Exchange – BSE – NSE – OTCEI; SEBI – Primary and Secondary Market Reference – SEBI – functions and powers of SEBI.

Text Book:

M.Y. Khan, 'Indian Financial System', Tata Mc-Graw Hill.

Books for Reference:

- R. P. Rustagi, 'Financial Analysis and Financial Management.
- Report on Currency and Finance – RBI Vol-I.
- Economic Survey (1991-2000).
- L.C.Gupta: Export Study of Tracking in Shares and Stock Exchange.

Sem: VI**Hours/week : 7****Code: 11UBU630214****Credits : 4****FINANCIAL MANAGEMENT****Objectives:**

- To introduce the students the financial plans that are to be drawn for good governing.

Unit-1 NATURE OF FINANCIAL MANAGEMENT (15 hrs)

Nature of financial management - Meaning and scope of finance function - Financial Management and its functions - Goals of financial management - Profit maximization - Wealth maximization - Importance of financial management - Organisation of financial Department.

Unit-2 CAPITAL CONCEPT (15 hrs)

Cost of capital - Concept - Importance and types of cost of capital - Measurement of cost of Capital - Weighted average cost of capital - Operating and financial leverages.

Unit-3 CAPITAL STRUCTURE (15 hrs)

Capital structure - Meaning, factors affecting capital structure - Capital gearing, High and low gearing, significance, meaning of trading on equity - Limitations on the policy of trading of equity.

Unit-4 CAPITAL BUDGETING (15 hrs)

Capital budgeting - Nature of capital expenditure - Concept of capital budgeting - Capital budgeting - Procedures - Methods of ranking investment proposals - Payback method - Return on investment method - Present value method.

Unit-5 FINANCIAL PLANNING AND FORECASTING (15 hrs)

Financial planning and forecasting - Concept - Characteristics and factors affecting financial Planning - Necessity and limitations - Cash forecasting.

Text Books:

S.N. Maheshwari, Sultan Chand pvt,ltd, New delhi, November 2010.

REFERENCE BOOKS

- Prasanna Chandra: Financial Management Theory and Practice - New Delhi: Tata McGraw Hill, 1990
- Van Horne: Financial Management and Policy - New Delhi: Prentice Hall of India, 1990
- Brealey and Myers: Principles of Corporate Finance - New Delhi: Tata Mc Craw Hill, 1985.
- M.Y.Khan and P.K.Jain: Financial Management - New Delhi: Tata McCraw Hill, 1986.
- I,M.Pondy: Financial Management - Chennai: Vani Educational Books, 1999.

(Theory-40% & Problem-60%)

Sem: VI**Hours/week : 6****Code: 11UBU630215****Credits : 4****INTERNATIONAL BUSINESS****Objectives**

- To impart basic knowledge and skills on International Business Policy Practices to students.

Unit-I: Concepts and Theories of International Business (10 hrs)

Introduction: International Business (Trade) – Difference between domestic trade and International Trade - Theories – Absolute advantage, Comparative Cost Theory of International Trade, Mill's Theory of Reciprocal Demand, Theory of Opportunity Cost and Modern Theory Of Trade – Heckscher-Ohlin.

Unit-II: Business Environment**(5 hrs)**

International Business Environment: Global Marketing Environments - Cultural - Social - Legal and Political Environments - Trade, Monetary and Economic Environments.

Unit-III: International Business Policy**(15 hrs)**

International Business Policy: Export - Import Policy (EXIM Policy) - FDIs - FTZs - Collaborative Ventures - Subsidies - Licensing - Financial contracts - Trade Alliances - Mergers and Takeovers.

Unit-IV: International Marketing Mix**(5 hrs)**

International Product Policy and Planning - International Marketing Promotion - Advertising, Distribution and Sales Promotion - International Pricing.

Unit-V: International Organizations and Concepts of Trade (15 hrs)

IDB – IMF – WTO – GATT- OPEC – TRIPS and TRIMS – Trade Barriers – Objectives of Trade Barriers, Classification of Trade Barriers – Tariff and Non-Tariff Barriers - Dumping.

TEXT BOOK:

J.N. Jain & P.P. Singh: Modern International Business. New Delhi: Regal Publications, Paperback Edition: 2007.

REFERENCE BOOKS:

- Kirpalani, V.H., 'International Marketing', Sultan Chand & Sons, New Delhi, 2001.
- Saravana Vel, P., 'International Marketing', Himalaya Publishing House, New Delhi, 1987.
- Yorborough and Yorborough, 'International Business', McGraw-Hill, US 1998.
- Francis Cherunilam, 'International Business', Wheeler Publications, New Delhi, 2001.

Semester:VI**Hours/week : 4****Paper Code :11UBU630303A****Credits : 4****TOTAL QUALITY MANAGEMENT IN BUSINESS****OBJECTIVE**

To enable the students to understand the Total Quality Management concept, principles and practices

Unit – 1 INTRODUCTION**(8 hours)**

Total Quality Management (TQM)- meaning and importance - Definition and Dimensions of Quality, Quality Planning, Quality costs - Techniques for Quality Costs Analysis, Total Quality Management, Historical Review, Principles of TQM, steps in TQM Implementation- Barriers to TQM Implementation

Unit – 2 TQM PRINCIPLES**(10 hours)**

Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement – Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement —Relationship Development, Performance Measures – Basic Concepts.

Unit – 3 QUALITY ENHANCEMENTS AND MANAGEMENT (8 hours)

Role of Management in quality enhancement- Quality Council, Quality Statements, Deming Philosophy on quality enhancement and management - Enterprise *Quality Enhancement- an overview*.

Unit – 4 TQM TOOLS**(7 hours)**

Benchmarking – meaning and characteristics - Need for Benchmarks- Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, unction, Total Productive Maintenance (TPM) – Concept, Improvement Needs.

Unit – 5 QUALITY SYSTEMS

Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System-Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 – Concept, Requirements and Benefit

Text Book

Narayana V. and Sreenivasan N.S.,(1996), Quality Management - Concepts and Tasks, New *Delhi*: New Age International

Books for Reference:

1. James R.Evans & William M.Lidsay, (2002), The Management and Control of Quality, (5th Edition), South-Western: Thomson Learning
2. Oakland, J.S. (1989), Total Quality Management, 2nd ed. Oxford: Butterworth, Heineman Ltd., London.

Semester: VI**Hours/week : 4****Paper Code: 11UBU630303B****Credits : 4****SUPPLY CHAIN MANAGEMENT & LOGISTICS****Objectives:**

To introduce basic ideas and to impart knowledge on logistics and supply chain management

Unit-I INTRODUCTION**(10 hrs)**

Building a strategic framework to analyse supply chains – Understanding the chain – Supply chain performance : Achieving Strategic fit and scope – Supply chain Drivers and obstacles.

Planning

Planning demand and Supply in a supply chain. Demand forecasting in a supply chain – Aggregate planning in a supply chain – Planning Supply and Demand in a supply chain: Managing predictable variability.

Unit-II INVENTORY & TRANSPORTATION MANAGEMENT (14 hrs)

Planning and managing inventories in a supply chain. Managing Economies of scale in a supply chain: Cycle inventory – Managing uncertainty in a supply chain: Safety Inventory – Determining Optimal level of product availability.

Transportation, Network design and information technology in a supply chain, Transportation in a supply chain – Facility decision: Network Design in a supply – information Technology in a supply chain.

Unit-III E- BUSINESS IN SCM**(12 hrs)**

Coordinating a supply chain and the role of E-business. Coordinating in a supply chain – E-business and supply chain - Financial evaluation of supply chain decisions.

Unit-IV LOGISTICS**(12 hrs)**

Logistics – services Benefits – Cost Minimization – Logistics Value generation – The work of Logistics- order Processing – Inventory –

Transportation – Warehousing, Materials Handling, and Packaging – Facility Network Design – Logistical Operations – Inventory Flow – Information Flow.

Unit-V CUSTOMER HANDLING**(12 hrs)**

Logistical Operating Arrangements – Flexible Structure – Supply chain Synchronization – Customer Satisfaction – Customer Expectations – customer Success – Achieving Customer Success – Forecasting Requirements & its components – Techniques & Accuracy – Collaborative Planning, Forecasting and Replenishment – Customer Relationship Management, Case studies.

TEXT BOOK:

Supply Chain Management Strategy, Planning and Operation – By – Sunil Chop & Peter Meindl, 2003.

BOOKS FOR REFERENCE

2. Purchasing & Supply chain Management – By Monczke, Trent & Handfield, 2004.
3. Supply Chain Logistics Management – By Donald J Bowersox, David J Closs, M Bixby Cooper, 2004.

SEM -VI **HOURS/WEEK : 2**
CODE: 11UBU640602 **CREDITS : 2**

Skill Based Elective II :MANAGERIAL SKILLS

Objective:

To help the students to build an effective Managerial Skills.

Unit-1: Concepts of Management (8 hours)

Management – Meaning – Functions - Management Vs Administration – Hendry Fayol Principles of Administration – Managerial Skills – Managers Roles.

Unit-2: Personality Management (7 hours)

Personality Management – Meaning – Determinants of Personality – Types of Personalities – Theories of Personalities – Personality Development – The Personality traits of the Managers.

Unit-3: The Management of Leadership (8 hours)

Leadership – Meaning – Leadership and Management – Functions of Leadership – Leadership Styles – Leadership Theories – Creation of Effective Leadership. Conflict Management – Nature of Conflict – The process of Conflict – Levels of Conflict.

Text book:

L.M. Prasad, Principles of Management, Prentice Hall of India, New Delhi 2007.

Books for References:

1. K. Aswathappa, Organizational Behaviour, Himalaya Publishing House, Mumbai, 2009.
2. S.S. Khanka, Organizational Behaviour, S.Chand & Co Ltd., New Delhi, 2007.
3. J. Jayashankar, Personnel Management, Margan Publications, Chennai, 2007.

SKILL BASED ELECTIVES

BOTANY

11UBO540601 Mushroom Culture
 11UBO640602 Herbal Technology

BUSINESS ADMINISTRATION

11UBU540601 Personality Development
 11UBU640602 Managerial Skills

CHEMISTRY

11UCH540601 Food and Nutrition
 11UCH640602 Everyday Chemistry

COMMERCE

11UCO540601A Accounting for Executives
 11UCO540601B Soft Skills for Managers
 11UCO640602A Total Quality Management
 11UCO640602B Fundamentals of Accounting Packages

COMMERCE(CA)

11UCC540601 Soft Skills
 11UCC640602 Basics of Accounting

COMPUTER APPLICATIONS (Dept of IT)

11UBC540601A Fundamentals of IT
 11UBC540601B Internet Concepts
 11UBC640602A Visual Programming
 11UBC640602B Flash

COMPUTER SCIENCE

11UCS540601A Office Automation
 11UCS540601B Internet Concepts
 11UCS640602A Fundamentals of Computer Networks
 11UCS640602B E-Commerce

ECONOMICS

11UEC540601	Security Analysis
11UEC640602	Economics of Insurance

ELECTRONICS

11UEL540601	DVD Troubleshooting and Assembling
11UEL640602	PC Assembling

ENGLISH LITERATURE

11UEN540601	Business English Writing
11UEN640602	Media Skills

HISTORY

11UHS540601	Indian History for Competitive Exams
11UHS640602	Tourism and Travel Management

MATHEMATICS

11UMA540601	Mathematics for Competitive Exams
11UMA640602	MATLAB

PHYSICS

11UPH540601	Cell Phone Servicing
11UPH640602A	Electrical Wiring
11UPH640602B	Videography

STATISTICS

11UST540601	Data Analysis for Competitive Exams
11UST640602	Statistics for Management

TAMIL

11UTA540601	தமிழ் இலக்கியத்தில் மனித உரிமைகள்
11UTA640602	மைய அரசுப் பணித் தேர்வுத்தமிழ்