

BBA
BUSINESS ADMINISTRATION
SYLLABUS (2007-2010)

under
CHOICE BASED CREDIT SYSTEM
(CBCS)



ST. JOSEPH'S COLLEGE (AUTONOMOUS)
(Nationally Reaccredited with A+ Grade / College with Potential for Excellence)
TIRUCHIRAPPALLI - 620 002

Features of Choice Based Credit System (CBCS)

The Autonomous St. Joseph's College (1978) with A+ Grade from NAAC (2007) has introduced the choice based credit system (CBCS) for UG and PG courses from the academic year 2001-2002.

OBJECTIVES of Credit System:

- * To provide mobility and flexibility for students within and outside the parent department
- * To provide broad based education
- * To help students learn at their own pace
- * To provide students scope for acquiring extra credits
- * To impart more job oriented skills to students
- * To make any course multi-disciplinary in approach

What is a credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. However, there could be some flexibility because of practicals, field visits and tutorials. The following Table shows the relation between credits and hours.

Hours in a week	Hours (2-3)	Hours (4)	Hours (5-6)
Theory Credits	1	3	4
Practicals Credits	1	2	3

For UG courses a student must earn a minimum of 140 credits to get a pass. The 140 credits are split as follows:

	BA	BSc	BCom
English	16	16	8
Languages	12	12	12
Allied: Compulsory - 2 courses	10	10	10
Allied: Optional - 2 courses	10	8	10
Computer Literacy	2	2	2
Foundation Courses	3	3	3
Environmental Studies	3	3	3
Electives	9	9	9
SHEPHERD	3	3	3
Core Courses	<u>72</u>	<u>74</u>	<u>80</u>
Total	<u>140</u>	<u>140</u>	<u>140</u>

A student can acquire credits more than 140 by taking electives offered by departments in the free hours available to him in 5th and 6th semesters.

Allied Courses:

The allied courses are of two categories.

Allied Compulsory and Allied Optional: The student has choice in allied optional as two courses are offered simultaneously. The department must offer two courses. The student has to choose one.

Electives

A student should take at least three electives.

A least one elective should be from Arts Department for a student of Science Department and vice versa for Arts students.

A student cannot take more than one elective from his parent department.

Credit System Codes - Subject Code Fixation

The various papers in the different courses are coded. The following code system is adopted.

- The code number of the subject should be as **07UPH1XX** where
 - a) 07 refers to year of revision
 - b) U refers to Undergraduate
 - c) PH refers to Physics*
 - d) 1 refers to Semester 1
 - e) 0X refers to Languages (Part 1)
 - f) 1X refers to General English (Part 2)
 - g) 2X refers to Core Major (Part 3)
 - h) 5X refers to Core Allied Compulsory (Part 3)
 - i) 7X refers to Core Allied Optional (Part 3)
 - j) 8X refers to Elective (Part 3)
 - k) 9X refers to Foundation Course (Part 4)
- } X - Paper number
- The code number of the subject should be as **07PEC1XX** where
 - a) 07 refers to year of revision
 - b) P refers to Postgraduate
 - c) EC refers to Economics*
 - d) 1 refers to Semester 1
 - e) 2X refers to Core
 - f) 4X refers to Optional
 - g) 6X refers to EDC
- } X-Paper number

Codes for Departments:

Sl. No.	Course	Subject Code
1.	Biochemistry	BI
2.	Biotechnology	BT
3.	Business Administration	BU
4.	Chemistry	CH
5.	Commerce	CO
6.	Computer Applications	CA
7.	Computer Science	CS
8.	Information Technology	IT
9.	Economics	EC
10.	English	EN
11.	English - General	GE
12.	Electronics	EL
13.	Foundation Course	FC
14.	French	FR
15.	Hindi	HI
16.	History	HS
17.	Human Resource Management	HR
18.	Mathematics	MA
19.	Physics	PH
20.	Plant Biology & Plant Biotechnology	PB
21.	Personnel Management & Industrial Relations	PM
22.	Sanskrit	SA
23.	Statistics	ST
24.	Tamil	TA
25.	Tamil - General	GT
26.	Transport Management	TM

Evaluation

For each course there is formative Continuous Internal Assessment (CIA) and Semester Examinations (SE) in the weightage ratio 50:50. The following table illustrates how one evaluates the **Overall Percentage Marks (OPM)** for a student in Part I (English) in the four papers put together.

$$\text{OPM} = \frac{a_1b_1 + a_2b_2 + a_3b_3 + a_4b_4}{(b_1 + b_2 + b_3 + b_4)}$$

Where a_1, a_2, a_3 and a_4 indicate the marks obtained in the 4 semesters for English and b_1, b_2, b_3 and b_4 indicate the corresponding credits for the 4 courses. For example let us consider the following marks scored by a student in the 4 semesters in English.

Part II-General English

S. No.	Sem.	Subject	CIA	SE	Total	Avg	Credit	Cr.pts
1.	I	GE-I	50	48	98	49.0	4	196.0
2.	II	GE-II	50	48	98	49.0	4	196.0
3.	III	GE-III	50	50	100	50.0	4	200.0
4.	IV	GE-IV	50	48	98	49.0	4	196.0
TOTAL								788.0

$$\text{OPM} = 788 / \text{total number of credits} = 788.0 / 16 = 49.25$$

This percentage corresponds to III class.

If OPM is between 50 and 60 the student gets II class. If OPM is 60 and more then the student is placed in I class.

If scores OPM=75 and more he gets first class with distinction.

Similarly we can compute OPM for part II and Part III using the marks in various subjects and the corresponding credits.

Part IV consists of foundation courses, computer literacy, SHEPHERD programme, Service Organisation and only a pass is indicated for these and Part IV is not taken into account for computing OPM.

Declaration of result:

_____ has successfully completed B.Sc. degree course with FIRST CLASS. His overall average percentage of marks in part III is _____. He has acquired 11 more credits in the course by taking Foundation Courses, Environmental Studies, Computer Literacy, and SHEPHERD programme.

B.B.A. BUSINESS ADMINISTRATION - COURSE PATTERN

Sem	Part	Code	Subject title	Hrs	Credit
I	I	*	Tamil-I / Hindi-I / French-I / Sanskrit-I	4	3
	II	07UGE111	General English-I	5	4
	III	07UBU121	Organisational Behaviour	7	5
	III	07UBU122	Financial Accounting	7	5
	III	07UBU151	Allied: Managerial Economics	5	5
	IV	07UFC191	Foundations of humanity	2	1
Total for Semester I				30	23
II	I	*	Tamil-II / Hindi-II / French-II / Sanskrit-II	4	3
	II	07UGE212	General English-II	5	4
	III	07UBU223	Management Principles	6	4
	III	07UBU224	Human Resource Management	6	4
	III	07UBU252	Allied: Computer Application Package for Managers	5	5
	IV	07UFC292	Computer Literacy	2	2
IV	07UFC293	Social Analysis	2	1	
Total for Semester II				30	23
III	I	*	Tamil-III / Hindi-III / French-III / Sanskrit-III	4	3
	II	07UGE313	General English-III	5	4
	III	07UBU325	Business Law	5	4
	III	07UBU326	Marketing Management	5	4
	III	07UBU371	Allied: Industrial Relations (or)	5	5
	III	07UBU372	Allied: Advertisement and Sales Promotion		
	IV	07UFC394	Social Ethics (or)	2	1
	IV	07UFC395	Religious Doctrine - I		
IV	07UFC396	Environmental Studies	4	2	
Total for Semester III				30	23
IV	I	*	Tamil-IV / Hindi-IV / French-IV / Sanskrit-IV	4	3
	II	07UGE414	General English-IV	5	4
	III	07UBU427	Cost Accounting	5	4
	III	07UBU428	Mathematics and Statistics for Managers	5	4
	III	07UBU473	Allied: MIS and Computers / or		
	III	07UBU474	Allied: Operations Research	5	5
	III	*	Elective-I	4	3
	IV	07UFC497	Building Men for Others /		
	IV	07UFC498	Religious Doctrine - II	2	1
Total for Semester IV				30	24
V	III	07UBU529	Production Management	7	5
	III	07UBU530	Research Methods in Business	6	5
	III	07UBU531	Management Accounting	7	5
	III	07UBU532	Entrepreneurial Development	6	5
	III	*	Elective-II	4	3
Total for Semester V				30	23
VI	III	07UBU633	Capital Market & Financial Services	6	5
	III	07UBU634	Financial Management	6	5
	III	07UBU635	International Business	6	4
		*	Elective-III	4	3
	III	07UBU636	Project Work	8	4
Total for Semester VI				30	21
I-V	IV		Extension Service: SHEPHERD		3
Total Credits for all Semesters				180	140

* Code Numbers according to the subjects chosen

Sem:I
07UGT101

Hours : 5
Credits: 4

பொதுத்தமிழ் - 1

நோக்கங்கள்:

1. சமூக மாற்ற உணர்வை ஊட்டும் தலைசிறந்த தற்காலக் கவிஞர்கள், உரைநடை ஆசிரியர்களது படைப்புகளின் இலக்கியநயம் பாராட்டல்.
2. சந்திப்பிழையின்றி எழுதப் பயிற்றுவித்தல்

பயன்கள்

1. சமூக உணர்வூட்டும் படைப்புகளை அழகியல் நுகர்ச்சி வாயிலாக மாணாக்கர் கற்றுக்கொள்வர்.
2. சந்திப்பிழை நீக்கி எழுதும் திறன் பெறுவர்.

செய்யுள் திரட்டு

1. மகாகவி பாரதியார் கவிதைகள்
2. பாரதிதாசன் கவிதைகள்
3. சுத்தானந்த பாரதியார், தமிழ்க்கனல் ஷன்னருமைத் தமிழர்களே'
4. கவிமணி கவிதைகள்
5. கவிஞர் கண்ணதாசன் - இயேசு காவியம்
6. பெருஞ்சித்திரனார் பாடல்கள்
7. அப்துல் ரகுமான் - ஆலாபனை
8. கவிஞர் அறிவுமதி கவிதைகள்
9. மொழிபெயர்ப்புக் கவிதைகள்
10. இலக்கணம்: வல்லினம் மிகும் - மிகா இடங்கள்

இலக்கிய வரலாறு - மூன்றாம் பாகம்

சிறுகதை

உரைநடை : முதல் ஆறு கட்டுரைகள்

பாடநூல்

1. செய்யுள் திரட்டு - தமிழ்த்துறை வெளியீடு, 2004-2007
2. இலக்கணம் - மேற்குறித்த நூலில் உள்ளது.
3. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழ்த்துறை வெளியீடு
4. உரைநடை நூல் - திறன் வளர்க்கும் கட்டுரைகள், தமிழ்த்துறை வெளியீடு, 2004-05 (அறக்கட்டளைச் சொற்பொழிவு நீங்கலாக 12 கட்டுரைகள்)
5. சிறுகதை: உறவு, நியுசெஞ்சுரி புத்தகநிலையம், சென்னை, 2007 முதற்பதிப்பு

Sem.: I
Code: 07UGE111

GENERAL ENGLISH - I

Hours : 5
Credits : 4

Objectives

1. To enable students develop their communication skills.
2. To inculcate in students the four basic skills: Reading, Writing, Listening and Speaking.

Unit I

1. Prose : At the College
2. Shakespeare : The Merchant of Venice
3. Essential English Grammar : Units 1 to 5
4. Reading Comprehension

Unit II

5. Poetry : The Passionate Shepherd to his Love
6. Shakespeare : The Taming of the Shrew
7. Essential English Grammar : Units 6 to 10
8. Letter Writing : Informal

Unit III

9. Prose : Outside the Class
10. Shakespeare : The Tempest
11. Essential English Grammar : Units 11 to 15
12. Letter Writing : Formal

Unit IV

13. Prose : For Business and Pleasure
14. Poetry : Daybreak
15. Shakespeare : Julius Caesar
16. Essential English Grammar : Units 16 to 22

Unit V

17. Poetry : I love to see it lap the miles
18. Shakespeare : King Lear
19. Shakespeare : Macbeth
20. Essential English Grammar : Units 23 to 29

Required Reading

1. Krishnaswamy, N. & T. Sriraman: Creative English for Communication (Macmillan)
2. Raju, A.K. (ed.) : Pegasus (Macmillan)
3. Murphy, R. : Essential English Grammar (CUP)
4. Dodd, E.F. : Six Tales from Shakespeare (Macmillan)

Sem-I
07UBU121

Hours/week: 7
Credits: 5

ORGANISATIONAL BEHAVIOUR

Objectives

- * To make the students understand about the suitable models which can be applied in the present organisation.

Unit-1

The concept of organisational behaviour - Nature of man - Nature of organisation - Models of organisational behaviour - S.O.B.C. model - organisational behaviour and human relations.

Unit-2

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

Unit-3

Leadership - Characteristics - Leadership continuum - Styles of leadership - Manager as a leader, theories of leadership, conference leadership - Power and authority.

Unit-4

Communication - Process, directions, feedback, Barriers to communication, suggestion scheme and grievance procedure.

Unit-5

Morale and motivation in industry - Herzberg's two factor theory of motivation, management of change in organisation - Organisational application of motivational theories.

REFERENCE BOOKS:

1. V.S.P.Rao and D.S.Narayana: Organisation theory and behaviour - Buvaneshwar: Konark Publishers Pvt. Ltd., 1991
2. Keith Davis: Human Behaviour at Work - New Delhi: Tata McGraw Hill Book Company, 1992.
3. Fred Luthans: Organisation Behaviour - New Delhi: Tata McCraw Hill, 1991.
4. Stephen P.Robbins: Organisation Behaviour - Concepts, Controversies and Applications - New Delhi: Prentice Hall Publications, 1990.

Sem-I
07UBU122

Hours/week: 7
Credits: 5

FINANCIAL ACCOUNTING

Objectives

- * To introduce to the students the basic concepts of financial accounting.

Unit-1

Definition of 'account' the nature, objects and utility of accounting in industrial and business enterprises - books of accounts.

Unit-2

The theory of double entry - Book keeping and the structure of the resulting accounting system. Other system of book keeping and modification to the system.

Unit-3

Statement of accounts - Manufacturing account - Trading account - Profit and Loss account and Profit and Loss appropriation account.

Unit-4

The balance sheet and various forms it may take capital and revenue - Income and Expenditure account - Receipts and Payments account - Depreciation, Reserves and Provisions.

Unit-5

Internal auditing - The clear planning of the audit.

REFERENCE BOOKS:

1. S.P.Jain and K.L.Narang: Advanced Accounting - New Delhi: Kalyani Publishing Co., 1990
2. Tandon: Auditing - New Delhi: S.Chand Co. Ltd., 1991.
3. M.C.Shukla, T.S.Grewal, S.C.Gupta: Advanced Accounts - Vol. I - New Delhi: S.Chand Co. Ltd., 1992.
4. H..A.Finnery and H.E.Miller: Principles of Accounts - New Delhi: Prentice Hall, 1990.
5. Spcier and Peglar: Practical Auditing - New Delhi: Allied Publisher Pvt. Ltd., 1991.

Sem-I
07UBU151

Hours/week: 5
Credits: 5

Allied : **MANAGERIAL ECONOMICS**

Objectives

- * To introduce students the managerial tools of Economics and Pricing decisions.

Unit-1

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

Unit-2

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

Unit-3

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

Unit-4

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 Economics and Business Decisions: Business cycle and Business Policies - Demand Recession in India - Causes, indicators and prevention - Economic Forecasting for Business - Input-Output Analysis - National Income Accounting for Managers.

REFERENCE BOOKS:

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

Sem:II
07UGT202

Hours : 5
Credits: 4

பொதுத்தமிழ்-2

நோக்கங்கள்

1. சமயநல்லிணக்க உணர்வை வளர்த்தல்
2. தமிழ்க்காப்பியங்களில் அழகும் அறிவுணர்வும் ஊட்டும் பகுதிகளைப் படித்துப் புரிந்து கொள்வர். உரைநடைக்கட்டுரை எழுதும் திறன் பெறுவர்.

பயன்கள்

தமிழைத் திருத்தமாகப் படிக்கவும் பேசவும் பிழையின்றி எழுதவும் தேர்ச்சி பெறுதல்.
தம் படைப்புக்களில் படித்தவற்றை முறையாகப் பயன்படுத்தல்

1. செய்யுள் திரட்டு

1. சிலப்பதிகாரம்
2. மணிமேகலை
3. சீவகசிந்தாமணி
4. கம்பராமாயணம்
5. தேம்பாவணி
6. சீறாப்புராணம்
7. இரட்சணிய சரிதம்
8. இலக்கணம்: எழுத்து, சொல்

2. இலக்கணம் - எழுத்து, சொல் (தமிழ்த் துறை வெளியீடு)

இலக்கிய வரலாறு - இரண்டாம் பாகம் (தமிழ்த்துறை வெளியீடு,2001)
உரைநடை நூல்-7 முதல் இறுதிக்கட்டுரைகள் வரை, திறன்வளர்க்கும் கட்டுரைகள் (7-12) (தமிழ் ஆய்வுத்துறை வெளியீடு, 2001)

பாடநூல்:

செய்யுள் திரட்டு - தமிழ்த்துறை வெளியீடு, 2004-07

Sem. : II
Code : 07UGE212

GENERAL ENGLISH - II

Hours : 5
Credits : 4

Objectives

1. To enable students develop their communication skills.
2. To inculcate in students the four basic skills: Reading, Writing, Listening and Speaking.

Unit I

1. Prose : Are you Smart?
2. Jules Verne : Around the World in 80 Days (Chap. 1 to 5)
3. Essential English Grammar : Units 30 to 35
4. Reading Comprehension

Unit II

5. Poetry : Gitanjali (Song 36)
6. Jules Verne : Around the World in 80 Days (Chap. 6 to 10)
7. Essential English Grammar : Units 36 to 40
8. Note-making

Unit III

9. Prose : Are you Creative?
10. Jules Verne : Around the World in 80 Days (Chap. 11 to 15)
11. Essential English Grammar : Units 41 to 45
12. Note-taking

Unit IV

13. Prose : How to Win?
14. Poetry : The Pond
15. Jules Verne : Around the World in 80 Days (Chap. 16 to 20)
16. Essential English Grammar : Units 46 to 50

Unit V

17. Poetry : The Tree
18. Jules Verne : Around the World in 80 Days (Chap. 21 to 26)
19. Essential English Grammar : Units 51 to 57
20. Dialogue Writing

Required Reading

1. Krishnaswamy, N. & T. Sriraman : Creative English for Communication (Macmillan)
2. Raju, A.K. (ed.) : Pegasus (Macmillan)
3. Murphy, R. : Essential English Grammar (CUP)
4. Verne, J. (Retold by M. Green) : Around the World in Eighty Days (Macmillan)

Sem II
07UBU223

Hours/Week : 6
Credits : 4

MANAGEMENT PRINCIPLES

Objectives

To make the students understand the managerial skills in organization and motivate them to become a manager in future.

Unit I

The development of management thought – Contribution of Taylor, Henry Fayol, Elton Mayo, Gilbreth Maslow - Functions of Management.

Unit II

Planning – Nature and purpose – Objectives – Operational and Strategic planning – Types , Steps in planning – Limitations.

Unit III

Organizing – Organization theory – Classical theory – Neo classical theory and organizational design – Delegation of authority: Centralization and Decentralization – Line and staff function.

Authority – definition, characteristics, nature. Responsibility – definition, Accountability.

Unit IV

Directing – Principles, techniques. Supervision – meaning, functions.

Co-ordination – meaning ,elements and features, difference between Co-ordination and cooperation.

Unit V

Controlling – functions, steps. Budgeting – Personal observation.

Reference books:

1. L.M.Prasad: Principles of Management, Prentice Hall of India, New Delhi, 1984.
2. Sherlekan: Principles of Management, Prentice Hall of India, New Delhi, 1984.
3. Dinkar and Pegara: Business Management, Prentice Hall of India, New Delhi, 1984.
4. Tripathi & Reddy: Principles of Management, Sterling publishers Pvt Ltd., 1998.
5. Koonts and O' Donnel: Essentials of Management, University of Chicago Press, 1990.
6. S.C.Saxena: Business Organisation, S.Chand & Co.Ltd., 1990.

Sem-II
07UBU224

Hours/Week : 6
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:

Introduction, Process and Functions of HR Management – HR organizational structure – Role of HR Manager in the organization.

Unit II:

HR Planning – Concept, methods. Job Analysis – Job description, Job specification. Selection process – Employment tests and Interviews.

Unit III:

Induction programme – Different training methods – Performance appraisal and review – Management Development programme.

Unit IV:

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

Unit V:

Concept of Industrial relations – Different kinds of separation – Retirement benefits – Gratuity, Provident fund and Pension scheme.

Reference books:

1. Memoria C.B., Personnel Management, Himalaya publishing House, New Delhi, 1990.
2. Gupta C.B., Human Resource Management, Sultan & Chand Pvt Ltd., New Delhi.
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

Sem-II
07UBU252

Hours/week: 5
Credits: 5

Allied : **COMPUTER APPLICATION PACKAGE FOR MANAGERS**

Objectives

- * To give the students an introduction to computers and to enable them to apply their computer knowledge in Management.

Unit-1

WINDOWS 98: Windows basics - Starting Windows - Using Mouse - Windows groups - Menus - Saving Windows Settings - Running Programs - Accessories - Write - Paintbrush - Notepad - File Manager - Windows Explorer.

Unit-2

WORD - Introduction - Editing Document - Move and Copy Text and Help System - Formating Text and Paragraph - Finding and Replacing Text and Spelling Checking - Using Tabs - Enhancing Document - Columns, Tables and other Features - Using Graphics, Templets and Wizards - Using Mail Merge - Miscellaneous features of word (Designing a biodata in a customised form using word).

Unit-3

SPREAD SHEET - Introduction to Excel - Getting Started - Editing Cells and Using Commands and Functions - Moving Copying, Inserting and deleting Rows and Columns - Getting help and Formating a Worksheet - Printing the Worksheet - Creating charts.

Unit-4

Overview of Power Point - What is Power Point - Creating presentation - Power Point use - Running a slide show - Printing a presentation

Unit-5

TALLY : Introduction to Tally - Structuring computerised Accounts - Vouchers, Accounting Stock, Cost and Budget - Case Study

Books for Reference:

1. R.K.Taxala, 'PC Software for Windows Made Simple', Tata McGraw Hill Publishing Co. Ltd., New Delhi, 1998.
Unit I: Ch 5-7; Unit-II: Ch 8-18; Unit-III: Ch 19-25; Unit-IV: Annexures B
2. Ron Mansfield, 'Working in Microsoft Office', Tata McGraw Hill Edition 1997
Unit V: Ch 29-34.
3. Sanjay Saxena, 'A First Course in Computers', Vikas Publishing House Pvt Ltd, New Delhi, 1999.
4. Rajagopal, D., 'Smart Accountant', Deva Publications, Tiruchirappalli 2002.

Sem:III
07UGT303

Hours : 5
Credits: 4

பொதுத்தமிழ்-3

நோக்கங்கள்

1. தமிழ்ச்செய்யுள்களைப் படித்துப் பொருள் புரிந்து கொள்ளுதல்
2. செய்யுள்களில் அமைந்துள்ள சமூகக்கருத்துக்களை உணர்தல்
3. படைப்புத்திறனை வளர்த்தெடுத்தல்

பயன்கள்

1. புரிந்து கொண்ட கருத்துக்களில் பயனுள்ளவற்றைத் தெளிவாக, இனிமையாக எடுத்துச்சொல்லும் திறனைப் பெறுதல்.
2. தமிழ் மொழியின் சிறப்பை அறிதல்.

செய்யுள் திரட்டு

1. குறுந்தொகை
2. பதிற்றுப்பத்து
3. கலித்தொகை
4. புறநானூறு
5. சிறுபாணாற்றப்படை
6. பதினெண் கீழ்க்கணக்கு - திருக்குறள்
7. இலக்கணப் பகுதி: யாப்பு, அணி

இலக்கணம் : யாப்பு, அணி

புதினம் - சூரியகாந்தன், *அம்மன் பூவோடு*, பாவைபதிப்பகம், சென்னை, 2003
இலக்கிய வரலாறு - முதல் பாகம்.

பாடநூல்

செய்யுள் திரட்டு - தமிழ்த்துறை வெளியீடு 2004-07

சமூகவியல் நோக்கில் இலக்கிய வரலாறு - தமிழ்த்துறை வெளியீடு

Sem. : III
Code : 07UGE 313

GENERAL ENGLISH - III

Hours : 5
Credits : 4

Objectives

1. To enable students to acquire reading habit and thus develop their reading skills.
2. To make them activate their passive vocabulary and sentence structures through prescribed texts.
3. To enhance their taste for reading that will naturally develop their vocabulary power and sentence structures.
4. To develop the listening, speaking and writing skills of students through the prescribed texts.

Unit – I

1. Guy de Maupassant : The Diamond Necklace
2. Emile Gaboriou : The Accursed House
3. Sheila Kaye-Smith : Mrs. Adis
4. Anton Tchekov : The Bet
5. Reading Comprehension

Unit – II

6. O. Henry : After Twenty years
7. Leonard Merrick : The Judgement of Paris
8. Stephen Leacock : The Conjuror's Revenge
9. A.E. Coppard : The Halfyard Ham
10. Expansion of a Maxim

Unit – III

11. Far From the Madding Crowd : Chapters 1 to 4
12. Far From the Madding Crowd : Chapters 5 to 8
13. Far From the Madding Crowd : Chapters 9 to 11
14. Far From the Madding Crowd : Chapters 12 and 13
15. Essential English Grammar : Units 58 to 72

Unit – IV

16. P.G. Wodehouse : The Prize Poem
17. Mulk Raj Anand : The Barber's Trade Union
18. R.K. Narayan : Wife's Holiday
19. Kushwant Singh : The Mark of Vishnu
20. Essential English Grammar : Units 73 to 91

Unit - V

21. Far From the Madding Crowd : Chapters 14 to 15
22. Far From the Madding Crowd : Chapters 16 to 18
23. Far From the Madding Crowd : Chapters 19 to 21
24. Far From the Madding Crowd : Chapters 22 to 24
25. Précis Writing

Required Reading

1. Ramesh, K.P. (Ed.) : The Diamond Necklace and Other Stories (Macmillan)
2. Hardy, T. (Retold by EF Dodd) : Far From the Madding Crowd (Macmillan)
3. Murphy, Raymond : Essential English Grammar (CUP)

Sem-III
07UBU325

Hours/week: 5
Credits: 4

BUSINESS LAW

Objectives

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

Unit-1

Contract Act - Definition, Classification - Essentials of a contract, mistake, misrepresentation and fraud - Rights and obligations of parties to contract not enforceable - Assignment, Breach, Performance and Discharge

Unit-2

Law of Agency - Nature appointment, Termination, Rights and Duties, Liabilities - Relation with third parties - Types of agents.

Partnership - Definition, Creation, Essential relation with partner interest and to third parties - Liabilities of partner - Dissolution, Goodwill

Unit-3

Sale of Goods Act - Definition, Price, Conditions and Warranties - Rights and remedies in case of breach - Stoppage in transit - Transfer of property

Unit-4

Law of Insurance - Life insurance - Fire insurance - Marine insurance

Unit-5

Companies Act - Formation - Kinds of companies - Memorandum and Articles of Association - Rights and Liabilities of member - Prospectus - Shares and Debentures - Winding up

REFERENCE BOOKS:

1. N.D.Kappor: Elements of Mercantile law. New Delhi: S.Chand & Co. Ltd.,1990.
2. N.D.Kappor: Company Law. New Delhi: S.Chand & Co. Ltd.,1990.
3. Davar: Mercantile Law. New Delhi: S.Chand & Co. Ltd.,1990.
4. S.R.Davar: Indian Mercantile Law. New Delhi: S.Chand & Co. Ltd.,1990.
5. E.Venkatesan: Mercantile Law. New Delhi: S.Chand & Co. Ltd.,1990.
6. Shukla: Mercantile Law. New Delhi: Prentice Hall of India, 1984
7. Tandon,B.N.: Principle of Mercantile Law. New Delhi: Amarind Publishing Co. Ltd., 1986.

Sem-III
07UBU326

Hours/week: 5
Credits: 4

MARKETING MANAGEMENT

Objectives

- * To make the student understand the modern method of approaching the customer to buy the product.

Unit-1

Marketing function - The marketing concept - Marketing management system, Objectives its interfaces with other functions in the organisation.

Unit-2

Marketing environment - Demographic, Economic, Physical, Technological, Political, Legal, Social, Cultural Environment - Major actors in company's environment.

Unit-3

Consumer markets and buying behaviour - Concept of marketing mix, Marketing strategies - Concept of product life cycle.

Unit-4

Market segmentation - New Product development process - Pricing decisions

Unit-5

Marketing channels - Advertising decisions - Sales force decisions - Sales forecasting

REFERENCE BOOKS:

1. Philip Kotler: Marketing Management - New Delhi: Prentice Hall of India, 1986
2. William J.Stanton, Michael J.Etzel, Bruce J.Walker: Fundamental of Marketing - New Delhi: McGraw Hill, International Edition, 1980
3. Dawar - Modern Marketing Management - Bombay: Progressive Corporation, 1990
4. Memoria Joshi: Marketing Management - New Delhi: Kitab Mahal, 1991

Sem-III
07UBU371

Hours/week: 5
Credits: 5

Allied : **INDUSTRIAL RELATIONS**

Objectives

- * To introduce the students to Industrial Relations - Concepts and Problems and Dispute Settlement relating to Industrial Relations.

Unit-1

Growth of Industrial Labour in India - Trade Union Movement in India - Growth and Role in Industrial Relations - The employer's organisations - Growth and their role in Industrial relations - The role of government in Industrial relations - The labour relations policy of the government and its dimensions

Unit-2

Grievance in Industrial Relations: Principles, Procedure - Discipline in Industrial Relations: Principles, Procedure

Unit-3

Industrial Unrest - Industrial Relations machineries, third party settlement - Conciliation - Arbitration - Negotiation - Adjudication - Collective bargaining

Unit-4

Workers participation in management - Works Committee - Joint Management Councils - Industrial Relations in Public Sector.

Unit-5

The Payment of Wages Act 1936, The Industrial Employment (Standing Orders) Act 1946, The Trade Union Act 1926, The Apprentices Act 1961 – include latest Acts

REFERENCE 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
3. Arun Monappa: Industrial Relations - New Delhi: TMH Publishers, 1980
4. R.S.Davar: Personnel Management and Industrial Relations. Vikas Publishers, 1990.

Sem III
07UBU372

Hours/Week: 5
Credits: 5

Allied: ADVERTISEMENT AND SALES PROMOTION

Objectives:

- * To introduce the advertisement concepts to the students.
- * To introduce sales promotion to the students.

Unit 1

Advertising – Advertising an element of marketing – Mix objectives – Advertising and Salesmanship – Role and importance – Planning for Advertising – Communication Process – Formal and informal.

Unit II

Advertisement copy – Kinds – Appeals – Advertising mix – Advertising budget and relevant decisions

Unit III

Advertising expenses and their role – Types of advertising – Measuring the effectiveness of advertisement – Managing agency

Unit IV

Sales Promotion – objectives – Advantages – Tools and their effectiveness – Aggressive selling

Unit V

Sales promotion and personal selling nexus – Measuring the effectiveness of promotion comparing.

References:

1. John A. Quelch: Sales Promotion Management
2. Ramasamy, M.: Marketing Salesmanship and Advertising
3. Sinha, J.C. : Principles of Marketing and Salesmanship
4. Charles J. Dirkson: Advertising Principles Problem and Cases and others
5. Manendra Mohan: Advertising management Concept and Cases.

Sem: IV
07UGT404

Hours : 5
Credits: 4

பொதுத்தமிழ்-4

நோக்கம்

1. நாடகத்தின் நோக்கம், அதன் போக்கு, உத்திகள், பாத்திரப்பாங்கு, உரையாடல் முறை, கற்பனைத்திறம் போன்றவற்றை வெளிப்படுத்தல்
2. புதிய நாடகங்களைப் படைக்கும் திறனை மாணவர்களிடையே உருவாக்குதல்.

பயன்கள்

1. நாடகவழி அழகியல் உணர்வுகளை வளர்த்தல்.
2. நாடகங்களைச் சமூகப் பயன்பாட்டிற்கு ஏற்ப உருவாக்குதல்

செய்யுள் நாடகம் :

மனோன்மனீயம், பேராசிரியர் சுந்தரனார்

- அலகு 1: மனோன்மனீயம், பாயிரம், அங்கம் 1, களம் 1-5 வரை
 அலகு 2: மனோன்மனீயம், பாயிரம், அங்கம் 2, களம் 1-3 வரை
 அலகு 3: மனோன்மனீயம், பாயிரம், அங்கம் 3, களம் 1-4 வரை
 அலகு 4: மனோன்மனீயம், பாயிரம், அங்கம் 4, களம் 1-5 வரை
 அலகு 5: மனோன்மனீயம், பாயிரம், அங்கம் 5, களம் 1-3 வரை

உரைநடை நாடகம் :

முனைவர் ஆ. சிவக்கண்ணன், *பேராசிரியர் பிரம்மச்சாரி*, நியூசெஞ்சுரி புத்தகநிலையம், 2005. (உரைநடை நாடகம் முழுமையும்)

பாடநூல்

1. பேராசிரியர் சுந்தரனார் , மனோன்மனீயம் - (பதி) தமிழ்த்துறை, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி
2. முனைவர் சிவக்கண்ணன், *பேராசிரியர் பிரம்மச்சாரி*, பாவைப்பதிப்பகம்.

மதிப்பெண் பகிர்வு

மனோன்மனீயம்	- 80
உரைநடை நாடகம்	- 20

உரைநடை பாகம் 3-இல் நாடகம் கட்டுரை வினாவில் மட்டும் இடம் பெற வேண்டும்.

Sem. : IV
Code : 07UGE414

GENERAL ENGLISH - IV

Hours : 5
Credits : 4

Objectives

1. To enhance reading skills towards developing vocabulary power and composition skills.
2. To create in students a taste for enjoying English One-Act Plays thus making them imbibe dramatic skills.
3. To develop the listening, speaking and writing skills of students through the prescribed texts.

Unit – I

1. A. Ball : The Seven Slaves
2. R.H. Wood : Post Early for Christmas
3. Reading Comprehension
4. Essential English Grammar : Units 92 to 98

Unit – II

5. Monica Thorne : The King Who Limped
6. A.E.M. Bayliss : One Good Turn
7. A Tale of Two Cities : Part I
8. Essential English Grammar : Units 99 to 106

Unit – III

9. A Tale of Two Cities : PART II: Chapters 1 to 3
10. A Tale of Two Cities : PART II: Chapters 4 to 7
11. A Tale of Two Cities : PART II: Chapters 8 to 10
12. General Essay

Unit – IV

13. Allan Monkhouse : Night Watches
14. Ella Adkins : The Unexpected
15. A Tale of Two Cities : PART II: Chapters 11 to 13
16. Essential English Grammar : Units 107 to 114

Unit – V

17. Josephina Niggli : Sunday Costs Five Pesos
18. A Tale of Two Cities : PART III: Chapters 1 to 5
19. A Tale of Two Cities : PART III: Chapters 6 to 9
20. Report Writing

Required Reading

1. K.S. Ramamurthy (Ed.) : Seven One-Act Plays (OUP)
2. Dickens, C. (Retold by P. Atkinson): A Tale of Two Cities (Macmillan)
3. Murphy, Raymond : Essential English Grammar (CUP)

Sem-IV
07UBU427

Hours/week: 5
Credits: 4

COST ACCOUNTING

Objectives

- * To introduce to the students basic concepts and skills of Cost Accounting.

Unit-1

Meaning and Scope of Cost accounting - Relationship of cost accounting and financial accounting - Cost analysis - Concept and classification - Elements of cost - Cost methods - Preparation of cost sheet, tender and quotation.

Unit-2

Purchasing of materials - Procedure and Documentation involved in purchasing - Requisition for store - Maximum stock level - Minimum level - Reorder level - Economic ordering quantity - Perpetual inventory - Bin Card - ABC analysis - Control over wages, Scrap and spoilage - Inventory records - Methods of valuing material issue.

Labour - System of wage payments - Idle time, Control over idle time – Labour turnover.

Unit-3

Overhead - Classification of overhead - Allocation and absorption of overhead

Unit-4

Process costing - Losses - Normal process loss - Abnormal loss - Abnormal gain - Job costing - Contract costing

Unit-5

Reconciliation of costs and financial accounts - Budgetary control

REFERENCE BOOKS:

1. Jain and Narang: Advanced Cost Accounting - New Delhi: Kalyani Publishers, 1990
2. S.P.Iyengar: Cost Accounting - New Delhi: Sultan Chand & Sons, 1990
3. L.Swaminathan: Lecturers on Costing - New Delhi: Sultan Chand & Sons, 1995
4. N.K.Prasad: Principles and Practice of Cost Accounting - New Delhi: Book Syndicate Pvt. Ltd., 1990

Sem-IV
07UBU428

Hours/week: 5
Credits: 4

MATHEMATICS AND STATISTICS FOR MANAGERS

Objectives:

1. To understand the meaning and importance of Mathematical Tools
2. To acquire the knowledge of solving simple problem under each unit

Unit-1

Measures of central tendencies and Variation

Nature and scope of statistics; application of statistics in Business, measures of central tendency- mean, median and mode. Measures of variation- Range, QD, MD and S.D, coefficient of variation.

Unit 2

Correlation and Regression

Meaning- Types of correlation- Methods of measuring correlation- Karl Pearson's co efficient of correlation- Spearman's Rank correlation. Correlation and Regression – simple regression- meaning- regression lines- Regression equations of X on Y and Y on X.

Unit 3

Time series analysis and Index Number

Components of time series: Methods of measuring trend – moving average method- semi average method – least square method $Y_c = a + bx$

Index Number – Definition, Problems in construction - weighted index, unweighted index – Laspeyres, Paasche and Fisher's Ideal Index.

Unit 4

Differential calculus

Differentiation of polynomials x^2 , $(ax + b)^n$, \log_x , e^x , coefficient of sum difference, product, quotient and power (constant) maxima and minima. Application of these concepts in Business- Linear functions, elasticities, relation between Average cost, and marginal cost, relation between average revenue and marginal revenue.

Unit 5

Matrices

Meaning – Types – Addition Subtraction, Multiplication- Determinant properties transpose of matrix – Inverse of a matrix – Solution to linear equations by Cramer's rule.

Books of reference

1. Agarwal, C.S and Joshi, R.C Mathematics for Economists, New Academic Publishing co, 1993
2. Gupta S.P, Statistical Methods, Sultan Chand and Sons, New Delhi 1996

Sem-IV
07UBU473

Hours/week: 5
Credits: 5

Allied: MIS AND COMPUTERS

Objectives

- * To introduce basic ideas and to impart knowledge on MIS and computers.

Unit-1

Introduction to the Basic Concepts of MIS - Evolution of computers and their role in MIS.

Unit-2

Hardware features - Software features

Unit-3

Information concepts for MIS data - Information - Identification of Decision making and information needs

Unit-4

Mechanics of Systems Analysis - Flow Charting - Examples of MIS Design - Concepts and Case Studies

Unit-5

Systems concepts and System Approach to Management - Total system approach - Miscellaneous for MIS.

REFERENCE BOOKS:

1. Lawrence S.Orilla: Computer Information - An Introduction. New York: John Wiley & Sons Inc., 1980.
2. Hanes O'Brier: Management Information System. London: Sage Publications, 1985.
3. Raymond Mcleouir: Management Information System. New York: Wiley and Sons Inc., 1967.

Sem-IV
07UBU474

Hours/week: 5
Credits: 5

Allied : OPERATIONS RESEARCH

Objectives

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

Unit-1

Scientific Method - Operations Research Models and Model Building - Resource allocation - Linear Programming - Graphic method - Simplex method, M-technique (Duality in linear programming problem excluded)

Unit-2

Transportation and Assignment models.

Unit-3

Inventory Management - Deterministic and Elementary Stochastic Models.

Unit-4

Simulation

Unit-5

Queuing Models (M/M/1)

REFERENCE BOOKS:

1. Hamdy A.Taha: Operations Research. New Delhi: Sultan Chand & Sons, 1990
2. V.K.Kapoor: Operations Research - Problems and Solution. New Delhi: Sultan Chand & Sons, 1980
3. Gupta, Ganti Swroop and Mon Mohan: Operations Research. New Delhi: Sultan Chand & Sons, 1990

Sem.V
07UBU529

Hours/week: 7
Credits: 5

PRODUCTION MANAGEMENT

Objectives

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

Unit-1

An overall view of production management - 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 study, time and motion study, work measurement, Normal time, standard time, various charts used in production management

Unit-3

Production planning and scheduling - Kinds of Production plans, Capacity planning, Aggregate scheduling, monthly and weekly scheduling

Unit-4

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

Unit-5

Inventory control of raw materials - Inventory store management - Material handling and equipments required - Value analysis - ABC analysis.

REFERENCE BOOKS:

1. E.S.Buffa: Modern Production Operations Management - 7 Ed. 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.Goyal: 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
07UBU530

Hours/week: 6
Credits: 5

RESEARCH METHODS IN BUSINESS

Objectives:

This paper intends to help the student to acquire Research skills and
It enables the students to have first hand knowledge about the Project Report

Unit-I

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-II

Research planning:

Research problem – identification, selection and formation of Research problem, Review of literature in the field of business and marketing aspects.

Unit-III

Research design:

Different Research designs. Factors affecting research design, sampling design, principles of sampling, census and sampling method, types of sampling, factors affecting the size of sample, methods of data collection – primary and secondary data.

Unit-IV

Hypothesis:

Meaning, source, formation, concepts, importance and type of hypotheses: Procedure for hypothesis testing, type – I and type – II errors.

Unit-V

Interpretation and Report writing:

Process of data analysis – editing, coding, tabulation diagrams process of interpretation – scaling techniques, report writing – significance of report writing, different steps in writing the report, mechanics of writing a Research report.

Book reference:

1. Pattan shetti, C.C. 'An introduction in Research Methods in Social Sciences', Rainbow Publishers, 1988.
2. Gopal, M. M, 'An introduction to research procedure' Asia Publishing House 1970
3. Sonachalam, K. S. 'Research Methodology of Social Sciences' Koodal Publishers 1979
4. Wilkinson & Bhandarker 'Social Research' New Delhi: Himalaya Publishing house 1989
5. Kothari, C. R. 'Research Methodology: Methods and Techniques, Wisha Prakashan, 1990
6. Kurien, C. T. 'A guide to Research in Economics' Reinbow Publications 1985
7. Kerlinge, F. W. 'Foundation of Behavioral Research' Surjeet Publications 1983
8. Ghosh, N. 'Scientific Method and Social Research' New Delhi Sterling Publishers 1982

SemV
07UBU531

Hours/Week: 7
Credits: 5

MANAGEMENT ACCOUNTING

Objectives

- * To introduce the students to the management techniques to identify well governed corporate in practical life.

Unit-1

Management accounting - Meaning - Objectives - Scope - Management accounting and financial accounting and cost accounting - Utility and limitations of management accounting. Analysis of financial statements - Tools for analysis - Comparative financial statements - Common size statements.

Unit-2

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-3

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.

Unit-4

Cash flow analysis - Distinction of cash from funds - Utility of cash flow statement - Construction of cash flow statement - Working capital management - Meaning and importance - Management of cash balances receivables and inventories.

Unit-5

Marginal costing and profit planning - distinction between absorption costing and marginal costing - Marginal costing, direct costing, differential costing - Differences - Key factor - Break even analysis - Margin of safety - Cost volume profit relationship.

REFERENCE BOOKS:

1. S.N.Maheswari: Principles of Management Accounting - New Delhi: Sultan Chand & Sons, 1990
2. R.K.Sharma and Shashi K.Kupta: Management Accounting - Principles and Practice, New Delhi: Sultan Chand & Sons, 1990
3. N.Vinayakam and I.B.Sinha: Management Accounting - Tools and Technique - New Delhi: Himalaya Publishing House, 1990
4. Man Mohan and S.N.Goyal: Principles of Management Accounting - Agra: Sahitya Bhavan, 1990
5. S.K.R.Paul - Management Accounting - Calcutta: New Central Book Agency, 1992.

Sem.V
07UBU532

Hours/week: 6
Credits: 5

ENTREPRENEURIAL DEVELOPMENT

Objectives

- * To enable the students in the entrepreneurial skills for management.

Unit-1

Definition of entrepreneur - Importance of entrepreneurship in underdeveloped economies - Constraints in such countries to entrepreneurship - Sociological and psychological factors of entrepreneurship - Achievement, motivation and methods of improving it in a person.

Unit-2

Content of Entrepreneurship Development Programme - Function of the trainer, motivator - EDP institutions in India and their functions, particularly EDP Institute, Ahmedabad: NIESBUD New Delhi: SIET Institute, Hyderabad: ITCOT and SIPCOT in Tamil Nadu; SISI; NSIC and its prototype training centres - The role of development banks and Commercial banks, Universities and Engineering Colleges in this regard.

Unit-3

Factors to be considered when selecting a project and its location - Technical and economic feasibility - Planning the project - Essentials of a Project report of a business - Counselling facilities available for technical training and project formulation. Choosing the scale of business. Importance of market survey and how to do it.

Unit-4

Managerial skills required by entrepreneurs and methods of acquiring them - Role of management consultant in India - Relative merits of different types of organisation, particularly sole proprietorship - Partnership and company. Different types of credit required by a firm, seed capital, fixed capital, working capital, packing and export credit and sources of these - Benefits of leasing.

Unit-5

Problems faced by rural and women entrepreneurs - Industries - Suitable for handicapped persons - Reservation for small industry - Problems of family business - Industrial estates backward area benefits - Prevention of industrial pollution of air and water around the business unit - Causes and prevention of industrial sickness.

REFERENCE BOOKS:

1. Vasant Desai: Dynamics of Entrepreneurial Development. New Delhi: Wiley Eastern Ltd., 1990
2. S.B.Srivastava: A Practical Guide to Industrial Entrepreneurs. New Delhi: Wiley Eastern Ltd., 1990
3. Gupta Srinivasan: Entrepreneurial Development. New Delhi: Sultan Chand & Sons, 1980
4. P.Saravanavel: Entrepreneurship Development - Principles, Policies and Programmes. New Delhi: Himalaya Publishing House, 1990.
5. T.V.Rao and Udai Pareek: Developing Entrepreneurship - A Handbook. New Delhi: McGraw Hill Publications Co. Ltd., 1990.

Sem.VI
07UBU633

Hours/week: 6
Credits:5

CAPITAL MARKET AND FINANCIAL SERVICES

Objectives

- * To know the basic ideas on recent developments and to impart knowledge on capital market and financial services.

Unit-1

Indian Financial system money and capital markets – characteristics of Indian money market – Reference in the Indian money market – constituent of Indian capital market – Gilt edged market Vs Industrial securities market.

Unit-2

Indian capital market since independence – special financial institution – IFCI, ICICI, IDBI, LIC and UTI

Unit-3

Non-Banking Financial companies in the capital market – financial position of NBFC – legislative control of NBFC – Functioning – problems RBI and NBFCS

Unit-4

Merchant Banking – Leasing and hire purchase companies – mutual funds – venture capital companies

Unit-5

Stock exchange in India – working of stock exchange – speculation and stock exchange – major defects in trading in Indian stock exchanges – stock exchange reference.

Securities Exchange Board of India (SEBI) – primary market reference – Secondary market references – strengthening of SEBI Capital market – Boom and crash

REFERENCE

1. Report on Currency and Finance – RBI, Vol 1 C Lap 6
2. Report of the Committee on the Financial System (1991) – Narasimham Committee
3. L.C.Gupta: Expert study of Tracking in shares in stock exchange
4. Economic Survey (1991 – 2000)
5. Janakiraman Committee Report No. 6 – RBI

Sem.V
07UBU634

Hours/week: 6
Credits: 5

FINANCIAL MANAGEMENT

Objectives

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

Unit-1

Nature of financial management - Meaning and scope of finance function - Financial management and its functions - Goals of financial management - Profit maximisation - Wealth maximisation - Importance of financial management - Organisation of financial department.

Unit-2

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

REFERENCE BOOKS

1. Prasanna Chandra: Financial Management Theory and Practice - New Delhi: Tata McGraw Hill, 1990
2. Van Horne: Financial Management and Policy - New Delhi: Prentice Hall of India, 1990
3. Brealey and Myers: Principles of Corporate Finance - New Delhi: Tata Mc Craw Hill, 1985
4. M.Y.Khan and P.K.Jain: Financial Management - New Delhi: Tata McCraw Hill, 1986
5. I.M.Pondy: Financial Management - Chennai: Vani Educational Books, 1999
6. Kuchal: Financial Management - Allahabad: Chatyana Publishing House, 1996

Sem.VI
07UBU635

Hours/week: 6
Credits: 4

INTERNATIONAL BUSINESS

Objectives

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

Unit-I

Introduction: International Business (Trade) Theories - Scope and Size of International Markets - Globalisation of Market (Canadian, Mexican, Chinese Models) - Conceptual and Institutional Framework.

Unit-II

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

Unit-III

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

Unit-IV

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

Unit-V

Multilateral Arrangements: International Business and LDCs - Regional Trade Groupings and Cooperation - International Organisations - International Resource Planning - International Marketing Research - Multilateral Agreements (Negotiations) on Tariff and Non-Tariff Barriers - Borderless Business Society.

References

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

**ELECTIVES OFFERED BY VARIOUS DEPARTMENTS FOR
UG COURSES**

Sem	Code No.	Title of the Paper	Hours	Credits
Department of Business Administration				
IV	07UBU481	Soft Skills Development	4	3
V	07UBU582	Advertisement and Sales Promotion	4	3
VI	07UBU683	Personal Growth Programme	4	3
Department of Chemistry				
IV	07UCH481	Food and Nutrition	4	3
V	07UCH582	Everyday Chemistry	4	3
VI	07UCH683	Soil Testing	4	3
Department of Commerce				
IV	07UCO481	Elements of Business Process Outsourcing (BPO)	4	3
	07UCO482	Accounts for Executives	4	3
V	07UCO583	Soft Skills Development	4	3
	07UCO584	Fundamentals of Investment Management	4	3
VI	07UCO685	Small Scale Business Development	4	3
	07UCO686	Hotel Management	4	3
Department of Computer Science				
IV	07UCS481	Office Automation	4	3
	07UCS482	Internet Concepts	4	3
V	07UCS583	Fundamentals of Computer Networks	4	3
	07UCS584	Information Technology	4	3
VI	07UCS685	E-Commerce	4	3
	07UCS686	Foundations of Computer Science	4	3
Department of Computer Application (BCA) (SFS)				
IV	07UCA481	Personal Soft Skills	4	3
Department of Economics				
IV	07UEC481	Indian Economy	4	3
V	07UEC582	Tamil Nadu Economy	4	3
VI	07UEC683	Economics of Social Issues	4	3
Department of Electronics				
IV	07UEL481	Computer Electronics	4	3
V	07UEL582	Radio and Television	4	3
VI	07UEL683	DVD Player Assembling and Troubleshooting	4	3

Department of English

IV	07UEN481	English for Competitive Exams	4	3
	07UEN482	Film Studies	4	3
V	07UEN583	English for Communication	4	3
	07UEN584	Public Speaking in English	4	3
VI	07UEN685	English of Literature	4	3
	07UEN686	English for Empowerment	4	3

Department of History

IV	07UHS481	Tourism and Travel Agency	4	3
V	07UHS582	Tourism and Automation	4	3
VI	07UHS683	Indian History for Competitive Examinations	4	3

Department of Mathematics

IV	07UMA481	Mathematics for Competitive Examinations	4	3
V	07UMA582	Graph Theory	4	3
VI	07UMA683	Operations Research	4	3

Department of Physics

IV	07UPH481	Everyday Physics	4	3
V	07UPH582	Photography	4	3
VI	07UPH683	Cell Phone Servicing	4	3
VI	07UPH684	Electrical Wiring	4	3

Department of Plant Biology & Plant Biotechnology

IV	07UBO481	Mushroom Culture	4	3
V	07UBO582	Everyday Biology	4	3
VI	07UBO683	Remote Sensing	4	3

Department of Statistics

IV	07UST481	Statistics for Management	4	3
V	07UST582	Data Analysis for Competitive Examination	4	3
VI	07UST683	Actuarial Statistics	4	3

Department of Tamil

IV	07UTA481	மைய அரசுப்பணித்தேர்வுத் தமிழ்	4	3
V	07UTA582	தமிழ் இலக்கியத்தில் மனித உரிமைகள்	4	3
VI	07UTA683	சித்த மருத்துவம்	4	3
VI	07UTA684	மக்கள் தகவல் தொடர்பியல்	4	3

